



Washington D.C.

SPONSORSHIP OPPORTUNITIES

Exhibition: September 15-16, 2014

A photograph of the United States Capitol building at sunset, with its dome and lights reflecting in the water of the reflecting pool. The sky is a mix of orange, yellow, and dark clouds.

www.predictiveanalyticsworld.com/gov

**Advancing the Deployment of Predictive Analytics
within Federal, State and Local Government**

Program by: Elder Research, Inc.

 **ELDER RESEARCH** INC.
DATA MINING & PREDICTIVE ANALYTICS

Produced by Prediction Impact, Inc. and Rising Media, Inc.

 **PREDICTIONIMPACT**
Predictive Analytics for Business and Marketing

 **risingmedia**



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Predictive Analytics World for Government (PAWgov.com) is the only conference of its kind, advancing the deployment of predictive analytics within Federal, State and Local government. Predictive analytics reduces fraud, waste, and abuse, automates manual processes, and drives smarter decisions by extracting actionable insights from the vast quantities of data within government agencies.

PAW-GOV is for government executives, program and financial managers, investigators, auditors, and analytics practitioners, covering today's deployment of predictive analytics and data mining across government agencies and across software vendors. The conference delivers case studies, expertise and resources, empowering Federal, State, and Local government to:

1. **Drive Smarter Decisions from Data:** Government agencies overwhelmed with vast quantities of data transform this challenge to an asset, employing predictive analytics to discover relationships and patterns hidden to the human eye that serve as actionable insights to drive smarter decisions.
2. **Reduce Fraud, Waste, and Abuse:** Recover and prevent improper payments using predictive analytics to score potential payments, claims and benefits for errors, fraud, waste, and abuse.
3. **Automate Manual Processes:** Employ analytics of both structured and unstructured data (text analytics) in order to streamline approvals of claims and benefits, and find documents of interest (E-discovery).
4. **Prioritize Resources:** Use predictive analytics to score cases including tips, complaints, payments, and applicants for benefits – ranking them so that managers, investigators, and auditors are empowered to spend their time on the most valuable cases.

PAW-GOV showcases case studies from application areas of predictive analytics in the Public Sector including:

- Reducing Loss and Error
- Improper Payment Recovery & Prevention
- Fraud Detection
- Credit Scoring / Predicting Default
- Resource Allocation and Workload Management
- Automating Claims Processing
- Tax and Revenue Collection
- Text Mining / Unstructured Data
- Cyber Security
- Crime Prediction
- Workforce Analytics





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SPONSORSHIP PACKAGES

Diamond Level Sponsorship

US \$30,000

- One (1) 30 minute co-presentation with Gov Client to entire audience
- Single Table Top exhibit booth space (includes one - 6' draped tables with two chairs, if needed)
- Five (5) complimentary Full Conference passes (workshops not included)
- Five (5) Social Networking passes (for booth staff not attending conference sessions)
- Official Sponsor of Lunch, Breakfast, or Break. (Please choose one)
- Chair Drop (non-paper) SWAG (time and day of chair drop to be determined by Rising Media, Inc.)
- Logo will be displayed on all literature and online promotions as Diamond Level Sponsor
- Client prospect full conference registration passes at a 25% discount
- One (1) company and product profile in the Conference Guide, maximum 150 words
- Full Page 4-color ad in the Conference Guide
- One-time access to post event attendee list. Includes names, titles, company and addresses (emails and phone are excluded from this list)
- One (1) piece of literature in each attendee bag or folder
- Wireless internet connection
- Pre and Post Email through Bonded Mail House (at sponsors expense)
- Company/Product inclusion as part of pre-show logistics email sent by RMI
- Name & Logo listed on Sponsor Profile Page on mobile Bizzabo app
- 1 Real-Time Shout Out to all attendees on mobile Bizzabo app

Gold Level Sponsorship

US \$20,000

- 5 minute Track Session audience address and track moderation for that Track for the day
- Single Table Top exhibit booth space (includes one - 6' draped tables with two chairs, if needed)



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- Three (3) complimentary Full Conference passes (workshops not included)
- Three (3) Social Networking passes (for booth staff not attending conference sessions)
- Logo will be displayed on all literature and online promotions as Gold Sponsor
- Client prospect full conference registration passes at a 25% discount
- One (1) company and product profile in the Conference Guide, maximum 150 words
- Full Page 4-color ad in the Conference Guide
- One (1) piece of literature in each attendee bag or folder
- Wireless internet connection
- Name & Logo listed on Sponsor Profile Page on mobile Bizzabo app

Silver Level Sponsorship

US \$10,000

- Single Table Top exhibit booth space (includes one - 6' draped table with two chairs, if needed)
- One (1) complimentary Full Conference pass (workshops not included)
- Two (2) Social Networking passes (for booth staff not attending conference sessions)
- Logo will be displayed on all literature and online promotions as Silver Sponsor
- Half Page 4-color ad in the Conference Guide
- Client prospect full conference registration passes at a 15% discount
- One (1) company and product profile in the Conference Guide, maximum 150 words
- One (1) piece of literature in each attendee bag or folder
- Wireless internet connection
- Name & Logo listed on Sponsor Profile Page on mobile Bizzabo app

Bronze Level Sponsorship

US \$5,000

- Single Table Top exhibit booth space (includes one - 6' draped table with two chairs, if needed)
- Two (2) Social Networking passes



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- Client prospect full conference registration passes at a 15% discount
- One (1) company and product profile in the Conference Guide, maximum 150 words
- Wireless internet connection
- One (1) piece of literature in each attendee bag or folder

UNIQUE MARKETING OPPORTUNITIES

Attendee Badge Insert

\$3,000

What better way to make a bold statement to attendees than to sponsor the insert designed for the badge holder and have your company's name prominently displayed to the attendees? Not only can you display your company name, but you can include product highlights and your booth number as part of the insert.

Conference Bag /Folder Sponsor

\$2,000

Increase company awareness to your targeted group by having your logo on display and in everybody's hands during the event and often for years afterwards on the conference bag/folder. Organizer will produce the bags/folders.

Evening Reception Sponsorship

\$7,500

The Evening Reception is the opportunity for you to brand your company as well as network and socialize in a relaxed environment on the first night of the conference. Attendees look forward to unwinding and networking with their peers. Your company name and logo will be prominently displayed on signage and table tent cards throughout the evening event.



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Lanyard Sponsorship

\$2,000

Greet attendees as they arrive at registration by giving them a lanyard which will be pre-attached to all delegate badges, ensuring maximum exposure during the event. The sponsor is responsible for providing the lanyards.

Ad in Show Guide

Inside Front and Inside Back Cover: \$1,500 • Back Cover: \$2,000 • Full Page (non-premium location): \$1,000

Sponsor can provide one full page, 4 color, ad artwork for inclusion in the show guide, which will be referred to by the conference attendees both during and after the event.

Lunch & Learn – 50 Minutes

\$7,500

Called the “hidden gems” by previous attendees, a Lunch & Learn illustrates how common business problems are solved by showcasing your technology in a closed, “attendee only” session. Lunch & Learns give attendees an up-close and personal look at how specific tools solve specific problems. Attendees see live demonstrations of solutions to real world challenges. By sponsoring a Lunch & Learn you directly demonstrate how data and technology combine to achieve stunning results.

Your opportunity (and responsibility!) as a Lunch & Learn producer is to pick a hot topic, advanced methodology or innovative application, frame it, and demonstrate – live – how your solution excels in that arena.

EDITORIAL REQUIREMENTS: Lunch & Learn sessions must be approved by the Conference Chair

- Sponsor can leave behind literature
- Quarter page 4-color ad in printed conference guide & listing in conference agenda schedule
- Client prospect full conference registration passes at a 20% discount
- Logo on website and in conference guide in the agenda as Lunch & Learn Sponsor
- Electricity, wireless internet connection and a projector provided in room



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Full Size Ad (Splash Screen) on Bizzabo Mobile App

\$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”.

Featured Listing in Sponsor Profile on Bizzabo Mobile App

\$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.

Sponsorship Inquiries:

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