DataConnect
CONFERENCE

An analytics conference.
Featuring women.
For everyone.

7th Annual Conference

July 11 & 12, 2024
Hyatt Regency Downtown
Columbus, Ohio

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

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. Ourdefinition 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 datacollection 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.

2023 Sponsors

Diamond: Nationwide Insurance

Gold: Bread Financial, Mantium

Silver: JobsOhio, Cardinal Health, Bigeye

Bronze: OCLC, Align AI, Denodo, University of Cincinnati, Purdue University, Abbott, Bloomberg, Elastic, Tinybird, Burtch Works

Industry Session: Bread Financial, Select Star

Demo Session: Denodo, Coginiti

VIP Luncheon: g2o, Snowflake, Slalom

Lunch: Bread Financial

Lanyard: JobsOhio

Data Viz: Apexon (Gathi Analytics)

Wifi: Battelle

Networking: NetJets

Coffee: CNA

After Party: EXL

Scholarship: girls + data

In Kind: Articulation, Denison University, ELK

2024 Projected Metrics

- 1500 In Person Attendees
- 500 Virtual Attendees
- Global Presence
- 50+ Speakers/Instructors
- 3 Keynotes
- 180 VIP Luncheon Attendees
- 6 Tracks
- 2 Days
- 2 Workshops
- 20 Scholarship Recipients

"

"Well done. [DataConnect Conference] demonstrated the diversity and range of analytics, and how women are bringing valuable perspectives that add value to our stakeholders."
-Conference Attendee

"

Premium Sponsorship Packages

All premium sponsorship levels include an expo booth, sponsor-branded banner, logo placement on the DataConnect website, inclusion in the conference app, social media marketing, and participation in conference recruiting activities.

All expo booths include: (1) 6' table, (2) chairs, linen, wifi access and standard power. Monitors are not included, but can be provided for an additional fee.

	Diamond $45,000 (Limit: 1)	Platinum $30,000 (Limit: 2)	Gold $20,000 (Limit:4)	Silver $15,000 (Limit: 4)	Bronze $9,000 (Limit: 9)
Expo Booth	20x30	10x20	8x8	8x8	8x8
Full Conference Passes	20	10	8	6	4
% off additional passes	30%	30%	20%	10%	10%
Expo-Only Passes	6	4	2	2	2
Participation in Recruitment Events	✓	✓	✓	✓	✓
Logo Placement on Event Shirt	✓	✓	✓	✓	
Lead Retrival App	✓	✓	✓		
Blog Post on WIA Blog	✓	✓	✓		
Sponsored App Push Notifications	3	2			
Session Room Branding	Main Stage	Breakout Stage			
Rotating Slides During Breaks	Main Stage	Breakout Stage			
Tickets to Exclusive Speaker Dinner	5				
5-Minute Talk on Main Stage	✓				

~~Diamond Level Sponsor - $45,000 (Limit: 1)~~ SOLD OUT

- 20x30 Booth space in a premium location
- 8x8 Booth space in a secondary location
- (20) Full-conference passes
- 30% Off additional passes
- (6) Expo-only passes
- (5) Tickets to the exclusive Speaker Dinner
- Participation in conference recruitment events
- Premium placement of logo on the event shirt
- Premium placement of logo on sponsorship signage
- Placement of logo on conference tote bag
- Tote bag insert (provided by sponsor)
- Complimentary lead retrieval app
- (3) Sponsored push notifications in the conference app
- Main stage room branding
- (5) Full-color slides to be used in rotation on the main stage during breaks
- Onsite mention: verbal thank you from the main stage
- 5-minute talk on the main stage
- A blog post highlighting how your organization uses data/analytics
- Social media promotion of sponsorship prior to the event

Nationwide®

Platinum Level Sponsor - $30,000 (Limit: 2)

- 10x20 Booth space in a premium location
- (10) Full-conference passes
- 30% Off additional passes
- (4) Expo-only passes
- Participation in conference recruitment events
- Premium placement of logo on the event shirt
- Premium placement of logo on sponsorship signage
- Tote bag insert (provided by sponsor)
- Complimentary lead retrieval app
- (2) Sponsored push notifications in the conference app
- Breakout stage room branding
- (2) Full-color slides to be used in rotation on a breakout stage during breaks
- A blog post highlighting how your organization uses data/analytics
- Social media promotion of sponsorship prior to the event

Gold Level Sponsor - $20,000 (Limit: 4)

- 8x8 Booth space
- (8) Full-conference passes
- 20% Off additional passes
- (2) Expo-only passes
- Participation in conference recruitment events
- Placement of logo on the event shirt
- Placement of logo on sponsorship signage
- Tote bag insert (provided by sponsor)
- Complimentary lead retrieval app
- A blog post highlighting how your organization uses data/analytics
- Social media promotion of sponsorship prior to the event

Silver Level Sponsor - $15,000 (Limit: 4)

- 8x8 Booth space
- (6) Full-conference passes
- 10% Off additional passes
- (2) Expo-only passes
- Participation in conference recruitment events
- Placement of logo on the event shirt
- Placement of logo on sponsorship signage
- Tote bag insert (provided by sponsor)
- Social media promotion of sponsorship prior to the event

Bronze Level Sponsor - $9,000 (Limit: 9)

- 8x8 Booth space
- (4) Full-conference passes
- 10% Off additional passes
- (2) Expo-only passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

Speciality Sponsorship Levels
Please note, these sponsorship opportunities do not include expo booths.

VIP Luncheon Sponsor - $15,000 (Limit: 2)

- Exclusive opportunity to connect with 75 VIP attendees
- Access to attendee titles & companies to select VIP attendees
- Representatives from your organization to lead (8) round table discussions during the luncheon
- Luncheon catered by DataConnect
- Branding in VIP Luncheon room
- (8) Full-conference passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

slalom

Lunch Sponsor - $15,000 (Limit: 1)

- Branded lunch cards for each attendee
- (4) Full-conference passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

Industry Session Sponsor - $15,000 (Limit: 2)

- Content covering data-related topics in industry of choice (with DataConnect approval)
- Speaker selection (must identify as a women/non-binary/gender-fluid and must get DataConnect approval)
- Branded staging during session
- (1) Sponsored push notification in the conference app
- (3) Full-conference passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

~~Data Viz Competition Sponsor - $10,000 (Limit: 1)~~
SOLD OUT

- Access to all data viz competition entries
- (3) judges on the committee to select the top 10 finalists
- Main stage announcement of winners and presentation of prizes
- Branded signage in the Data Viz Gallery
- (2) Full-conference passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

Lounge Sponsor - $8,500 (Limit: 1)

- (1) 6' table and (2) chairs set up in the lounge space
- (2) Expo-only passes
- Branded signage at each lounge space
- Onsite mention: verbal thank you from the main stage
- (2) Full-conference passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

~~Lanyard Sponsor - $7,500 (Limit: 1)~~ SOLD OUT

- Company logo placement on lanyard -- provides wide recognition throughout and post conference
- (3) Full-conference passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

Demo Session Sponsor - $7,500 (Limit: 2)

- Sponsored session covering a product demo (with DataConnect approval)
- Speaker selection (must identify as a women/non-binary/gender-fluid and must get DataConnect approval)
- (2) Full-conference passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

After Party Sponsor - $6,500 (Limit: 1)

- Branded napkins at the after party
- Opportunity to address the crowd to "kick off" the party
- (2) Full-conference passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

WIFI Sponsor - $6,000 (Limit: 1)

- Naming rights of the event WIFI password (with DataConnect approval)
- (2) Full-conference passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

Networking Sponsor - $6,000 (Limit: 1)

- Branded signs at each networking station
- Optional: 2 facilitators of the networking sessions
- (2) Full-conference passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

Power Up Sponsor - $6,000 (Limit: 1)

- Branded charging stations throughout the event
- (2) Full-conference passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

Speaker Gift Sponsor - $6,000 (Limit: 1)

- Get your company logo in the hands of our most prestegious speakers
- Gift bag branding
- Gift bag item (provided by sponsor)
- (2) Full-conference passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

Breakfast Sponsor - $5,500 (Limit: 1)

- Branded signage at each breakfast station
- Branded napkins provided
- (2) Full-conference passes
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

Coffee Sponsor - $4,000 (Limit: 1)

- Branded signage at each coffee station
- Onsite mention: verbal thank you from the main stage
- (1) Full-conference pass
- Participation in conference recruitment events
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

Scholarship Sponsorship Levels

Make a lasting impact by sponsoring scholarships for the DataConnect Conference. By supporting a diverse group of individuals, your company can play a pivotal role in fostering inclusivity, empowering the next generation of data professionals, and help provide folks with a more affordable conference experience.

All scholarship sponsors will receive logo placement on the Scholarship webpage, inclusion on sponsorship signage and social media promotion.

Fly-In Sponsor - $10,000 (Limit: 2)

- Exclusive access to all Fly-In applications and selection of 10 recipients to attend the DataConnect Conference for free
- Pre-conference Meet & Greet with chosen attendees
- (2) Full-conference passes

Student Sponsor - $5,000 (Limit: 5)

- Access to all student applications and selection of 3 recipients to attend the DataConnect Conference for free
- Day 1 student breakfast with all chosen attendees
- (1) Full-conference passes

Financial Aid Sponsor - $4,000 (Limit: 10)

- Access to financial aid applications and selection of 5-10 individuals (depending on financial need) to receive discounted admission to the conference
- (1) Full-conference passes

Sponsorship Add-Ons

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

Lead Retrieval App - $500

- 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 believesin data privacy and will leave it to our attendees to provide their personal information to sponsors ifthey 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 - $595 (Limit: 4)

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

Post-Conference Email - $695 (Limit: 4)

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

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