

Don't Miss Year Two!
www.pawcon.com



October 19-20, 2010
Hilton Alexandria Mark Center
(10 minutes from central Washington DC)

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

Sponsorship Opportunities

Keynotes



Piyanka Jain
Sr Mgr, Product Analytics
PayPal



Andrew Pole
Sr Mgr, Guest Analytics
Target



Eric Siegel, Ph.D.
Conference Chair
Predictive Analytics World

Inaugural Year Platinum Sponsors



"Hands down, best applied, analytics conference I have ever attended. Great exposure to cutting-edge predictive techniques and I was able to turn around and apply some of those learnings to my work immediately. I've never been able to say that after any conference I've attended before!"

Jon Francis
Senior Statistician
T-Mobile

www.predictiveanalyticsworld.com



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

"PAW is actionable!"

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

Welcome to Predictive Analytics World. PAW is the only pure-play, cross-vendor conference covering the commercial deployment of predictive analytics. As such, it draws a unique pool of attendees, which consists of two main groups:

- 1) Business leaders and decision-makers employing - or planning to employ - predictive analytics to solve business challenges
- 2) 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 a natural fit.

Attendees range across across verticals and across enterprise functions. Here is the job function breakdown for PAW's February, 2010 conference, not including speakers, sponsors, nor press:

- 24% ... Managers and Directors - Other/Unspecified**
- 22% ... CXOs, Presidents, VPs, Principals**
- 18% ... Practitioners, statisticians, scientists**
- 13% ... Managers and Directors - Analytics & BI**
- 6% Analysts**
- 17% ... Other**

Each PAW conference boasts a completely new, value-packed line-up of industry leaders and advanced practitioners, with very little overlap between events. PAW's February, 2010 conference had 280 attendees.

Top Experts - Leading Edge Success Stories

Like the inaugural events, the PAW 2010 programs will be packed with the top predictive analytics experts, practitioners, authors and business thought leaders. The Fall 2010 keynote speakers are Piyanka Jain, Senior Manager Product Analytics at PayPal; Andrew Pole, Senior Manager Guest Analytics at Target and Program Chair Eric Siegel, Ph.D. (President of Prediction Impact and former Columbia University professor)

How the Leading Enterprises Do It: Case Studies

Predictive Analytics World focuses on concrete examples of deployed predictive analytics. Attendees will hear from the horse's mouth precisely how leading users of analytics deploy predictive modeling and what kind of business impact it delivers.

The 2009 events featured speakers and case studies from leading enterprises such as Acxiom, Affiliated Computer Services, Aflac, Amway, Amazon.com, Charles Schwab, Citizens Bank, The Coca-Cola Company, Financial Times, Google, Infinity Insurance, Lifeline Screening, MetLife, The National Rifle Association, The New York Times, Optus (Australian telecom), PREMIER Bankcard, Reed Elsevier, Sprint-Nextel, Sun, Sunrise Communications (Switzerland), Target, US Bank, Walden University, Wells Fargo, Yahoo! and Zurich -- as well as second place Netflix Prize competitor "Big Chaos" revealing their secret sauce.



Conference Chair

Eric Siegel, Ph.D.
President,
Prediction Impact, Inc.,

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

Predictive Analytics World's sessions cover business applications of predictive analytics, including:

Marketing and CRM

- Response modeling
- Customer retention with churn modeling
- Profiling and cloning

Online marketing optimization

- Behavior-based advertising
- Email targeting
- Website content optimization

Product recommendation systems

Human capital retention

Industry-specific applications such as:

- Fraud detection
- Credit scoring
- Insurance pricing
- Mobile ad targeting

Predictive Analytics Resources

Visit predictiveanalyticsworld.com to access a free podcast series, subscribe to our newsletter, read tutorial articles or find details about online and in-person training seminars.



For more information visit

www.predictiveanalyticsworld.com



Sponsorship Packages

Platinum Level Sponsorship

(Exclusive to 2 Only) • US\$26,500

1. One 20-minute presentation to the entire audience.
2. 8x20 table-top booth space, including table and chairs.
3. Four-conference registration passes for each day of the conference, and three staff exhibit only passes.
4. One piece of literature in each attendee bag.
5. The ability to distribute a tchotchke at each attendees seat during the conference sessions.
6. Logo will be displayed on all literature and online promotions as Platinum Sponsor including banners.
7. Multiple registration discounts.
8. Access to post-conference attendee contact list.
9. Entry in the show handbook and on the www.predictiveanalytics.com website.
10. Full Page 4-color advert in the show guide.

Gold Level Sponsorship

(Exclusive to 4 Only) • US\$17,500

1. 10-minute address to entire audience.
2. 8x20 table-top booth space, including table and chairs.
3. Three conference registration passes for each day of the conference, and three staff exhibit only passes.
4. One piece of literature in each attendee bag.
5. The ability to distribute a tchotchke at each attendees seat during the conference sessions.
6. Logo will be displayed on all literature and online promotions as Gold Sponsor including banners.
7. Multiple registration discounts.
8. Access to post-conference attendee contact list.
9. Entry in the show handbook and on the www.predictiveanalytics.com website.
10. Half Page 4-color advert in the show guide.

Silver Level Sponsorship

US\$8,500

1. 8x10 table-top booth space, including table and chairs.
2. Two-conference registration passes for each day of the conference, and three staff exhibit only passes.
3. One piece of literature in each attendee bag.
4. The ability to distribute a tchotchke at each attendees seat during the conference sessions.
5. Logo will be displayed on all literature and online promotions as Silver Sponsor including banners.
6. Multiple registration discounts.
7. Entry in the show handbook and on the website.
8. Access to post-conference attendee contact list.

Additional Opportunities

Lab Session

\$10,000

One of two 50-minute labs in parallel at 1:20pm on Wednesday, October 20, 2010. Pick a hot topic, advanced methodology or innovative application, frame it, and demonstrate - live - how your predictive analytics solution excels in that arena. Only available in conjunction with a Silver, Gold or Platinum Sponsorship.

Opening Day Reception Sponsor

US\$5,500

As a reception sponsor, you'll benefit from the gratitude of the industry's elite who use the reception as an important networking opportunity. Take advantage of this opportunity to brand your company at the most prominent event at Predictive Analytics World. Sponsor the drinks reception on the evening of the first day. Opportunity to erect signage, greet attendees as they arrive and conduct short welcoming remarks. Includes:

Pre-Show Promotion

Company name and logo in all pre-show promotional materials for the event.

On-Site Promotion

Company name and logo in the conference handbook as the opening night reception sponsor.

Company name and logo on all signage promoting the reception.

Logo on all banners associated with the show.

Company name mentioned in welcome speech and opportunity to present brief opening remarks (exclusive).

Predictive Analytics World Bag Sponsor

(One Only) • US\$3,500

Your logo on display and in everybody's hands during the event and often for years afterwards on the Predictive Analytics World bag. Organizer will produce the bags.

Predictive Analytics World

Official Shirt Sponsor

(One Only) • US\$3,000

Your logo/message on the back of the official show T-Shirt. Sponsor will provide the T-shirts printed with the show logo on the front and your logo/message on the back. A T-Shirt will be included in every conference bag.

Sponsorship Packages continued

Lanyard Sponsorship

(One Only) • US\$3,000

Your logo around every delegate's neck. The sponsor is responsible for providing the lanyards, which will be pre-attached to all delegate badges, ensuring maximum exposure during the event.

Conference Handbook – Back Cover Ad for the Handbook

US\$2,500

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

Conference Handbook – Inside Front or Inside Back Cover Ad for the Handbook

US\$1,500

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

Hotel Room Drop

(limited to 2) • US\$1,500

Have your message/gift hand delivered into the hotel room of the attendees staying at the conference hotel.

Notebook Sponsorship

(One Only) • US\$1,500

Sponsor can provide the notebook, which will be put at every conference place prior to the opening session. This will be used by the attendees both during and after the event and is a prime position for your logo. Sponsor is responsible for delivering the notebook to the venue at least 24 hours prior to the event opening.

Official Passport Program

\$1,500.00 (front cover, exclusive)

\$500.00 (Participation)

Make your booth a mandatory stop for all attendees at PAW. Participating exhibitors will receive a special stamp to be stamped in the passport of attendees who stop by your booth. Once their passport is full of stamps attendees drop it off at registration for entry into the prize draw.

Prizes include:

Plasma TV • Satellite Navigation System • iPod

Attendees at Predictive Analytics World have included representatives from the following companies:

Alexa Internet	Expedia Inc	Mars, Inc.	PayPal	Spot Runner	Mate
Apple Europe Inc.	Fredhopper	Medtronic	Pervasive Software	Stamps.com	Wells Fargo Bank
Blizzard Entertainment	Hewlett-Packard	Merkle Inc.	Plentyoffish	State Fund	West, A Thomson
Booking.com	Hummer Winblad Venture Partners	MetLife Auto & Home	Premera Blue Cross	TaxBrain	Reuters Company
Boundless	IdentityTruth	MindTree Ltd.	PricewaterhouseCoopers	Teradata	Yahoo! Inc
Brookfield Residential Property Services	InfoCentricity	NEC Laboratories America	Rapp	The Intersect Group	
Capital One	infoUSA National Account Division	Netezza	Razorfish	TheLadders.com	as well as leading consultants and vendors
Digi-Key Corporation	Intuit	Ocean Media Inc	ReaMetrix	Thermo Fisher Scientific	
eBay, Inc.	iShares/Barclays Global Investments	Orange Labs	Resurgent Capital Services	Travelers	
Education Dynamics	M Factor Incorporated	Pacific Northwest National Laboratory	Revolution Computing	uShip, Inc.	
efficient frontier	Market America	Paradigm Management Services	Seoul National University	Verizon Wireless	
Epoch				Visa	
Ernst & Young, LLP				VSP - Eyefinity / Office-	

Reaction to the inaugural PAW

"Despite limited modeling experience, I was able to draw parallels between speakers in various industries and the types of analysis we do at uShip. Everyone seemed excited to be attending despite the economy. We left San Francisco with a long list of actionable items — can't wait to see what's on tap for next year!"

*Michael C. Foroobar,
Sr. Associate – Strategy, Reporting, and Analytics
uShip.com*

"PAW covers real-world challenges and applications of predictive analytics with the right mix of business and technology orientation. It is full of real-world case studies across diverse industries"

*Dr Khosrow Hassibii Ph.D.,
Senior Technical Director,
KXEN*

"PAW is now on my short list for confs. As it directly focuses on predictive analytics & how they can solve business problems"

*Randy Erdahl,
President,
Decision Intelligence*

"This is the Analytical Conference for real analysts and i'm planning to recommend it to my colleagues"

*Stephen Yu,
VP Database Strategies,
infoUSA National Account Division*

"This is the conference to attend for anyone using predictive models, considering a related project or interested in the value that predictive analytics can bring to their business"

*Michael Zeller,
CEO
Zementis*

2009 Inaugural Sponsors

Platinum Sponsor



Gold Sponsors



Silver Sponsors



Bronze Sponsor



Media Partner



www.predictiveanalyticsworld.com

For sponsorship opportunities, please contact:

Paul B. Gillis

Telephone: 508-748-3955

Email: pgillis@risingmedia.com

Predictive Analytics World is produced by Rising Media, the team behind (among other events) the eMetrics Marketing Optimization Summit, the leading event for web analytics and online marketing optimization.

Produced by

