



part of

**Data Driven
Business** CUSTOMER CENTRICITY
THROUGH DATA

**Conference
Founder**



Eric Siegel, Ph.D.
Keynote der
Predictive Analytics World

Eric Siegel is an expert in predictive analytics and data mining and a former computer science professor at Columbia University.

San Francisco, March 17-18, 2014

Toronto, May 14-15, 2014

Chicago, June 17-18, 2014

Boston, October 6-7, 2014

Sponsorship Opportunities

The business event for predictive analytics professionals, managers and commercial practitioners.



produced by **risingmedia**

www.predictiveanalyticsworld.com



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Connect with hundreds of Decision Makers!

“PAW is actionable!”

100% of attendees responding to the inaugural conference survey indicated the knowledge they gained at Predictive Analytics World is actionable.

Predictive Analytics World is the first and leading pure-play, cross-vendor conference covering the commercial deployment of predictive analytics. As such, it draws a unique pool of cross-vertical attendees, **which consists of two main groups:**

- 1) Management and executives, business leaders and decision-makers employing - or planning to employ - predictive analytics to solve business challenges**
- 2) Hands-on technical users, core practitioners tasked with deploying and operating predictive analytics tools**

As the leading commercial event, PAW is the go-to place where top analytics vendors meet new clients. If your company wishes to raise the profile of your analytics solution, this conference is the natural event of choice.

Here is the event description for attendees:

Predictive Analytics World is the business-focused event for predictive analytics professionals, managers and commercial practitioners. This conference delivers case studies, expertise and resources to achieve:

- Bigger wins: Strengthen the impact of predictive analytics deployment
- Broader capabilities: Establish new opportunities with predictive analytics
- Big data: Leverage bigger data for prediction and drive bigger value

The only conference of its kind, Predictive Analytics World delivers vendor-neutral sessions across verticals such as banking, financial services, e-commerce, entertainment, government, healthcare, high technology, insurance, non-profits, publishing, and retail.

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Predictive Analytics World is part of Data Driven Business, an event running each year in San Francisco, Toronto, Chicago & Boston that brings together numerous conferences, all designed to empower business to strategize and optimize using data analytics. With one shared expo hall for all conferences, you will not only be exhibiting to Predictive Analytics World attendees but also to attendees of eMetrics, the world's leading event on online marketing optimization and web analytics, Conversion Conference, a worldwide conference series dedicated to issues related to optimizing the conversion rates of online campaigns, Text Analytics World (San Francisco only), PAW Manufacturing (Chicago only), PAW Healthcare (Boston only) & Context Conference (San Francisco only).





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Marketing Plan

After launching in 2010, Predictive Analytics World returns in 2014, once again as part of Data Driven Business (DDB), acting as one of many conferences (Predictive Analytics World, The eMetrics Summit, Conversion Conference, Text Analytics World & Context Conference) all designed to empower business to strategize and optimize using data analytics, providing excellent networking opportunities for all attendees and a large and relevant audience of key decision makers for exhibitors.



The PAW Blog Partner Program

Blogs are an increasing source of relevant qualified leads for both technology vendors and technology events. Rising Media has very successfully launched blogger engagement programs for all our events.



Social Networks

Speaking direct to relevant executives on their own LinkedIn profile is a guaranteed source of new attendees, as are conversations in the relevant groups. Rising Media has a comprehensive advertising program with LinkedIn and in addition, supports the communities and promotes the events across relevant groups and individuals.



"Traditional" Online Marketing

Banners, text ads, email newsletters, Google Adwords - all in contextually relevant titles. Highly-targeted ad placement that's proven effective, as well as a suite of niche industry portals to ensure strong awareness among industry insiders.

Press Releases

Yes, they still work, especially as fodder for search engines and RSS Feeds - getting the conference straight onto people's desk tops.



Twitter: @pawcon

Twitter is another channel that, while still niche, is very effective for communicating with the tech-savvy group that use it.



Media & Association Partners

PAW also continues to build relationships with other key media and association partners to ensure their readers and members have Predictive Analytics World 2012 top of mind.

customer
THINK



icrunchdata

IDMA
Insurance Data Management Association



IT BRIEFCASE
IT NEWS, RESOURCES, EVENTS





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Previous Attendee Companies





AbsolutData, CEO
Accenture, Senior Manager
Activision, Sr. Director, Game Analytics
American Express, Head of Acquisition
AOL, Senior Analyst
AVEA, Architect
Bank of America, SVP - Market Information Manager II
Best Buy, Senior Manager, Web Analytics
Capital One, Sr Statistician
Chevron, M&A Strategic Research Engineer
Chipotle, BI Manager
Cisco Systems Inc, Senior Director Product management
Citrix, Senior Director, Marketing Ops
Coca-Cola Refreshments, Director EMD Program
CogCubed, Chief Medical Officer
CogCubed, Founder/CEO
Cognilytics, Consultant, Predictive Analytics
ConAgra Foods, Team Leader, Advanced Analytics
Dell, Data Scientist
Deloitte, Director
Department of National Defense, Developmental Lab Section Head

Federal Express Canada, Economics & Forecasting
Fidelity Investments, Principal Decision Scientist
Fifth Third Bank, Credit Risk Analytics Manager
Forbes, Senior Online Editor
Forrester Research, Principal Analyst
Gartner, Account manager
GE Healthcare, Intelligence and Data Analytics Manager
Genpact, VP Products & Solutions
Harley-Davidson, Project Manager Customer Analytics
Hewlett Packard, Senior Business Analyst
IBM, Vice President
John Deere, IT Division Lead, Analytic Services
John Hancock, AVP-LTC-Models, Metrics, Reporting
Juniper Networks, Director Human Capital Analytics
KXEN, VP Worldwide Marketing
Levi Strauss & Co, VP, Global Business Analytics
Lockheed Martin, Strategic Systems Architect
MasterCard, Vice President
Microsoft, Sr. Product Intelligence Manager
Netflix, Director Algorithms & Analytics
Nordstrom, Senior Digital Analyst

Oracle, Director - Social Cloud Network
Orbitz Worldwide, Director, Modeling and Analytics
Paychex, Director
Pfizer, Director, Statistics
RBC Royal Bank, Director, Advanced Analytics
Salesforce.com, Sr. Director Product Management
Samsung Electronics, Senior Engineer
SAP, Director
Scotia Bank, Senior Manager
Sears Holding Company, Director of Data Sciences
St. Jude, Web Analyst
Target Corporation, Data Analyst
The MITRE Corporation, Data Analytics Group Lead
The Modellers, CEO
Travelers, Director
U.S. Department of Defense, Manager
USAA, Learning Performance Consult
USAA, VP Pricing Innovation & Support
Vanguard, Senior Decision Science Analyst
Walgreens, Manager, Analytics
Wells Fargo, VP, Analytics Manager

Previous Sponsors



	Diamond	Gold	Silver	Bronze	Turnkey Package
San Francisco/Boston	\$30,000	\$20,000	\$10,000	\$7,500	\$5,000
Toronto/Chicago	\$25,000	\$15,000	\$7,500	\$5,000	\$4,000
Pre-Event Visibility					
Logo attribution on all promotional material including: Website, Preview Guide, Conference Guide, print advertising & onsite signage					
Company/Product profile listing on Website & Conference Guide	150 Words	100 Words	75 Words	75 Words	50 Words
One-time use of pre-event email list (email produced by sponsor & approved & distributed by RM)					
Company/Product inclusion, as part of pre-show logistics email sent by RM	Logo, 100 words & link	50 words & link			
Event Visibility					
Exhibit Space	20' x 20'	10' x 20'	10' x 10'	10' x 10'	Turnkey POD
Plenary presentation prior to Keynote + introduction of Keynote (Order confirmed by contract date)	15 minutes + Keynote intro				
Track Session Exclusive sponsorship & audience address (one per track)		5 minutes			
2 minute audience address as part of sponsored conference block. (Order confirmed by contract date)			2 minute elevator pitch		
Ad in Conference Guide	Full Page 4-Color	Half Page 4-Color	Quarter Page 4-Color		
Complimentary Full Conference Pass	6	3	2	1	
Complimentary Social Networking Pass	3	3	3	2	2
Chair Drop or Bag Insert (non-paper) SWAG					
Conference Registration Discount for Clients & Prospects	25%	25%	25%	25%	25%
Conference Registration Discount for additional staff	25%	20%	15%	15%	10%
Wireless Internet Connection					
Name & Logo listed on Sponsor Profile Page on mobile Bizzabo app.					
1 Real-Time Shout Out to all attendees on mobile Bizzabo app.					
Post-Event Visibility					
**One-time use of post-event email list **Additional Fees Apply					
One-time use of post-event direct mail list (through bonded mail house)					
Whitepaper or On-Demand Webinar marketed to event attendees and newsletter subscribers (Sponsor receives all register/download viewer demographics)					



Attendee Badge Insert

\$4,000



Hotel Room Drop

\$3,000



Conference Bag/Folder

\$5,000



Conference
Bag/Folder Insert

\$1,000



Lanyards

\$5,000

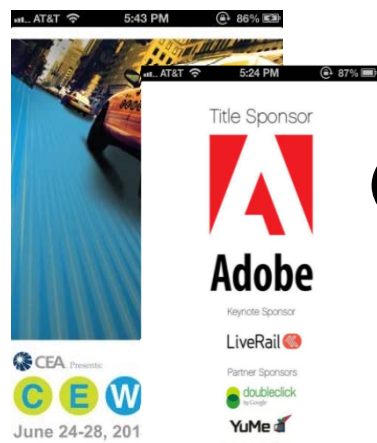


Ad in Conference Guide

Back Cover - \$2,000
Inside Front & Inside
Back Covers - \$1,500
Full Page (non-premium
Location) - \$750

Data Driven Business

CUSTOMER CENTRICITY
THROUGH DATA



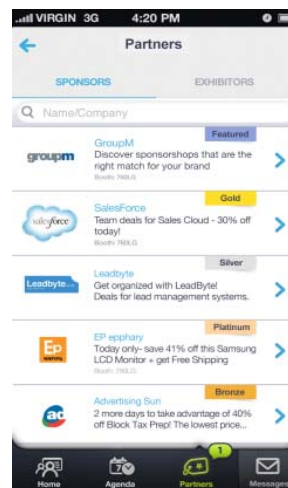
Full Size Ad (Splash Screen)

\$1,500

Grab attention and enhance recognition with full screen visibility when users enter event page on the mobile platform.

Captivate attendees with the only ad space that has a customizable “pop-up”

BIZZABO MOBILE APP SPONSORSHIP OPPORTUNITIES



Featured Listing In Sponsor Profile

\$1,000

Be seen first by each attendee. Have recognition for app sponsorship and be featured above all other levels of sponsors with exclusive banner tier.



Registration

\$10,000

- Placement of a banner posted on the registration page for the conference
- Ad or link in all confirmation emails that are sent to registered attendees
 - On-site signage in registration area
 - One (1) piece of literature on registration counter

Lunch & Learn Sponsorship 50 Minutes

\$10,000



- A 50 Minute practical, live-demo – not a canned presentation
- Quarter page 4-color ad in printed conference guide & listing in conference agenda schedule
- Client prospect full conference registration passes at a 20% discount
 - Branding on website, show guide & on site signage
- Description of Lunch & Learn on the website & in the show guide
 - Speaker Bio & photo on website
- Electricity, wireless internet connection & a projector provided in room
 - Sponsor can leave behind literature



Networking Reception

\$15,000

- Branded signage throughout the reception
 - Branded napkins
- Opportunity to provide brief Welcome/Thank You
- Branding on website, show guide & on site signage
- 1 Real Time Shout-Out on mobile Bizzabo app during the event

Official Passport Program



Front Cover
\$1,500
Participation
\$750

- Branding on Passport provided to every attendee
 - Branding on signage
- Mandatory stop by all attendees to stamp passport



WiFi

\$10,000

- Custom Home page or Landing Page*
- Custom SSID, Login and/or Password*
- Branding on website, show guide & on site signage

*Ability may vary per city

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eMetrics
SUMMIT

**Predictive
Analytics
WORLD™**

**Predictive
Analytics
WORLD**
GOVERNMENT

**Text Analytics
WORLD**

SMX
SEARCH MARKETING EXPO

**Conversion
Conference**

bbc BUILDING
BUSINESS
CAPABILITY

am
days
AFFILIATE MANAGEMENT DAYS

Context
marketing in a multi-screen world

3D INSIDE
PRINTING
CONFERENCE AND EXPO
WHERE 3D PRINTING MEANS BUSINESS

**SEMANTIC
TECHNOLOGY &
BUSINESS
CONFERENCE**



**Social Gambling
& Gaming
Summit**



**Web Effectiveness
Conference**

**Local
Social
Summit**

**INSIDE
BITCOINS**
the future of virtual currency



**AllFacebook Marketing
Conference**



**AllFacebook Developer
Conference**

admonsters

ops

admonsters

screens

admonsters

publisherforum

Rising Media is a global events producer excelling in Internet and technology-related events.

Rising Media events provide cutting-edge, practical knowledge for business professionals to improve their day-to-day effectiveness, driving higher returns for their organizations. Attendees learn from leading experts and share knowledge with each other, as well as interacting with innovative vendors in the space. Each event brings together the best, the brightest and the visionary, creating a forum for insight, energetic exchange and informed purchasing.

**Berlin • Boston • Chicago • Düsseldorf • Fort Lauderdale • Frankfurt
Hamburg • London • Munich • Paris • San Francisco • Stockholm
Sydney • Toronto • Washington DC**

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