



DATA CONNECT

CONFERENCE

An analytics conference.
Featuring women.
For everyone.

7th Annual Conference

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

Sponsorship Prospectus



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"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

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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. Our definition of women is anyone that identifies as a woman, non-binary or genderfluid.

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

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"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

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Past Organizations in Attendance

AAA Ohio Auto Group
AAP
Abbott
Abercrombie
Accenture
Admiral Insurance
Advocate Radiology
AEP
Agiliway
AI Career Boost
Air Force Institute of Technology
Albert Einstein College of Medicine
Allied Mineral Products
AltaML
Amazon Web Services (AWS)
American Dairy Queen
Ameritox Labs, LLC
Amnet
Amsted Rail Company Inc
Andelyn Biosciences
Apogee Agency
Apexon
ART Dashboards
Ascena Retail Group
ASPCA
Assurex Global
Astronomer
Audi of America
Augment Therapy
Autodesk
Avanade
Aviso Retention
AVAAP
Azuga Telematics
Bath & Body Works
Battelle
Bigelow Tea
Bloomberg LP
Blue Cross Blue Shield of Western New York
BM Capital Associates
BMW Financial Services
Bold Penguin
Booz Allen Hamilton
Bread Financial
Bristol Myers Squibb
British Consulate General
Burtch Works
California State University
CampusParc
Cardinal Health
Carnegie Mellon University
Carter's
Center for Naval Analyses
CenterPoint Energy
Chicago Transit Authority
Chipotle Mexican Grill
Circulo
Cisco
Citadel FCU
CitiGroup
City of Cleveland
Claypot AI
Clever
Code.org
Coginiti
Colliers
Collins Aerospace
Columbus Business First
Columbus City Schools
Columbus Metropolitan Library
Columbus Zoo & Aquarium
Comcast
Covail
CoverMyMeds/McKesson Corp.
Cox Automotive
GroupCrumb Enterprise LLC
CVS Health
Daring Systems
Data Scientific LLC
Data Umbrella
DATAcated
Dell Technologies
Deloitte Consulting
Denver Economic Development & Opportunity
DFW International Airport
DHL Supply Chain
Diamond Hill Capital Management
Dick's Sporting Goods
Do It Best Corporation
Domino's
Drive Capital
DSW
EagleView Technologies
Ernst & Young
Fahlgren Mortine
FAO
Farmers Insurance
Fisher Management Partners
Ford Motor Company
Foursquare Labs, Inc.
Franklin County Treasurer's Office
GAP Inc
GE
GEICO
Georgetown University
Georgia Institute of Technology
Goodyear
Google
Grange Insurance
Great American Insurance Group
Harvard Business Review
Harvard University
HCL Technologies
Highlights for Children
HomeAway
Honda of America
Huntington Bank
IGS Energy
Improving
InfoTrust
Intel Corporation
International Institute for Analytics
Intuit
INQ Law
James Cancer Hospital - OSUMC
JobsOhio
John Deere Financial
Johns Hopkins
J.P Morgan Chase
Justice
Key Bank
Kimball Midwest
Kroger
L Brands
LexisNexis
Little Caesars Enterprises
LinkedIn
Macy's
Magellan Health
Mayo Clinic
McGraw-Hill Education
Medical Mutual
Microsoft
Mid-Ohio Foodbank
Nationwide Mutual Insurance
Neo4j, Inc.
NerdWallet
Netjets
NiSource
Noteable
Old National Bank
P&G
Path Robotics
Pearson Education
Pluralsight
Princeton University
Progressive Insurance
Rackspace Technology
Rev1 Ventures
RStudio
RX Savings
Safe Auto
Safelite
Salesforce
Sallie Mae Bank
Slalom
Snowflake
Splunk
Starbucks Coffee Company
Stanley Black & Decker
Tableau
TED Conferences
The Wonderful Company
Tobacco Settlement Endowment Trust
Translational Data Analytics Institute
U.S Army Aviation and Missile Command
Uber
United Nations
United States Olympic & Paralympic Committee
United Way
Upstart
Valvoline
Verizon
VMWare
Warner Brothers Discovery
Wells Fargo
WiMLDS
Women in Big Data
Women in Data
ZenBusiness
ZenniOptical
...and more!

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 Retrieval 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



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



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CardinalHealth

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)~~ **SOLD OUT**

- 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



NETJETS®

SODA



PATHFINDER
PRODUCT



AlignAI

Quest®

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



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)~~ **SOLD OUT**

- 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)~~ **SOLD OUT**

- 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 prestigious 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)~~ **SOLD OUT**

- 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 to the 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 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 - \$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.

