

2026 SAS GLOBAL CUSTOMER RECOGNITION AWARDS PROGRAM

OFFICIAL RULES

NO PURCHASE OR PAYMENT REQUIRED TO ENTER OR WIN AND WILL NOT IMPROVE YOUR CHANCES OF WINNING. YOU HAVE NOT WON YET.

These Official Rules (“**Rules**”) apply to the 2026 SAS Global Customer Recognition Awards Program (the “**Program**”). The Program is subject to all applicable laws and regulations of the United States and its states and territories and is **void where prohibited by law**. Participation in the Program constitutes each Nominee’s full and unconditional agreement to (i) these Rules and (ii) Sponsor’s decisions, which are final and binding in all matters related to the Program. Winning a Prize Package (described below) is contingent upon fulfilling all requirements set forth herein.

1. **Eligibility. (A) General.** The Program is only open to all active business Customers of SAS Institute Inc. (“**SAS**”) (“**Customers**” are organizations doing business directly with SAS). No individuals employed at active business Customers of SAS may be awarded the Prize Package. No Customers holding student accounts may win the Program.

SAS also may, in its sole discretion, determine that a potential Winner is ineligible to receive any part or all of the Prize Package due to governmental, ethical, conflict of interest or similar concerns. Certain organizations, for example, may be subject to the SAS “No Gifts” list. If you are uncertain if you will be ineligible based on any of the foregoing, you may contact SAS at communities@sas.com. Other eligibility requirements and conditions of participation are set forth below in these Rules.

(B) Additional Eligibility Requirements. Prior to being eligible to receive a Prize Package, a Customer that has been selected as the potential winner of the Program must provide Sponsor with any information or certifications needed by Sponsor, in its judgment, for tax reporting or other purposes. Without limiting the foregoing, a Customer that is selected as a Winner of the Program may be required to have an authorized representative sign a copy of these Rules, to complete and sign a Declaration of Compliance, Liability and Publicity Release, and provide any other document that Sponsor determines is required, necessary or appropriate, in its judgment, to confirm the Winner’s eligibility and for tax reporting or other purposes. Customers are not permitted to win in the same category for two (2) years in a row; a one-year cool down period is required before a Customer can receive a consecutive award in the same category. If any potential Winner refuses to accept the entire Prize Package or fails to satisfy the above conditions within seven (7) days of the notice that such Nominee has been selected as a potential Winner, such Nominee will not be eligible for the Prize Package, and an alternate Winner will be selected, as described in “Winner Selection” below.

The four (4) Categories are:

SAS Internal Selected (4): Please note that the following categories are for Nominees' awareness only and are not open for external Submissions.

1. **Customer Impact Award – Public Sector:** Awarded to a public sector Customer who has had the most impact through a willingness to share their analytics journey, successes and lessons learned with others.
2. **Customer Impact Award – Private Sector:** Awarded to a private sector Customer who has had the most impact through a willingness to share their analytics journey, successes and lessons learned with others.

(Please see Attachment A for judging rubric for the Customer Impact Award – Public Sector and the Customer Impact Award – Private Sector.)

3. **User Feedback Award:** Awarded to a Customer who provides valuable feedback on SAS products and has been an essential reference for product improvements.

(Please see Attachment B for judging rubric for the User Feedback Award.)

4. **In-House User Group Leader Award:** Awarded to a SAS Users Group leader demonstrating a dedicated passion for the success of users group members.

(Please see Attachment C for judging rubric for the In-House User Group Leader Award.)

Additional SAS Rights. By accepting the Award each Customer grants Sponsor the right to publish, use, reference, display and translate into other languages, the Nomination Details (defined below) as follows: (i) on SAS's internal and external websites and social media platforms; (ii) on SAS digital web publications and printed publications; (iii) in distributed printed media; (iv) in original excerpts from speeches, slides, and other marketing mediums; and (v) by otherwise referring to the Award in public communications for any legal purpose. Accepting the Award further constitutes the Customer's consent to irrevocably assign and transfer to SAS any and all worldwide rights, title and interest in and to the Award, including but not limited to all intellectual property rights. SAS also reserves the right to present each Customer's name, company, trademarks, logos, and other identifying information along with the accepted award.

Without limiting the foregoing, each Customer agrees that the identity of any or all Winners may be displayed at SAS Innovate 2026 and other events as appropriate, and each Customer agrees by accepting nomination and being selected as a winner, the Customer's company name, Award details, and other personal information will be publicly displayed at SAS Innovate 2026. Being chosen as a winner also permits SAS to utilize and publish said content in presentations, internal and external social media platforms, Marketing and Public Relations platforms, and SAS websites.. Any Winner may deny SAS's use of the foregoing information without cause within 30 days' notice by emailing communities@sas.com. Winners will be notified in March 2026 and

announced at the event in April 2026. Awards will be presented live to each winner or mailed if you are unable to attend the live event.

2. **The Prize Package.** SAS will award one (1) prize package to each of four (4) Winners (“**Prize Package**” or “**Prize**”) consisting of all of the following:

- Admission for one (1) individual employed by the Winner to SAS Innovate 2026;
- The Transportation and Hotel Package described below for SAS Innovate 2026;
- Meals allowances for four (4) days while at SAS Innovate 2026, up to \$75 per day; and
- A crystal winner’s trophy (estimated retail value \$190) and assorted SAS swag (estimated retail value \$200).

The estimated retail value of the full Prize Package is \$5,215. Four (4) Prize Packages will be awarded. All federal, state and local taxes, and all other costs associated with acceptance or use of the Prizes, are the sole responsibility of each Winner.

Transportation and Hotel Package Details.

The Transportation and Hotel Package will consist of the following:

For US-based customer: Three (3) nights accommodation at the Gaylord Texan (the “**Hotel**”) for the nights of April 27 – 30, 2026.

For International customer: Four (4) nights accommodation at Gaylord Texan (the “**Hotel**”) for the nights of April 26 – 30, 2026

The Hotel accommodation will include only a single room, double occupancy.

Selected transportation. The exact details of the transportation portion of the Prize Package will depend on the proximity of the Winner’s home to SAS Innovate 2026. All travel must take place between April 26 – 30, 2026.

If the employee of a Winner who will be using the Transportation and Hotel Package (the “**Traveler**”) resides within driving distance of Grapevine, TX, that Traveler may choose to travel to and from SAS Innovate 2026 using the Traveler’s own vehicle and be reimbursed for mileage. If that Traveler lives in Grapevine, the Transportation and Hotel Package will consist only of the Hotel accommodation, Meals allowance, and round trip ground transportation between Traveler’s residence and the Hotel.

All other Travelers will receive a roundtrip air flight with a commercial airline service, coach-class, between a major airport near the winner’s home (the “**Departure Airport**”) and Dallas Fort Worth International Airport (DFW).*

* The Departure Airport will be chosen by SAS, who will consult with the Traveler. The Traveler is responsible for travel to and from the Departure Airport. SAS will provide the Traveler with ground transportation to and from DFW and the Hotel. Baggage fees are not included in the Prize Package. All United States domestic travel must be booked through the SAS Travel Department. International travel for Winners who live outside of the United States must be

booked by the Winner. The SAS Travel Department will assist in reimbursing travel expenses incurred by international Winners. If transportation, hotel, roundtrip airfare and meals exceed \$4,000, it will be the Winner's responsibility to pay the difference or not accept the Prize Package.

3. **Winner Selection.** SAS will award one (1) Prize Package to each of four (4) Winners, with one (1) Winner for each of the four (4) Categories described above. The selection of Winners is completed internally by SAS.

If any potential Winner refuses to accept the entire Prize Package or fails to satisfy all Eligibility conditions described in Section 1 of these Rules, such entity will not be eligible for the Prize Package.

4. **Winner Notification and Verification.** The Potential Winners will be contacted by a representative of Sponsor by email or telephone. Receiving a Prize Package is contingent upon compliance with these Rules, including any eligibility requirements.

5. **Agreements to Receive Prize Package.** We recognize that some Customers may not be able to accept portions of the Prize Package.

(A) If you are selected as a Winner and you cannot accept the crystal trophy from SAS, it is your responsibility to notify SAS within seven (7) business days of receiving your winner notification.

(B) If you are selected as a Winner, you are agreeing that you are allowed to accept a gift valued at over \$100 from SAS. If you are unable to accept the gift, it is your responsibility to notify SAS within two business days of receiving your winner notification.

(C) If you are selected as a Winner, you are agreeing that you are allowed to accept hotel, airfare, meals, and conference registration. If you are unable to accept the trip to the conference, it is your responsibility to notify SAS within two business days of receiving your winner notification.

6. **Prize Delivery and Conditions.** The Prizes are non-assignable and nontransferable and may not be substituted for cash. A Prize may not be upgraded, and no substitutions by the Winner will be allowed; except Sponsor reserves the right, in its sole discretion, to substitute a Prize for one of equal or greater value if the designated Prize should become unavailable for any reason, subject to applicable law. Any Winner may waive the Winner's right to receive the Prize.

7. **Conditions and Disclaimers.** By accepting the Prize package, each Customer agrees that: (a) he or she or they and the entity on whose behalf the Customer that accepted the win will abide by and be bound by these Rules; (b) neither Sponsor nor any of its affiliated companies or the advertising and promotional agencies affiliated with Sponsor or those affiliated companies, nor any of their officers, directors, employees, agents or representatives (collectively, Sponsor's "**Affiliates**") are responsible for claims, injuries, death, losses or damages of any kind resulting from participation or inability to participate in the Program, or the awarding, acceptance, use,

misuse, loss, or misdirection of a Prize Package; and (c) Sponsor is not responsible for any inability of a Winner to accept a Prize Package for any reason.

Although Sponsor attempts to ensure the integrity of the Program, neither Sponsor nor any of its Affiliates are responsible for the actions of Nominees or other individuals in connection with the Program, including attempts by Nominees or other individuals to circumvent these Rules or otherwise interfere with the administration, security, fairness, integrity, or proper conduct of the Program. If, for any reason, the Program is not capable of running as planned by reason of tampering, fraud, industry conditions, bankruptcy or liquidation, marketplace demands, applicable law, unforeseen obstacles, or any other causes which, in the sole opinion of Sponsor, could corrupt, compromise, undermine, or otherwise affect the administration, security, fairness, integrity, viability, or proper conduct of the Program, Sponsor reserves the right in its sole and absolute discretion to modify these Rules, and/or to cancel, terminate, modify or suspend all or any part of the Program, and in the event of cancellation or termination, to select Winners from among all eligible non-suspect Entries received up to the time of such cancellation, termination, modification, or suspension, as applicable.

8. **Limitations on Liability.** Neither Sponsor nor its Affiliates shall be liable to any Winner or any other person for failure to supply the Prize Package or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond Sponsor's or its Affiliates' sole control.

9. **Release and Indemnification.** BY ACCEPTING AN AWARD FROM THE PROGRAM, AND BY AGREEING TO BE A TRAVELER, EACH NOMINEE AND TRAVELER RELEASES AND HOLDS THE SPONSOR AND ITS AFFILIATES HARMLESS FROM AND AGAINST ANY AND ALL LOSSES, DAMAGES, RIGHTS, CLAIMS, AND ACTIONS OF ANY KIND ARISING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE PROGRAM OR PARTICIPATION IN ANY PROGRAM-RELATED ACTIVITY, OR RESULTING DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE PACKAGE (INCLUDING ANY TRAVEL OR ACTIVITY RELATED TO ACCEPTANCE OF THE PRIZE PACKAGE) AWARDED IN CONNECTION WITH THE PROGRAM, INCLUDING WITHOUT LIMITATION, PERSONAL INJURY, DEATH, AND/OR PROPERTY DAMAGE, AS WELL AS CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY.

10. **Miscellaneous.**

(A) **Privacy.** All personal information collected in connection with this Program will be handled by SAS Institute Inc. and its Affiliates in accordance with these Rules and the SAS Privacy Statement, available at <http://www.sas.com/privacy>. By entering the Program, each Customer agrees that Sponsor may share Customer's personal information with its Affiliates for the purpose of Prize Package fulfillment in the event Nominee is chosen as a potential Winner. Customers whose e-mail address is

submitted as part of this Program agree that Sponsor may contact them by e-mail to make Customer aware of information pertinent to the Program, and to distribute information regarding Sponsor's products, special events, promotional offers, or purchase incentives. By participating in this Program, Customers agree to receive occasional emails from SAS about our products and services. Customers may choose to opt-out of future e-mail notifications by clicking the link in the e-mail and following the opt-out instructions, or by contacting us directly at privacy@sas.com. Opting into specific offers does not improve a Customer's chances of winning.

- (B) **Publicity Release.** Except where prohibited, by accepting a Prize Package, each Winner grants permission for Sponsor and its agents to use his/her name, voice and/or likeness, for advertising, merchandising, promotion and/or publicity purposes in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation.
- (C) **Applicable Law.** The Program, and any disputes that may arise hereunder, shall be governed in all respects by the laws of the state of North Carolina without regard to the conflicts of laws principles of any jurisdiction. Venue with respect to any such disputes shall be had in the state and federal courts of the state of Illinois. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision so long as the general intent of these Rules remains in effect. In the event that any such provision is determined to be invalid or unenforceable, these Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained herein.

11. **Official Rules.** By participating in the Program, each Nominee fully and unconditionally agrees to and accepts these Rules and decisions of the Sponsor, which are final and binding in all matters relating to the Program. The Program will be run in accordance with the Rules, subject to amendment by Sponsor. Each Customer must comply with the Rules and will be deemed to have received and understood these Rules by participating in the Program. The terms of the Program, as set out in these Rules, are not subject to amendment or counteroffer, except as set out herein. If any provisions of the Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. Sponsor's failure to enforce any term of these Rules will not constitute a waiver of that provision.

12. **Sponsor.** The Program is sponsored by SAS Institute Inc., 100 SAS Campus Drive, Cary, NC 27513.

13. **Copy of Official Rules.** These Rules will be posted on the Sponsor's website at https://www.sas.com/content/sascom/en_us/connect/customer-recognition-awards.html.

14. **Winner List.** For the winner list, send a self-addressed, stamped envelope to the address of Sponsor provided above, Attn: Program Winner List.

ATTACHMENT A

1. Depth and Breadth of Customer Advocacy Impact

Score Descriptor

- 100 Advocacy spans multiple SAS solutions/technologies across multiple use cases, teams or business functions, with sustained influence over time
- 70 Advocacy spans multiple SAS solutions/technologies within a single primary use case or business area, with clear but focused impact
- 40 Advocacy focuses on a single SAS solution/technology with meaningful but limited scope

Score Awarded: ____ / 100*

2. Quality and Significance of Advocacy Participation

Score Descriptor

- 80 Multiple advocates actively and consistently contribute in high-value activities (events, references, feedback, storytelling)
- 50 One or more advocates contribute regularly with clear value
- 30 Limited advocacy participation with moderate value
- 10 Minimal or sporadic advocacy activity

Score Awarded: ____ / 80*

3. Demonstrated Business or Customer Impact

Score Descriptor

- 80 Clear, compelling metrics or outcomes demonstrating significant business or customer impact and have been approved for external publication with the company named.
- 50 Metrics or outcomes exist but are limited in scope or depth or are not approved for external publication
- 30 Impact is described qualitatively with limited supporting evidence
- 10 Minimal evidence of measurable impact

Score Awarded: ____ / 80*

Total Score

Total: ____ / 260* points

* Higher point values are intentional to maintain proportional influence between judge scores and quality scorecard data.

4. Customer Advocacy Scorecard (added to judges' total scores)

Judges' scores will be added to scores from the Customer Advocacy Scorecard:

The Quality Scorecard ranks customer references based on the usages completed in the specified time period (2025). Each usage sub-type has a weight assigned to it which reflects the level of effort required of the customer to complete and value to SAS. The scorecard calculation also includes a multiplier to give extra credit to customers based on the number of different types of activities they have completed.

Top Nominees Customer Advocacy Scorecard – activity logs attached

**Nominee names, Quality Score #, and activity logs will be attached for judge review.

ATTACHMENT B

SAS User Feedback Award – Evaluation Form

Nominee Name: _____

Reviewer: _____

Date: _____

1. Influence of Feedback on SAS Product Enhancements

Maximum: 10 points

Score Descriptor

- 10 Enhancements impact multiple industries and multiple SAS products
- 7 Enhancement to a single SAS product affecting multiple industries or multiple SAS products within one industry
- 4 Enhancement to one SAS product within a single industry (beyond SAS Foundation)
- 1 Enhancement to a single SAS Foundation product

Score Awarded: ____ / 10

2. Practicality of Nominee’s Feedback

Maximum: 7 points

Score Descriptor

- 7 Numerous meetings/dialogues; extensive feedback, testing, and collaboration with Tech Support/Development
- 5 Feedback submitted; collaboration with Tech Support/Development; testing conducted and feature improvements implemented by development
- 3 Feedback submitted; cooperation with Tech Support/Development; hot fix improvements made by Text Support

Score Awarded: ____ / 7

3. Tech Support Case History and/or Development JIRA Involvement

Maximum: 7 points

Score Descriptor

- 7 Multiple collaborations with both Tech Support and Development through Cases, JIRAs, or documented conversations
- 5 Cases and JIRA records exist with documented dialogue involving both Tech Support and Development
- 3 Case or JIRA exists mentioning nominee feedback
- 1 Worked with Tech Support or Development; no Case or JIRA found

Score Awarded: ____ / 7

4. Novelty or Advancement Level of Product(s) Improved

Maximum: 5 points

Score Descriptor

- 5 Leading edge or new SAS platform product or SAS Solution (e.g., SAS Viya, SAS Visual Analytics)
- 3 Existing SAS platform product or SAS solution
- 1 SAS Foundation or SAS legacy product

Score Awarded: ____ / 5

Total Score

Total: ____ / 29 points

ATTACHMENT C

1. How would you rate the nominee's impact on fostering community engagement within the In-House User Group?

1	2	3	4	5
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Low

Exceptional

Score Awarded: ____ / 5

2. How would you rate the nominee's ability to introduce innovative ideas or initiatives that benefit the in-house user group community?

1	2	3	4	5
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Not Innovative

Highly Innovative

Score Awarded: ____ / 5

3. How effectively does the nominee collaborate with both SAS and customer stakeholders to drive in-house user group success?

1	2	3	4	5
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Ineffective

Highly Effective

Score Awarded: ____ / 5

4. To what extent does the nominee promote inclusivity and participation across diverse user groups within the account?

1	2	3	4	5
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Limited

Extensive

Score Awarded: ____ / 5

5. Please rate the nominee's overall leadership and commitment to the in-house user group mission.

1	2	3	4	5
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Low Commitment

Outstanding Leader

Score Awarded: ____ / 5

Total Score

Total: ____ / 25 points