



Guidelines for Writing Your SAS® Global Forum Paper

Length

Your paper should not exceed 20 publishable pages, including charts, figures, source code, etc.

Format

Use the provided Word template to write your paper. You will need to submit a PDF of your final paper. Important: Do not password protect or add bookmarks to your PDF file.

Ensure that your PDF contains embedded fonts. Exactly how you embed fonts will vary from application to application and version to version. For most Microsoft Word versions:

- Open the document and click Tools -> Options.
- Find the “Save” tab on which there will be a selection similar to “save with fonts embedded.”
- Select it and RE-SAVE THE DOCUMENT BEFORE MAKING THE PDF.
Note: Often there is an option to include only the characters in use – it makes the file a bit smaller and works fine when the author is absolutely sure that no one will have to do any touch-up editing to the document. However, if some editing is needed the PDF file will not allow editing unless the full font set is embedded.

Before uploading the PDF, be sure that:

- The assigned paper number (not the submission number) appears at the top of the paper (i.e., Paper #####-2014).
- The title matches the title on the Copyright Grant form.
- Nothing, except the page number, is within the $\frac{3}{4}$ ” top margins and 1” side margins.
- The page numbers are showing at the bottom of each page.
- The required trademark statement is included at the end of the paper.
- The file has been saved with the fonts embedded.

Points to Consider

- Keep your audience in mind – skill level, industry and job role.
- Identify what skills or knowledge your audience will gain.
- Fix errors in grammar, spelling and punctuation.
- Use active voice. Only use passive voice if the recipient of the action needs to be emphasized.





Trademarks

SAS describes both the company and its products. It is a brand. To protect our brand, it is important to use the registered trademark symbol in certain cases when SAS refers to our company's solutions or services – e.g., SAS[®] software, etc. - but NOT when it refers to the company name.

The registered trademark symbol is necessary for:

- First references to SAS solutions and services.
- All prominent, bold or display uses for elements such as headlines, subheads, cover/title page, as well as in any other text.
- Product and solution names must be spelled out in every reference.
 - Example: SAS[®] Enterprise Guide[®] cannot be EG.
- SAS product or solution names contained in graphics, charts or figures.
- The SAS trademark should be included in first references to solutions where the solution name is trademarked.
 - Examples: SAS[®] Enterprise Guide[®]
SAS[®] Enterprise Miner[™]
- Use superscript for TM, SM and ®.

Capitalization

Use the following conventions for capitalization:

- DATA step (DATA is always uppercase when you are referring to the DATA step).
- Uppercase procedure names and use the full name of a procedure in titles as well as the first mention in text.

Terminology

Use all uppercase on first mention, such as “The PRINT procedure ...”. Subsequently, write “PROC PRINT...”.

Use uppercase for statements, options, functions, and commands; for example, LABEL option, DEVICE= option (include an equal sign if applicable), LAUNCHER command.

Code

Do not bury SAS code in text. Set it off from the text in display format.





References

All published work that is cited in your paper must be listed in the REFERENCES section. If you include text or visuals that were written or developed by someone other than yourself, you must cite the sources using the following guidelines:

- Using Material That Is Copyrighted
 - If you use copyrighted material, you must mention that you have permission from the copyright holder or the publisher. The copyright holder or publisher might also require you to include a copyright notice.
 - For example: Reprinted with permission of SAS Institute Inc. from SAS® *Risk Dimensions*®: *Examples and Exercises*. Copyright 2004. SAS Institute Inc.

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- Using Material That Is Not Copyrighted
 - If you use information from a previously printed source that is not copyrighted, cite the source in parenthesis after the text.
 - For example: The minimum variance method defines the distance between clusters (Ward 1984, p.23).

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The format for sources that are published on the **Web** is: Author. "Title of Document." Title of Complete Work. <Web address> any additional directions for retrieving source (access date).

Examples of Papers

For examples of good papers, check out last year's "[Best Paper](#)" awards.

