

# posit conf (2023)

## Conference & Exhibition

TUE, SEPT 19 - WED, SEPT 20

📍 HYATT REGENCY CHICAGO



## WHY SPONSOR posit::conf(2023)?

Posit::conf() is the most recognized and comprehensive global convening of data scientists and data science leaders for learning, collaboration, and celebration of community.

This annual event rejuvenates passion, and provides the tools and resources that inspire the data science community – and this is where you can have meaningful conversations with 1,000+ engaged data scientists, team, and business leaders from around the globe.

Sponsorship is a great opportunity to demonstrate your support of the community and increase your organization's visibility. Reach a highly influential audience of data scientists who use R and Python to showcase your company, and the products and services you offer.

Posit::conf() offers a variety of sponsorships designed to fit varied goals and budgets. These proven marketing tactics can increase your visibility at the conference and increase your return on investment.

**Build Your Network.** Engage with attendees and presenters from around the world. Build valuable relationships with top data scientists and decision makers during ample time dedicated to the exhibit hall as well as attend social events for networking throughout the conference.

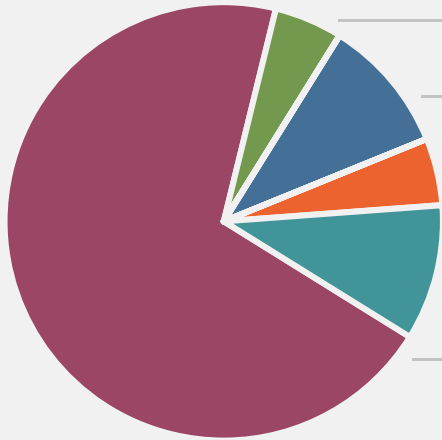
**Access Decision Makers.** Key decision makers and stakeholders attend this event. Interact with decision makers and data science professionals across industries. Attendees typically come from across North America, Central and South America, Europe and the Nordics.

**Build Your Brand.** posit::conf() has recognizable stature in the data science community globally, attracting an audience of more than 1,000 in person as well as a global virtual audience. Receive brand recognition as a sponsor before, during, and after the conference. When you sponsor the conference you become a valued partner in creating a successful conference.



# POSIT :: CONF (2022) ATTENDEES

JOB ROLES



**5% C-Suite, VPs**

Company founders, CEOs, CTOs and VPs of IT, Security and Data Science

**10% Directors**

Directors of Research, Security, Data Science, Life Sciences and Healthcare

**5% Managers**

Managers of teams in Data Engineering, Data Modeling, Supply Chain, R&D, Product and Program, Data Science, Portfolio and Risk

**10% Analysts**

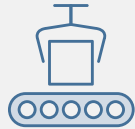
Data, Intelligence and BI

**70% Data Scientists**

Bioinformatics, Biology, Statistics, Epidemiology, Health and Life Sciences, Technology, Financial, Manufacturing



Health & Life Sciences



Manufacturing



Retail



Technology



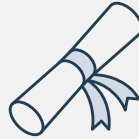
Aerospace



Finance & Insurance



Pharmaceuticals



Higher Education



eCommerce



Government

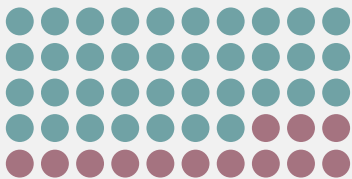
INDUSTRIES REPRESENTED

# POSIT :: CONF (2022) SPONSOR SURVEY RESULTS

PRIMARY OBJECTIVES

**75%**

General Awareness & Lead Generation



**25%**

Networking with Customers



**80%**

Agreed attendees were the right level of decision makers for their product/service



**100%**

Were satisfied with the customer service received prior to and during the event



**90%**

Agreed they had ample time to interact with attendees



**75%**

Said their sponsorship met or exceeded expectations

/// We have had more good conversations in the first hour [of conf] than we typically get in the entire time in most events ///

- Douglas Lantigua, Principal at Validated Cloud



# 2023 Opportunities

## Deliverables provided to all sponsors:

### PRE-CONFERENCE MARKETING

Attendee reminder emails  
Conference website  
Social media branding

### SPONSORSHIP BRANDING *on site and virtual*

Sponsor thank you banners  
Listing in the mobile app

### POST-CONFERENCE MARKETING

Attendee thank you email  
Conference website thank you  
Social media branding

## SPONSORSHIP PACKAGES

### Diamond \$30,000

10 x 10 exhibition space\*\*  
Conference room for private meetings\*  
Customized BoF session  
Recognition during Conference Opening Welcome  
Prominent Branding in the event venue  
4 Complimentary Conference Tickets  
Recognition in pre-event email marketing  
Recognition on conference website  
Recognition in mobile app

### Silver \$10,000

10 x 10 exhibition space\*\*  
2 Complimentary Conference Tickets  
Recognition onsite on event signage  
Recognition on Conference website  
Recognition in pre-event email marketing

### NOTES

\*As permitted by COVID safety and social distancing requirements

\*\*Exhibitor sponsors receive 1 10x10 space, 1 6' table, 2 chairs, a trashcan, 1 monitor/stand, booth sign

*size TBD, based upon show decorator specs*

Exhibit location is assigned on a first come/first served basis.

### Platinum \$20,000

Recognition during Conference Opening Welcome  
Exclusive Sponsorship of 1 evening reception; Includes branding throughout the social function and 5-minute introduction of the event.  
Prominent Branding in the event venue  
3 Complimentary Conference Tickets  
Recognition in pre-event email marketing  
Recognition on conference website  
Recognition in mobile app

### Gold \$12,000

Exclusive Sponsorship of one (1) Attendee Breakfast or Lunch; Includes branding throughout the function and 5-minute introduction of the event  
Prominent Branding in the event venue  
2 Complimentary Conference Tickets  
Recognition in pre-event email marketing  
Recognition on conference website

### Virtual Sponsor \$2,500

Recognition in pre-event email marketing  
Recognition on conference website

### Virtual Event Portal Sponsor \$6,000

Recognition in pre-event email marketing  
Recognition on conference website  
Logo prominently displayed on opening screen

For questions about sponsorship, please contact Katherine Jeschke, Senior Partner Marketing Manager at [kj.jeschke@posit.co](mailto:kj.jeschke@posit.co).

## ADDITIONAL OPPORTUNITIES

All receive logo on conference website as a sponsor

### Exclusive Break Sponsor \$5,000

Sponsor of all break stations  
Signage and branded napkins, logo  
on website/conf materials

### Breakfast or Lunch Sponsor \$5,000

Signage and branded napkins, logo  
on website/conf materials\*

### Cheat Sheet Collateral Insert \$2,000

Sponsor's branding/sponsor supplies  
paper collateral per Conf specs\*

### Notepad Sponsor \$3,000

2/c sponsor logo/tagline on  
Notepads in Workshop rooms

### Lanyard Sponsor \$4,000

Sponsor name and logo co-branded  
with Posit printed on lanyards

### Registration Sponsor \$10,000

Signage at registration, on website  
and virtual site, room drop  
of 1 complimentary item for  
attendees and 1 complimentary  
conference pass

*\*Some items require messaging approval from the Conf Program Committee*

## Special Sponsorships

### conf::gather() Area \$10,000\*

Dedicated sponsorship of an area  
for attendees to decompress! Your  
branding, messaging and  
creativity are on show. Sponsor  
contracts directly with GES/hotel/  
outside vendors for furniture,  
games or other amenities  
for attendees. Giveaways or  
promotional contests allowed  
within the spirit and parameters  
of the conference. Recognition on  
website and specially advertised  
in all conf communications/  
on conf app. Details TBD with  
Program Committee and Sponsor.  
Sponsorship comes with 2  
complimentary conference passes.

### Customized BoF Session \$10,000\*

Details TBD with Program  
Committee and Sponsor.  
Recognition on website and  
session specially advertised in  
all conf communications/on conf  
app; recorded as part of the  
virtual conf and post conf videos;  
sponsor's content/messaging to be  
approved by Program Committee.  
Sponsorship comes with 2  
complimentary conference passes.

*\*Exhibiting sponsorship required  
in order to take advantage of these  
opportunities*

If you are interested  
in connecting with  
potential new hires,  
or you have an idea  
you'd like to try at  
posit::conf(2023),  
**please contact**  
**Katherine Jeschke,**  
**[kj.jeschke@posit.co](mailto:kj.jeschke@posit.co)**  
to discuss it!



Be sure to book your rooms early before they sell out!

Rooms at Hyatt Regency Chicago offer stunning downtown,  
Chicago River, and Lake Michigan views with all the comforts  
of a modern urban getaway.

