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RONALD REAGAN BUILDING
AND INTERNATIONAL TRADE CENTER
WASHINGTON DC



www.predictiveanalyticsworld.com/gov

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

Program by: Elder Research, Inc.



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



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

SPONSORSHIP PACKAGES

GOLD LEVEL SPONSORSHIP

(Limited to 4 Sponsors) \$20,000

- One (1) 20 minute presentation to entire audience
- 10' x 20' exhibit booth space (includes two - 6' draped tables with four chairs, if needed)
- Three (3) complimentary Full Conference passes (workshops not included)
- Three (3) 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 Gold Sponsor
- Client prospect full conference registration passes at a 15% discount
- One (1) company and product profile in the Conference Guide, maximum 150 words
- Full Page 4-color ad in the PAWGov 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

SILVER LEVEL SPONSORSHIP

US \$10,000

- 10' x 10' 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 PAWGov Conference Guide
- Client prospect full conference registration passes at a 15% discount
- One (1) company and product profile in the PAW Conference Guide, maximum 150 words
- One (1) piece of literature in each attendee bag or folder
- Wireless internet connection

BRONZE LEVEL SPONSORSHIP

US \$5,000

- 10' x 10' exhibit booth space (includes one - 6' draped table with two chairs, if needed)
- Two (2) Social Networking passes
- Client prospect full conference registration passes at a 15% discount
- One (1) company and product profile in the PAW Conference Guide, maximum 150 words
- Wireless internet connection

UNIQUE MARKETING OPPORTUNITIES

ATTENDEE BADGE INSERT

(Limited to 1 Sponsor) \$2,000

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

(Limited to 3 Sponsors) \$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

(Limited to 1 Sponsor) \$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.

LANYARD SPONSORSHIP

(Limited to 1 Sponsor) \$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

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.

Sponsorship Inquiries:

Paul B. Gillis

Chief Revenue Officer

Rising Media

Phone: 1-508-644-0641

pgillis@risingmedia.com