



DATA CONNECT

An Analytics Conference. Featuring Women. For Everyone.

Hosted by Women in Analytics

6th Annual Conference

July 20th & 21st, 2023

Hyatt Regency Columbus

Columbus, OH

Sponsorship Prospectus



"I lead a team of analysts and data scientists and thought it was an excellent opportunity for them, in the beginning of their careers, to see the support, be able to network, and hear other successful women speak with such passion about their discipline."

-Conference Attendee

Women in Analytics Mission

The mission of the Women in Analytics is to provide visibility to the women making an impact in the analytics space and provide a platform for them to lead the conversations around the advancements of analytical research, development, and application.

The DataConnect speaker line-up is the only aspect of our conference that is dedicated exclusively to women. Our definition of women is anyone that identifies as a woman.

Conference Sponsorship Policies

WIA **does not** provide speaking slots as a benefit of any sponsorship level outside of product demos and industry sessions. If you are interested in more visibility, we can provide you with options and ideas to increase traffic to your booth. Please contact our team to discuss. While your organization is free to submit speaker applications, there is no guarantee that those speakers will be selected.

WIA **will not** provide attendee lists or sell attendee information to any sponsor unless explicitly granted permission by attendees. WIA believes in data privacy and will leave it to our attendees to provide their personal information to sponsors if they find value in doing so (e.g. for recruiting purposes or interest in a product). WIA provides sponsors with the option to use a lead retrieval app that simplifies the data collection process and offers our attendees the option to provide their contact information. Sponsors may also reach out to or connect with attendees through the conference app.

Please note sponsorship slots are limited. Contact us at info@womeninanalytics.com with questions or interest.



2022 Sponsors

Diamond: Nationwide Insurance

Platinum: OhioHealth

Silver: Cardinal Health, JobsOhio,

CoverMyMeds, Capgemini, Fusion Alliance

Bronze: OCLC, Meltano, Purdue University,
GEICO, Aware, Abbott, NetJets

Industry Session: Bread Financial, Sisu Data

Demo Session: Denodo, HEX

VIP Lunch Sponsor: Snowflake, G2O

Lunch Sponsor: Bread Financial

Lanyard Sponsor: Bread Financial

Fly-in Sponsor: JobsOhio

Data Viz Sponsor: Gathi Analytics

Lounge Sponsor: CAS

WiFi Sponsor: Battelle

Power Up Sponsor: CoverMyMeds

Networking Sponsor: NetJets

Breakfast Sponsor: AWS

Coffee Sponsors: Huntington National Bank

Afterparty Sponsor: Slalom, EXL Service

In-Kind Sponsor: Articulation, WeWork,
Packt

2023 Estimated Metrics

- ◆ 1200 Registered Attendees
- ◆ Global Presence
- ◆ 75 VIP Luncheon Attendees
- ◆ 45 Speakers / Instructors
- ◆ 4 Keynotes
- ◆ 6 Tracks
- ◆ 2 Days
- ◆ 2 Workshops
- ◆ 15 Sponsored Students
- ◆ 10 Sponsored Fly-Ins

Premium Sponsorship Packages

All premium sponsorship levels include an expo booth, sponsor-branded banner, logo placement on the DataConnect website with a link, a listing in the conference app, and Social Media Marketing.

Expo Booth Information

Included: Conference wifi, extension cords, chairs, tablecloths and standard power. Quantity depends on sponsorship level.

	Diamond \$35,000 (Limit: 1)	Platinum \$25,000 (Limit: 2)	Gold \$15,000 (Limit: 4)	Silver \$10,000 (Limit: 6)	Bronze \$7,500 (Limit: 8)
Expo Booth	20x30	10x20	8x8	8x8	8x8
Full Conference Passes	15	10	8	6	4
Expo-Only Passes	6	4	3	2	2
Participation in Job Fair	x	x	x	x	x
Logo Placement on Event T-Shirt	x	x	x	x	
Approved Item in Swag Bag (1)	x	x	x	x	
Lead Retrieval App	x	x	x		
Blog Post - What You Do in Analytics	x	x	x		
Sponsored Push Notification Thru Conference App (2)	x	x			
Opening Reception Sponsorship	x	x			
Session Room Branding	Main	Breakout			
Rotating Slides in Room During Breaks	Main	Breakout			
Premium Logo Placement	x	x			
Tickets to Speaker Dinner (2)	x				
2-Minute Talk on Main Stage	x				

~~Diamond Level Sponsorship - \$35,000 (Limit: 1)~~ **SOLD OUT**

- ◆ 20x30 Booth space in a premium location
- ◆ Complimentary lead retrieval app
- ◆ (15) Full conference passes
- ◆ (6) Expo only staff passes
- ◆ Participation in Job Fair
- ◆ Opening reception sponsorship (includes logo printed on opening reception banner)
- ◆ (4) Full color slides to be used in rotation on the main stage during breaks
- ◆ Two-minute talk on the main stage
- ◆ Onsite Mention: Verbal thank-you from the main stage
- ◆ Preferred event app listing: Company name, logo, description, and link
- ◆ Tote bag branding
- ◆ Diamond sponsor designation and listing on the DataConnect website with link
- ◆ A blog post highlighting what you do with analytics
- ◆ Preferred logo placement on event t-shirt
- ◆ Main room branding
- ◆ (2) Sponsored push notification in the conference app
- ◆ Tickets to exclusive speaker dinner



Nationwide[®]



Platinum Level Sponsorship - \$25,000 (Limit: 2)

- ◆ 10x20 Booth space in a premium location
- ◆ Complimentary lead retrieval app
- ◆ (10) Full conference passes
- ◆ (4) Expo only staff passes
- ◆ Participation in Job Fair
- ◆ Opening reception sponsor (includes logo printed on opening reception banner)
- ◆ (2) Full color slides to be used in rotation on the main stage during breaks
- ◆ Onsite Mention: Verbal thank-you from the main stage
- ◆ Preferred event app listing: Company name, logo, description, and link
- ◆ Tote bag insert (provided by sponsor)
- ◆ Platinum sponsor designation and listing on the DataConnect website with link
- ◆ A blog post highlighting what you do with analytics
- ◆ Logo placement on event t-shirt
- ◆ Breakout room branding
- ◆ (2) Sponsored push notification in the conference app

Gold Level Sponsorship - \$15,000 (Limit: 4)

- ◆ 8x8 Booth space
- ◆ Complimentary lead retrieval app
- ◆ (8) Full conference passes
- ◆ (3) Expo only staff passes
- ◆ Participation in Job Fair
- ◆ Onsite Mention: Verbal thank-you from the main stage
- ◆ Preferred event app listing: Company name, logo, description, and link
- ◆ Tote bag insert (provided by sponsor)
- ◆ Gold sponsor designation and listing on the DataConnect website with link
- ◆ A blog post highlighting what you do with analytics
- ◆ Logo placement on event t-shirt



Silver Level Sponsorship - \$10,000 (Limit: 6)

- ◆ 8x8 Booth space
- ◆ (6) Full conference passes
- ◆ (2) Expo only staff passes
- ◆ Participation in Job Fair
- ◆ Event app listing: Company name, logo, description, and link
- ◆ Tote bag insert (provided by sponsor)
- ◆ Silver sponsor designation and listing on the DataConnect website with link
- ◆ Logo placement on event t-shirt



Bigeye



CardinalHealth

Bronze Level Sponsorship - \$7,500 (Limit: 8)

- ◆ 8x8 booth space
- ◆ (4) Full conference passes
- ◆ (2) Expo only staff passes
- ◆ Participation in Job Fair
- ◆ Event app listing: Company name, logo, description, and link
- ◆ Bronze sponsor designation and listing on the DataConnect website with link



elastic



Abbott

Specialty Sponsorship Levels

These sponsorships **do not** include expo booths.

~~VIP Luncheon Sponsorship - \$10,000 (Limit: 2)~~ **SOLD OUT**

- ◆ Exclusive opportunity to connect with 75 VIP attendees
- ◆ Access to attendee titles and companies to select VIP invitees
- ◆ Sponsor designs and provides 40 minutes of programming (*with DataConnect approval)
- ◆ Luncheon catered by DataConnect
- ◆ Exclusive branding in VIP Luncheon room
- ◆ (2) Full conference passes



Industry Session Sponsorship - \$10,000 (Limit: 2)

- ◆ Content covering data-related topics in industry of choice (*must get DataConnect approval)
- ◆ Speaker selection (*must identify as a woman and must get DataConnect approval)
- ◆ Branded staging area with logo
- ◆ 1 push notification through the conference app
- ◆ (3) Full conference pass



Fly-In Sponsorship - \$10,000 (Limit: 1)

Applications will be open for 10 people to fly in from outside of Columbus and attend the conference for free – hosted by this sponsor. You can pick from the applications or the WIA team can help you pick the finalists.

- ◆ Exclusive access to all Fly-In applications and selection of 10 recipients
- ◆ Pre-Conference Exclusive Meet and Greet with Fly-In Attendees
- ◆ (2) Full conference pass

~~Lunch Sponsorship - \$10,000 (Limit: 1)~~ **SOLD OUT**

- ◆ Branded lunch cards for each attendee
- ◆ (2) Full conference pass



~~Data Viz Competition Sponsorship - \$8,500 (Limit: 1)~~ **SOLD OUT**

Deadline: December 31st, 2022

- ◆ Access to all data viz competition entries
- ◆ 1 judge on the committee to select the top 10 finalists
- ◆ Main stage announcement of winners and presentation of prizes
- ◆ Branded signage in the Data Gallery (premium location)
- ◆ Logo placement with link on the Data Viz Competition webpage
- ◆ Frequent social media mentions accompanying promotional posts for competition
- ◆ (2) Full conference passes



Lounge Sponsorship - \$7,000 (Limit: 1)

- ◆ Room branding and branded signage in the lounge
- ◆ Onsite Mention: verbal thank during conference introduction
- ◆ (2) Full conference passes

Lanyard Sponsorship - \$6,000 (Limit: 1)

- ◆ Company logo placement on lanyard provides wide recognition during and post-conference
- ◆ (3) Full conference passes

~~WIFI Sponsorship - \$5,000 (Limit: 1)~~ **SOLD OUT**

- ◆ Naming rights of event WIFI password (*With DataConnect approval)
- ◆ (1) Full conference pass

◆



Demo Session Sponsorship - \$5,000 (Limit: 5)

- ◆ Sponsored session covering a product demo (*must get DataConnect approval)
- ◆ Speaker selection (*must identify as a woman and must get DataConnect approval)
- ◆ (1) Full conference pass
- ◆ Session branding on website and conference app



Afterparty Sponsorship - \$5,000 (Limit: 1)

- ◆ Branded signage at the afterparty
- ◆ (2) Full conference passes
- ◆ Shoutout during the afterparty
- ◆ Branded napkins and signage

Power Up Sponsorship - \$5,000 (Limit: 1)

- ◆ Branded charging stations
- ◆ (2) Full conference pass

Networking Sponsorship - \$5,000 (Limit: 1)

- ◆ Branded signs at each networking station and within the app
- ◆ Optional: 2 facilitators of networking sessions
- ◆ (2) Full conference pass

Breakfast Sponsorship - \$5000 (Limit: 1)

- ◆ Branded signs at each breakfast station
- ◆ Optional: Placement of sponsor-provided branded napkins and information cards on tables during breakfast periods
- ◆ (2) Full conference pass



Student Sponsorship - \$4,000 (Limit: 6)

Deadline: December 31st, 2022

- ◆ Access to student applications
- ◆ Selection ability of 5 students from applications to attend the conference for free
- ◆ Admittance to the exclusive breakfast with selected students on day 1 of the conference
- ◆ (2) Full conference passes

Financial Aid Sponsorship - \$3,500 (Limit: 10)

Deadline: December 31st, 2022

- ◆ Logo placement on Financial Aid webpage
- ◆ Logo placement on a standing sign placed in a high traffic area
- ◆ Opportunity to provide discounted conference admission to 5-10 individuals
- ◆ Selection of financial aid recipients
- ◆ Mention in social media and blog post about the scholarship
- ◆ (1) Full conference pass

Coffee Sponsorship - \$2500 (Limit: 2)

- ◆ Company name and logo printed on 8.5"x11" self-standing signs and placed at coffee stations
- ◆ Onsite Mention: verbal thank during conference introduction





Sponsor Add-ons

The following add-ons are available to all sponsors of the conference and must be purchased in addition to the sponsorship cost if not already available in the sponsorship benefits.

Job Fair Participation – Contact our team for pricing

- ◆ The job fair is hosted virtually for the entire week of the conference
- ◆ Employers may book onsite interviews with candidates in attendance

Lead Retrieval App - Contact our team for pricing

- ◆ Must be purchased prior to conference day 1. Please note WIA **will not** provide attendee lists or sell attendee information to any sponsor unless explicitly granted permission by attendees. WIA believes in data privacy and will leave it to our attendees to provide their personal information to sponsors if they find value in doing so. The lead retrieval app offers our attendees the option to provide their contact information and may be used to collect attendee information throughout the conference.

Pre-Conference Email to Attendees - \$495

- ◆ (1) Pre-approved email message sent to conference attendees through the DataConnect email before the conference date.

Post-Conference Email to Attendees - \$595

- ◆ (1) Pre-approved email message sent to conference attendees through the DataConnect email after the conference date.