



BIG DATA & ANALYTICS SUMMIT 2019



Sponsorship Packet

March 21-22, 2019

Wayne State University—Detroit, Michigan

bigdataevents.wayne.edu



Call for Sponsorship

The Big Data phenomenon has now entered the next phase, where the question is no longer about whether or not we do Big Data. Emerging questions are all about Big Value and the empowerment of organizations through contextual intelligence. There are enough proof points now to substantiate tangible benefits of Big Data from almost every sector. Improving productivity and efficiency of existing operational processes through real-time intelligence, monetizing information as an asset, and a deeper and richer understanding of customers and overall business environments are just a few examples where unquestionable benefits have been realized.

The Big Data & Analytics Group at Wayne State University has been at the forefront of this evolution and is fast becoming the Midwest's premier center of innovation. Our group is unique in its strong focus on leveraging the team's core strengths and research expertise to solve real-life business problems in close collaboration with our region's industry partners. Our annual summit has become a must-attend event for the regional industry to get exposure to the latest developments and best practices in the applications of Big Data.

This **sixth annual summit** will bring together a stellar lineup of expert speakers from all over the industry to share and discuss their experiences in doing it right through the smart use of Big Data. Support has increased substantially from leading vendors, who will showcase their latest and greatest offerings throughout the event. The program allows for increased networking time and hands on experiences.





BIG DATA & ANALYTICS SUMMIT 2019

Conference Summary

Event: Wayne State University hosts the 6th Annual Big Data & Analytics Summit

Theme: The 2019 Big Data & Analytics Summit theme will focus on hearing from leading experts on how to successfully use big data while charting out a new course of competitive advantage and growth for their companies.

Objectives:

- Provide keen insights and tips on identifying Big Data Opportunities
- Understand various types of business cases
- Use analytics to drive business success
- Provide clear distinction between legacy analytics and emerging next generation tools, technologies, and processes

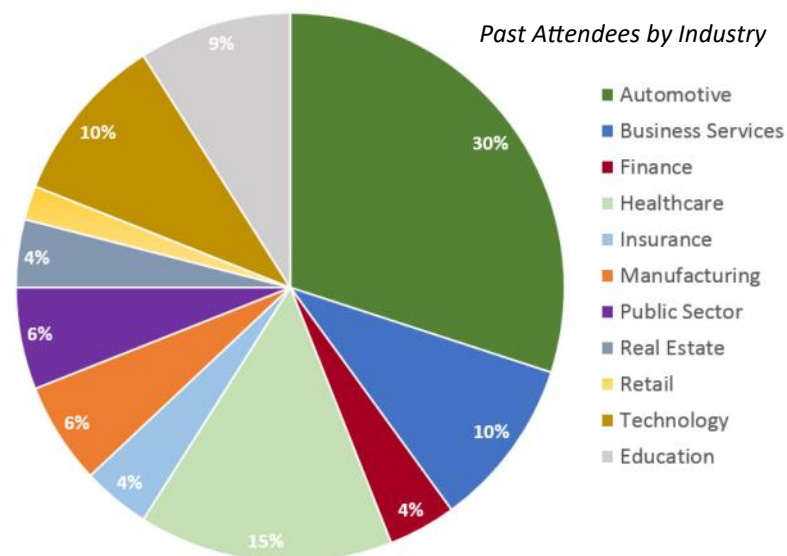
Location: Student Center Building, Wayne State University, Detroit, Michigan

Date: March 21-22, 2019

Attendance: Expected over 500 attendees from Industry and Academia, with over 150 companies from across the country.

Activities:

- ♦ Tutorials
- ♦ Keynote Speakers
- ♦ Case Study Sessions
- ♦ Networking
- ♦ Panel Sessions
- ♦ Showcases
- ♦ Poster Presentations
- ♦ Vendor Exhibits
- ♦ Receptions
- ♦ Exhibits





Sponsor Benefits

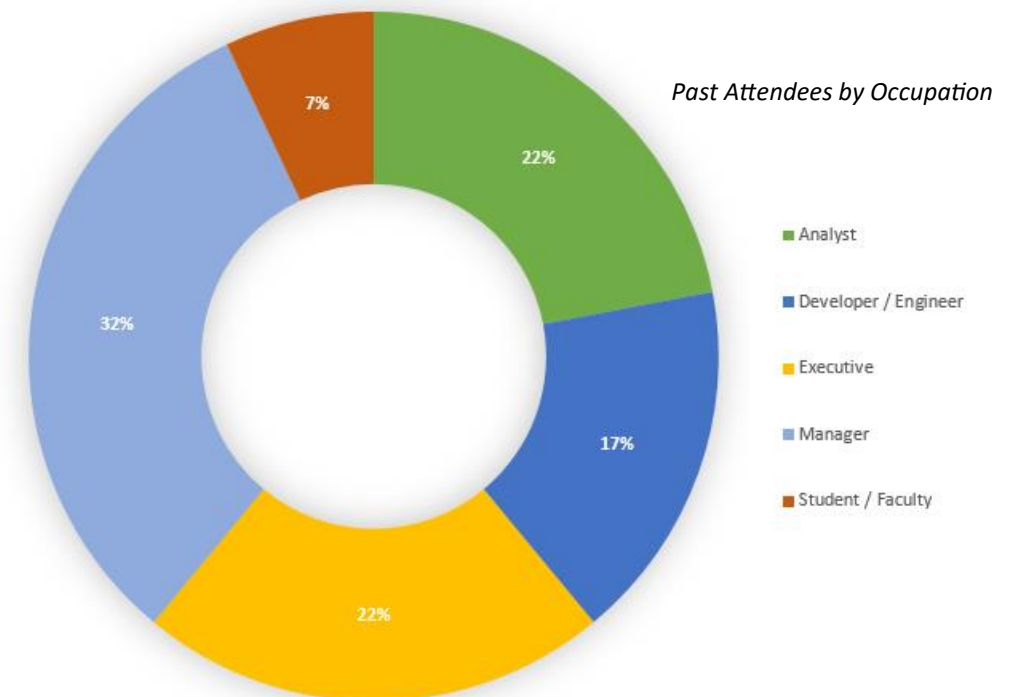
Exposure

The 2019 Big Data & Analytics Summit maximizes sponsor exposure through the extensive use of traditional and non-traditional media opportunities. Through our University Network and the NSF Mid-West Big Data Hub Regional Network, the Summit marketing receives Midwest coverage.

- Association Newsletters and Email Correspondences
- Social Media which includes Facebook, Twitter, and LinkedIn
- Press Releases and Articles
- Print Promotional Materials

Demographics of Attendees

- We had over 500 Attendees participate in the past summits, primarily from across Michigan, with attendees also coming from a few other states and Canada.
- We had over 150 Businesses represented at the conference.
- Participants had the following titles:
 - ◇ CEO / President / Founder / Executive Director
 - ◇ CFO / CTO / VP / CIO
 - ◇ Senior Account Executive / Account Manager
 - ◇ Senior Director / Senior Engineer / Senior Consultant
 - ◇ Regional Director / Director
 - ◇ Consultant
 - ◇ Supervisor / Manager / Officer / Leader
 - ◇ Program Manager / Product Manager
 - ◇ Data Scientist / Engineer / Integrator
 - ◇ Professor / Graduate & Doctoral Student / Post Doc
- We get an average of 20-30 students attending the conference each year, primarily Graduate Level Students.





Sponsorship Opportunities

The Big Data & Analytics Summit 2019 offers a variety of sponsorship opportunities suitable for large as well as small organizations. The sponsors get visibility for their companies, demonstrate their support of big data and business analytics related research and development, and contribute to the success of the summit.

Diamond: \$15,000 contribution, which is associated with:

- **Conference Benefits:**
 - (30) 1 Day tickets to the conference
 - (4) VIP Reception Tickets
 - (1) Keynote Presentation
 - (1) Case Study Presentation—20 Minutes
 - (1) Lunch & Learn Presentation—15 Minutes (Products/Services Presentation)
 - (1) Vendor Booth with Prime Location
- **Brand Visibility:**
 - Recognition during Opening Sessions
 - Recognition at Conference and all materials as Diamond Sponsor
 - Acknowledgement as reception sponsor
 - Ribbon designating sponsor status to be worn at summit
 - Company logo on the WSU Big Data Group website



Platinum: \$10,000 contribution, which is associated with:

- **Conference Benefits:**
 - (20) 1 Day tickets to the conference
 - (2) VIP Reception Tickets
 - (1) Keynote
 - (1) Case Study Presentation—20 Minutes
 - (1) Lunch & Learn Presentation—15 Minutes (Products/Services Presentation)
 - (1) Vendor Booth with Prime Location
- **Brand Visibility:**
 - Recognition during Opening Sessions
 - Recognition at Conference and all materials as Platinum Sponsor
 - Acknowledgement as reception sponsor
 - Ribbon designating sponsor status to be worn at summit
 - Company logo on the WSU Big Data Group website



Sponsorship Opportunities—Continued

Gold: \$5,000 contribution, which is associated with:

- 5 tickets to the conference
- Vendor table
- Vendor case study in an appropriate track
- Participation in one of the parallel vendor overview tracks during the lunch hour
- Acknowledgement as coffee break sponsor
- Company logo on the program

Silver: \$2,500 contribution, which is associated with:

- 3 tickets to the conference
- Vendor table
- Participation in one of the parallel vendor overview tracks during the lunch hour
- Company logo on the program

Bronze: \$1,000 contribution, which is associated with:

- 2 tickets to the conference
- Company logo on the program



In-kind sponsorships that directly defray the costs of the conference are also welcome. For example, sponsorship for a student conference package, coffee break, receptions, or meals. In these cases, the sponsor name is prominently displayed and recognized in our marketing materials.



BIG DATA & ANALYTICS SUMMIT 2019

Contact Information

Speakers, Sponsors, Technical Information:

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