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**

- **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

**INDUSTRIES REPRESENTED**
- Aerospace
- Government
- eCommerce
- Manufacturing
- Retail
- Technology
- Health & Life Sciences
- Pharmaceuticals
- Finance & Insurance
- Pharmaceuticals
- Higher Education

**POSIT::CONF(2022) SPONSOR SURVEY RESULTS**

- **75%** General Awareness & Lead Generation
- **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] then 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
- 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
- 4 Complimentary Conference Tickets
- Recognition in pre-event email marketing
- Recognition on conference website
- Recognition in 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

**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

**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.

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.
**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

**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.

*Some items require messaging approval from the Conf Program Committee

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 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.