Data Connect West

An analytics conference.
Featuring women.
For everyone.

2nd Annual Event
Wednesday May 8, 2024
Hyatt Regency | Portland, OR

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 West 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.
2023 Sponsors

Presenting: Daimler Truck North America

Social Hour Sponsor: Slalom

Booth: University of Portland, DataRobot

Community: Technology Association of Oregon, Women in Big Data, PDX WIT

2023 Actual Metrics

- 220+ Registered Attendees
- 8 Speakers
- 4 Talks
- 1 Panel
- 4 Sponsors
- 3 Community Organizations

2024 Projected Metrics

- 400 Registered Attendees
- Global Presence
- 11 Speakers
- 1 Keynotes
- 6 Talks
- 1 Panel
- 10 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, inclusion sponsor-branded banner, logo placement on the DataConnect West website, and social media marketing.

All expo booths include: (1) 6’ table, (2) chairs, linen (if requested), wifi access and standard power.

<table>
<thead>
<tr>
<th></th>
<th>Presenting $30,000 (Limit:1)</th>
<th>Gold $10,000 (Limit:1)</th>
<th>Silver $5,500 (Limit:2)</th>
<th>Bronze $2,500 (Limit:4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expo Booth</td>
<td>10X10</td>
<td>8X8</td>
<td>8x8</td>
<td>8x8</td>
</tr>
<tr>
<td>Full Conference Passes</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Expo Only Passes</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>% Off Additional Passes</td>
<td>20%</td>
<td>10%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Participation in Recruitment Events</td>
<td>🟢</td>
<td>🟢</td>
<td>🟢</td>
<td></td>
</tr>
<tr>
<td>Blog Post on WIA Blog</td>
<td>🟢</td>
<td>🟢</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session Room Branding</td>
<td>Main Stage</td>
<td>Breakout Stage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rotating Slides During Breaks</td>
<td>Main Stage</td>
<td>Breakout Stage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tickets to Exclusive Speaker Dinner</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-Minute Talk on Main Stage</td>
<td>🟢</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Presenting Sponsor - $30,000 (Limit: 1)

- 10X10 Booth space in a premium location
- (15) Full-conference passes
- 20% Off additional passes
- (3) Expo-only passes
- (2) Tickets to the exclusive Speaker Dinner/Brunch
- Premium placement of logo on sponsorship signage
- Tote bag insert (provided by sponsor)
- Main stage room branding
- (3) 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

Gold Level Sponsor - $10,000 (Limit: 2)

- 8X8 Booth space in a premium location
- (10) Full-conference passes
- 10% Off additional passes
- (2) Expo-only passes
- Premium placement of logo on sponsorship signage
- Tote bag insert (provided by sponsor)
- 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

Silver Level Sponsor - $5,500 (Limit: 2)

- 8X8 Booth space in a premium location
- (5) Full-conference passes
- 10% Off additional passes
- (2) Expo-only passes
- Premium placement of logo on sponsorship signage
- Tote bag insert (provided by sponsor)
- Social media promotion of sponsorship prior to the event
Bronze Level Sponsor - $2,500 (Limit: 4)

- 8x8 Booth space
- (2) Full-conference passes
- (2) Expo-only passes
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

Specialty Sponsorship Packages

All specialty sponsorship levels include inclusion on sponsor-branded banner, logo placement on the DataConnect West website, social media marketing, and participation in other conference activities. Specialty sponsorship packages do not include booths.

Lunch Sponsor - $5,000 (Limit: 1)

- Branded signage at all lunch stations
- (4) Full-conference passes
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

Speaker Dinner Sponsor - $5,000 (Limit: 1)

- (2) Invitations to exclusive speaker dinner
- Speaker gift bag branding
- Gift bag item inclusion (provided by sponsor)
- (2) Full-conference passes
- Placement of logo on sponsorship signage
- Social media promotion of sponsorship prior to the event

Social Hour Sponsor - $2,500 (Limit: 1)

- Branded signage at all lunch stations
- (4) Full-conference passes
- 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 West. 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 DCC West webpage, inclusion on sponsorship signage and social media promotion.

Student Sponsor - $2,000 (Limit: 3)
- Access to all student applications and selection of 5 recipients to attend the DataConnect Conference for free
- Student breakfast with all chosen attendees
- (2) Full-conference passes

Financial Aid Sponsor - $3,000 (Limit: 2)
- Access to financial aid applications and selection of 5 individuals (depending on financial need) to receive discounted admission to the conference
- (2) Full-conference passes

Sponsorship 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.

Pre-Conference Email - $199 (Limit: 2)
- (1) Pre-approved email message sent to conference attendees through the DataConnect West/WIA email before the conference date.

Post-Conference Email - $299 (Limit: 2)
- (1) Pre-approved email message sent to conference attendees through the DataConnect West/WIA email after the conference date.