



# posit conf (2025)

## Sponsorship Prospectus

September 16 - 18

📍 HYATT REGENCY ATLANTA





Hadley Wickham  
Chief Scientist, Posit



Hello,

Having hosted posit::conf (previously RStudio::conf) for 7 years, we've learnt a lot about what makes a great conference for both the open source community and enterprise professionals. In addition to a strong agenda filled with invaluable workshops, talks, and keynotes, our partner ecosystem plays a big part in the success of our conference.

posit::conf(2025) is one day of workshops, two days of conference keynotes and talks, and the ultimate hub for creating connections in the community. With an expected 1600 in-person attendees and an additional 3500 virtual attendees, posit::conf is one of the world's largest data science conferences.

As a sponsoring partner you will benefit from direct access to our in-person community in Atlanta on September 17 & 18, as well as visibility online for all of our virtual attendees. As always, we're dedicated to creating a welcoming and inclusive event, as well as delivering value to you, to our customers, and to the community. We look forward to partnering with you to ensure you get the most out of posit::conf(2025)! Thank you for your continued partnership with Posit and we look forward to seeing you in Atlanta this fall.

Cheers!  
Hadley Wickham



## Why sponsor?

### Build Your Network.

Engage with posit::conf attendees and speakers from around the world. Build valuable relationships with top data scientists and decision makers during dedicated networking time in Posit's lounge and partner tables.

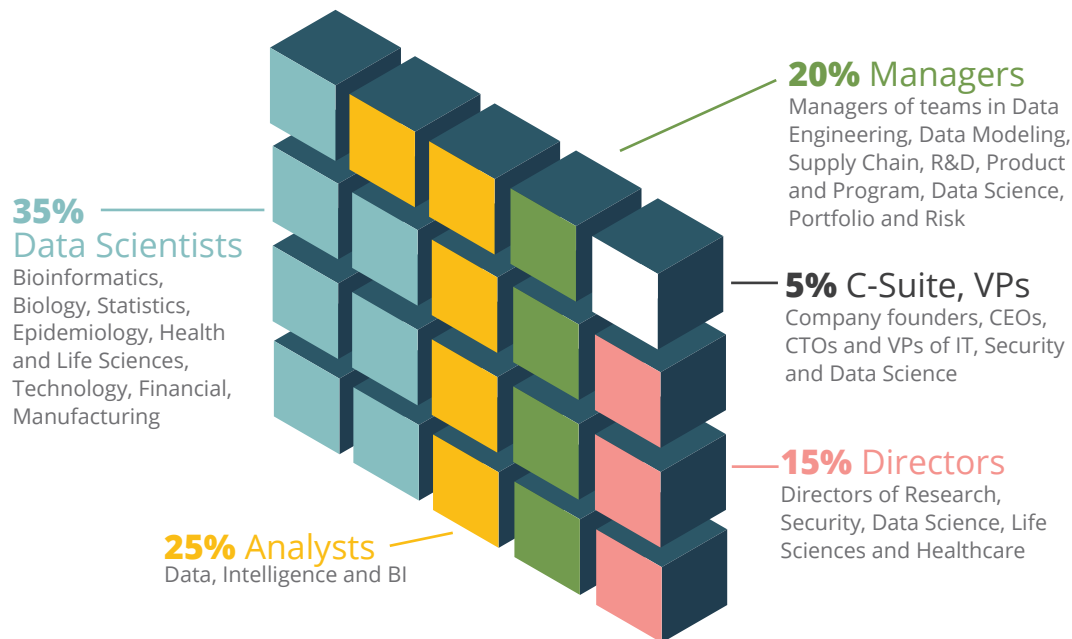
### Access Users and Decision Makers.

Users, key stakeholders and decision makers attend posit::conf. Interact with data science professionals across a wide range of 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 1,500 in person as well as a global virtual audience of over 2,000. Receive brand recognition as a sponsor before, during, and after posit::conf.

## POSIT::CONF ATTENDEES AT-A-GLANCE



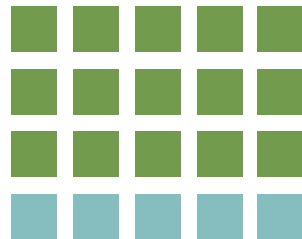
## INDUSTRIES REPRESENTED



## PAST 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 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



## Sponsorship Overview

	Bronze (\$5,000)	Silver (\$10,000)	Gold (\$20,000)	Platinum (\$50,000)
Logo inclusion in emails, website, mobile app, and onsite signage	●	●	●	●
8x10 exhibit space	●	●	●	●
Promotion on Posit's social channels	●	●	●	●
Virtual booth	●	●	●	●
1 Lead scanner	●	●	●	●
Invite to posit::partner session	●	●	●	●
Conference tickets	<b>1</b> (ticket)	<b>2</b> (tickets)	<b>4</b> (tickets)	<b>6</b> (tickets)
Inclusion in welcome packet		●	●	●
Mobile app push notification		<b>1</b>	<b>2</b>	<b>2</b>
Sponsored lunch and learn 2 available			●	●
Private meeting room				●
Official sponsor of main evening event				●
10-minute opening or closing keynote talk				●



# Platinum

\$50,000

- **8x10 exhibit space**

- One draped 6' table
- Two chairs
- One 32" monitor (if requested)
- One power outlet

- **Virtual booth** with capabilities to live chat with virtual attendees, upload resources and collateral and include links to web pages.

- **One lead scanner**

- One sponsored **Lunch and Learn** on either Sept 17 or 18 during the lunch hour. A separate room with lunch will be provided and promoted to attendees. Two slots available (one per day).
- **10-min opening or closing keynote talk.** Slides and content must be reviewed and approved by posit::conf council.

- **Official sponsor of the main evening event at Georgia Aquarium!**

- Onsite branding with partner logo on welcome banner and main atrium digital screens & gobo
- Branded napkins
- 5 tickets to invite customers/prospects to the Aquarium event
- Demo station in the main hall at the aquarium

- **Invitation** to the **posit::partner session**, a half day conference for Posit partners on September 17.

- Dedicated **private meeting room** for Sept 17 & 18.

- **Two mobile app push notifications** sent to all in-person attendees (content must be reviewed and approved by posit::conf council).

- **Option to provide one piece of collateral or swag** in the welcome packet for attendees.

- **Six conference tickets** (includes access to all talks on Sept 17 & 18, coffee/tea breaks, lunches, and evening events).

- **Recognition** in pre-conference emails, onsite signage, mobile app, and conference website.

- Inclusion in **pre-event social media promotion**.

- **Post-event data report** including attendance, industry, and company names.



To confirm your sponsorship or if you have any questions, please contact us at **conf-partners@posit.co**.



# Gold

\$20,000

- **8x10 exhibit space**

- One draped 6' table
- Two chairs
- One 32" monitor (if requested)
- One power outlet

- **Virtual booth** with capabilities to live chat with virtual attendees, upload resources and collateral and include links to web pages.

- **One lead scanner**

- One sponsored **Lunch and Learn** on either Sept 17 or 18 during the lunch hour. A separate room with lunch will be provided and promoted to attendees. Two slots available (one per day).

- **Invitation** to the **posit::partner session**, a half day conference for Posit partners on September 17.
- **Two mobile app push notifications** sent to all in-person attendees (content must be reviewed and approved by posit::conf council).
- **Option to provide one piece of collateral or swag** in the welcome packet for attendees.
- **Four conference tickets** (includes access to all talks on Sept 17 & 18, coffee/tea breaks, lunches, and evening events).
- **Recognition** in pre-conference emails, onsite signage, mobile app, and conference website.
- Inclusion in **pre-event social media promotion**.
- **Post-event data report** including attendance, industry, and company names.



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# Silver

\$10,000

- **8x10 exhibit space**

- One draped 6' table
- Two chairs
- One 32" monitor (if requested)
- One power outlet

- **Virtual booth** with capabilities to live chat with virtual attendees, upload resources and collateral and include links to web pages.

- **One lead scanner**

- **Invitation** to the **posit::partner session**, a half day conference for Posit partners on September 17.

- **One mobile app push notifications** sent to all in-person attendees (content must be reviewed and approved by posit::conf council).
- **Option to provide one piece of collateral or swag** in the welcome packet for attendees.
- **Two conference tickets** (includes access to all talks on Sept 17 & 18, coffee/tea breaks, lunches, and evening events).
- **Recognition** in pre-conference emails, onsite signage, mobile app, and conference website.
- Inclusion in **pre-event social media promotion**.
- **Post-event data report** including attendance, industry, and company names.



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# Bronze

\$5,000

- **8x10 exhibit space**
  - One draped 6' table
  - Two chairs
  - One 32" monitor (if requested)
  - One power outlet
- **Virtual booth** with capabilities to live chat with virtual attendees, upload resources and collateral and include links to web pages.
- **One lead scanner**
- **Invitation** to the **posit::partner session**, a half day conference for Posit partners on September 17.
- **One conference ticket** (includes access to all talks on Sept 17 & 18, coffee/tea breaks, lunches, and evening events).
- **Recognition** in pre-conference emails, onsite signage, mobile app, and conference website.
- Inclusion in **pre-event social media promotion**.
- **Post-event data report** including attendance, industry, and company names.



To confirm your sponsorship or if you have any questions, please contact us at **[conf-partners@posit.co](mailto:conf-partners@posit.co)**.



## Sponsorship Boosters

Looking to get even more visibility and impact during posit::conf(2025)? Check out the below add-on opportunities!

### **Sponsored Birds of a Feather meetup**

\$4,500

A 45-minute birds of a feather meetup on either September 17 or 18. These take place in a designated area on-site, during the lunch break. This is a popular attendee attraction due to being able to network with attendees with similar interests.

### **Networking Break Sponsorship**

\$3,000

If you'd prefer to showcase your company in a more informal atmosphere, then the networking break sponsorship is for you! Have your logo displayed at all food and beverage stations, for guaranteed visibility throughout each break of your chosen day.

### **Speakers Green Room Sponsorship**

\$1,500

Your logo will be displayed on signs thanking you for your support in the 'Green Room' where all posit::conf speakers have access to throughout the 3 days of the conference. You will also be acknowledged on the posit::conf website.

### **WiFi Sponsor**

\$10,000

You will be acknowledged wherever we provide WiFi password on event signage, mobile app, and hotel signage, as well as with your logo on the posit::conf website. Capacity of 2 sponsors.

### **Data Dashboard Sponsorship**

\$2,000

Sponsor a digital dashboard showing event stats, attendee activity, and real-time poll results. Sponsor's logo will be front and center in the dashboard viewing area.

### **Opening Reception Sponsor**

\$6,000

Kick off the conference in style by sponsoring the Opening Reception, the premier networking event where attendees, speakers, and exhibitors gather to connect, collaborate, and celebrate the start of the event. This high-energy gathering sets the tone for the conference and provides your brand with unparalleled visibility and engagement opportunities.