



October 16-21, 2011
New York City

part of  **Data Driven Business Week**
OCTOBER 16-21, 2011 ■ NEW YORK, NY

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

Sponsorship Opportunities



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

PRODUCED BY



www.predictiveanalyticsworld.com

Diamond Level Sponsorship

(Limited to 2 Sponsors) \$33,000

- One 20-minute presentation to the entire audience.
- 20x20 booth space, including table and chairs.
- Six-conference registration passes for each day of the conference, and three social networking passes.
- Chair Drop (non-paper) Tchotchke
- Logo will be displayed on all literature and online promotions as a Diamond Sponsor.
- Multiple registration discounts.
- One (1) company and product profile in the Conference Guide, maximum 150 words.
- Full Page 4-color ad in the PAW Conference guide

Platinum Level Sponsorship

(Limited to 3 Sponsors) \$27,500

- One 10-minute presentation to the entire audience.
- 10x20 booth space, including table and chairs.
- Four-conference registration passes for each day of the conference, and three social networking passes.
- Chair Drop (non-paper) Tchotchke
- Logo will be displayed on all literature and online promotions as Platinum Sponsor.
- Multiple registration discounts.
- One (1) company and product profile in the Conference Guide, maximum 150 words.
- Full Page 4-color ad in the PAW Conference guide

Gold Level Sponsorship

(Limited to 4 Sponsors) \$20,000

- One 5-minute presentation.
- 10x20 booth space, including table and chairs.
- Three-conference registration passes for each day of the conference, and three social networking passes.
- Chair Drop (non-paper) Tchotchke
- Logo will be displayed on all literature and online promotions as Gold Sponsor.
- Multiple registration discounts.
- One (1) company and product profile in the Conference Guide, maximum 150 words.
- Half Page 4-color ad in the PAW Conference guide.

Silver Level Sponsorship

US \$12,500

- 2 Minute “elevator pitch” to entire audience (1st 7 Silver & Bronze sponsors who execute a contract will receive Day 1 speaking status – All remaining Silver & Bronze sponsors will receive Day 2 speaking status)
- 10x10 booth space, including table and chairs.
- Two-conference registration passes for each day of the conference, and three social networking passes.
- Logo will be displayed on all literature and online promotions as Silver Sponsor.
- Multiple registration discounts.
- One (1) company and product profile in the Conference Guide, maximum 150 words.
- Quarter Page 4 color ad in the PAW Conference guide.

Bronze Level Sponsorship

US \$7,500

- 2 Minute “elevator pitch” to entire audience audience (1st 7 Silver & Bronze sponsors who execute a contract will receive Day 1 speaking status – All remaining Silver & Bronze sponsors will receive Day 2 speaking status)
- 10x10 booth space, including table and chairs.
- Two-conference registration passes for each day of the conference, and two social networking passes.
- Multiple registration discounts.
- One (1) company and product profile in the PAW Conference Guide, maximum 150 words.

Newcomers Pavilion

US \$4,500

The Newcomers Pavilion is created to provide NEW sponsors to the Conference visibility, credibility, and brand value and to assure each sponsor is provided with everything needed to assure a hassle-free experience.

The following features are included based on a POD all inclusive stand package:

- Two social networking passes.
- High quality wall-to-wall carpeting
- POD Unit
- Bar style chairs
- 2 – 100 watt spotlights
- Header with company identification.
- 3 feet-wide lockable sales cupboard (*sliding doors and storage beneath*)
- One free-standing literature rack
- Daily stand cleaning
- Wastepaper basket
- Mentioned in ad for Pavilion in PAW Conference Guide and on Website.
- Electricity
- Internet Connection



Unique Opportunities

Attendee Badge Insert

(Limited to 1 Sponsor) \$5,000

What better way to make a bold statement to attendees at Predictive Analytics World 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) \$5,000

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.

Conference Bag/Folder Insert

\$1,500

One piece of standard sized literature placed in each conference attendee bag/folder.

Lunch Sponsorship

(Limited to 2 Sponsors, One per Day) \$7,500

This is the opportunity to greet all the attendees as they arrive for lunch. As the sponsor you will have the ability to have company information at each table (or chair) as well as napkins with company logo, and plenty of signage with company name and logo explaining that you are the exclusive lunch sponsor offering prominent brand recognition.

Internet Lounge

(Limited to 1 Sponsor) \$10,000

Exclusive branding for your company as the internet lounge sponsor. Attendees will be using the lounge on the exhibit floor to check email. Brand and logo will appear on signage in lounge and promoted at conference. Sponsor will have opportunity to place literature in the Internet lounge

Lanyard Sponsorship

(Limited to 1 Sponsor) \$7,500

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 PAW Conference Guide (distributed to PAW conference attendees)

\$2,500 – Full Page

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

Ad in Data Driven Business Week Expo Hall Guide (distributed across all conferences)

\$4,000 – Full Page

\$2,000 – Half Page

Sponsor can provide one full page or half page, 4 color, ad artwork for inclusion in the Data Driven Business Week Expo Hall Guide, which will be referred to across all the Data Driven Business Week attendees both during and after the event.

Hotel Room Drop

(Limited to 1 Sponsor) \$4,000

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

Official Passport Program

\$1,500.00 (front cover, exclusive)

\$550.00 (Participation)

Make your booth a mandatory stop for all attendees at the conference. 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.

Example of Prizes include: Plasma TV • Satellite Navigation System • iPad2

Registration

(Limited to 1 Sponsor) \$10,000

This exclusive sponsorship includes:

- 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 piece of literature on registration counter

Agenda at a Glance Leader Board

(Limited to 1 Sponsor) \$10,000

The leader board is very popular with attendees, giving them a full size standing view of the agenda at a glance. This exclusive sponsorship will feature your company logo vertically placed on either side of this structure. This sponsorship is a prominent placement and is sure to be noticed by all attending

Show Guide Bellyband

(Limited to 1 Sponsor) \$5,000

Be the company to stand out with attendees when you advertise your brand with a 4 color ad printed and wrapped around each copy of the Conference Show guide. All production is included.

Conference Track

(Limited to 1 Sponsor) \$3,000

Sponsor of one of the official conference session tracks. This opportunity is a great opportunity to position your company as a knowledge leader for specific topics. You will be able to place a survey question on the evaluations along with your logo. Results of the surveys will be shared only with the sponsor for that track. In addition you will receive:

- On-site signage at the front of the room.
- Sponsors promotional collateral distributed.
- Your company will also be identified in the Show Guide as the official Conference Session sponsor for that track.

Conference Program Pocket Guide

(Limited to 1 Sponsor) \$2,500

Sponsor will exclusively have their logo displayed on the front cover of the Conference Pocket Guide.

Marketing Lab – 50 Minutes

(Limited to 2 Sponsors) \$10,000

Often called the “hidden gems” of PAW by previous attendees, Labs illustrate how common business problems are solved by showcasing your technology in a closed, “attendee only” session.

Marketing Labs give attendees an up-close and personal look at how specific tools solve specific problems. Attendees select from two different, real-world scenarios to see live demonstrations solve challenges and provide answers. These labs directly demonstrate how data and technology combine to achieve stunning results.

Marketing Labs - 20 Minutes

(Limited to 2 Sponsors) \$6,500

The Predictive Analytics World 20 Minute Lab Sessions are created to provide extensive visibility, credibility, and brand value. These sponsored sessions were designed to give attendees an up-close and personal look at how specific tools solve specific client problems. Attendees attend these two different business problem scenarios to see how the technology actually works.

These 20 Minute Lab sessions are limited to 2 across the entire event.

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

PAW has introduced this Labs series to help attendees bring strategies to life.

MARKETING LAB EXPECTATIONS, RULES & GUIDELINES

These sessions are unique in the events space, allowing you to showcase your solution in a non-sales environment. Lab sessions include:

- A practical, live demo – not a canned presentation.
- State the core business challenge that most attendees face. This is an explanation of the COMMON business problem/opportunity. This portion of the presentation is generally 5 minutes. (1-2 slides)
- Present a documented use case or case study on that issue. This is the articulation of a common method of solving this problem where you present the role of modeling to solve for “X”. (1-3 slides)
- Illustrate your approach to solving the problem with your technology. This goal is to provide an example of how your technology is being used to solve the business problem/opportunity discussed. Ideally, the presentation will correspond to a DOCUMENTED CASE STUDY/USE CASE that can be distributed to PAW attendees ahead of the Summit. (Live software demo – no slides)
- You are encouraged to bring a client to co-present. Your client will receive Speaker status at the Predictive Analytics World conference which means a bio on the website and in the printed Show Guide as well as a full, two day pass to the event.

EDITORIAL REQUIREMENTS: 20 Minute Lab sessions must be approved by the Conference Chair. To be considered, please submit at your earliest convenience a session title, session description and complete speaker bio to your PAW contact, listed below. The review process may also include a phone conversation and a review of your PowerPoint.

- Introduction by PAW conference chair Eric Siegel.
- Sponsor can leave behind literature.
- ¼ page advert in the show guide to promote Lab.
- 20% PAW registration discount code for your clients.
- Logo on Website and in Show Guide as Lab Sponsor.
- Electricity, Internet Connection, Projector provided

2011 Predictive Analytics World Webinar Sponsorship

(Limited to 3 Predictive Analytics World Sponsors Only) - \$10,000

This is an opportunity for you to showcase how to deploy predictive modeling, and what kind of business impact it delivers. The Predictive Analytics World Webinars are the only Webcasts of their kind and are created to provide extensive visibility, credibility, and brand value.

This Webinar was designed to give the industry an up-close and personal look at what is happening in the industry from specific tools to solve specific client problems to different business problem scenarios to see how the technology actually works. Your opportunity as a Predictive Analytics World Webcast Sponsor is to showcase your company and products and promote to the Predictive Analytics World database.

The list that we utilize to recruit for the Webcast and the titles, names and industries of those potential attendees would be from our master analytics target list, including attendees and targets for eMetrics, PAW and our other US events. It is industry agnostic, but weighted towards larger companies, with job titles being a mix of analytics practitioners, marketing and business unit managers, and a few IT people interested in/responsible for in analytics.

Webinar Sponsorship Package Options

- Sponsor organization will be aired for a one-hour live webcast with the opportunity to present on the content and topic of their choosing. Sponsor has full editorial control of the webcast contents and may provide speakers and a PPT slideshow file of their choosing.
- PAW conference chair Eric Siegel, Ph.D. will provide guidance and feedback on the webcast description provided by the sponsor. However, sponsor has final editorial say on the webcast description to be used to publicize the webcast.
- Sponsor organization will have logo and company tagline on all Webcast communications, including announcement, registration page, reminder and follow-up notices.
- Sponsor organization will have logo and tagline, linked to homepage, on the landing page of the Webcast presentation
- Sponsor organization will have logo included in the frame of the presentation.
- Sponsor organization will get verbal thank you and acknowledgement at the beginning and end of the Web cast presentation.
- Entire Webcast, including sponsor logos and links, will be archived for one year on the PAW Website.

Sponsorship Inquiries:

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Chief Revenue Officer

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