



DATA CON

SPONSORSHIP PROSPECTUS

NOVEMBER 7, 2018

**MARVIN CENTER
AT THE GEORGE WASHINGTON UNIVERSITY**

HOSTED BY:

IN COLLABORATION WITH:



2018 CONFERENCE PROFILE:

The theme for 2018 is **SIMPLY DATA SCIENCE**. We will be focusing on how, by leveraging design principles and making the right design decisions throughout the entire data science technology stack, we can create intuitive, accessible systems that anyone can use.

**COMMERCIAL,
GOVERNMENT,
ACADEMIA,
RESEARCH,
AND NON-PROFIT**

THE DATA COMMUNITY
ALREADY SURROUNDS YOU.

WHY BE A PART OF DC DATACON?

33%

of attendees said their top reason for attending was for **training opportunities**

27%

joined the conversation in search of **career options and mentorship**

15%

came for new **business opportunities**



More than **800** people are expected to attend the **2018 conference**.



88% of attendees were from the **Mid-Atlantic region**

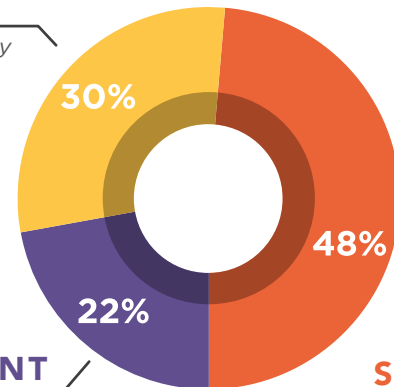


30 different Universities participated as sponsors, attendees, or speakers in 2017

ATTENDEE PROFILE:

INDUSTRY

Information Technology
Technology
Cyber Security
Healthcare
Marketing
Consulting
Aerospace/Defense
Non-Profit
Research



GOVERNMENT

Federal Government
Civilian Agencies
Department of Defense/Military
Intelligence Agencies

STUDENTS/ACADEMIA

Graduate Students
Doctoral Candidates
Data Science Programs
Universities/Colleges
Professors

DC DATACON is about networking, recruiting, mentoring, learning, idea sharing, and charting the future for data science in the region. As part of this event you will be positioned as an active part of this evolving community with access to leaders and learners. Join this multidisciplinary conversation as we explore the technology, economics, ethics, and strategy of the world's fastest growing discipline - Data Science!

Attendees of the conference come from a range of different backgrounds and professions. See below for a sample of many of the professional titles of the conference registrants.

- Analyst
- Architect
- Astronomer
- Astrophysicist
- CEO
- Chief Data Officer
- Chief Data Scientist
- Chief Information Officer
- Chief Technology Officer
- Data & Cloud Solutions Manager
- Data Architect
- Data Engineer
- Database Manager
- Developer/Data Analyst
- Director of Cloud and Digital Services
- Director of Communications
- Economic Intelligence
- GIS Developer
- Head of Artificial Intelligence
- Mathematician
- Principal Consultant, Data & Analytics
- Programmer
- Security Architect
- Software Developer
- Software Engineer
- Solutions Architect
- Student
- Transportation Planner
- Visual Journalist
- Web Designer

EXHIBIT. SPONSOR. JOIN THE CONVERSATION.

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Custom sponsorships and marketing opportunities are available. Get creative, we welcome new ideas!

SPONSOR BENEFITS	PRINCIPAL \$25,000+ 2 available	PLATINUM \$15,000+	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,000
Logo linked on conference website	•	•	•	•	•
Logo on printed sponsor signage	•	•	•	•	•
Logo on sponsor slide in general session	•	•	•	•	•
Logo in printed program	•	•	•	•	•
Recognition during conference by emcee	•	•	•	•	•
Advertisement in printed program	2 Full Page Ads	2 Full Page Ads	1 Full Page Ad	Half Page Ad	1/4 Page Ad
Attendee registration - complimentary	5	3	2	1	
COMPLIMENTARY EXHIBIT TABLE	•	•	•	•	
Company listing in printed program	•	•	•	•	
Collateral insert in bags or at registration	•	•	•		
Receive list of registered attendees	•	•	•		
E-mail blast to registered attendees	•	•			
General Session Slide Advertisement	•	•			
Link & logo on DC2 webpage for 1 year	•	•			
Inside Front Cover or Inside Back Cover ad	•				
One on one meeting with DC2 Leadership	•				
Evening networking reception or lunch sponsor	•				

Looking to take your connections beyond the event?
Gold Sponsorships and above include access to the event attendee registration list!

EXHIBIT AND SPONSORSHIP OPPORTUNITIES (CONT.)

EXHIBIT TABLE: \$2,500

- Company listing in the printed program
- Company listing on the event website
- 6' table and 2 chairs
- Electricity

CONFERENCE ATTENDEE NOTEPADS: \$12,000

Logo included on list of Gold Sponsors

- Logo on notepads handed out to all attendees
- Logo linked on conference website
- Logo on printed sponsor signage
- Logo on sponsor slide in general session
- Logo in printed program
- Full page ad in printed program
- List of registered attendees

CONFERENCE ATTENDEE BAGS: \$12,000

Logo included on list of Gold Sponsors

- Logo on bags handed out to all attendees
- Logo linked on conference website
- Logo on printed sponsor signage
- Logo on sponsor slide in general session
- Logo in printed program
- Full page ad in printed program
- List of registered attendees

CONFERENCE ATTENDEE LANYARDS: \$5,000

Logo included on list of Silver Sponsors

- Logo on lanyards handed out to all attendees
- Logo linked on conference website
- Logo on printed sponsor signage
- Logo on sponsor slide in general session
- Logo in printed program
- 1/2 page ad in printed program

SPEAKER/REGISTRATION SPONSOR (CHOOSE ONE): \$5,000

Logo included on list of Silver Sponsors

- "Breakout Session Sponsored By: Your Company Logo"
- "Plenary Session Sponsored By: Your Company Logo"
- "Registration Sponsored By: Your Company Logo"
- Logo on printed sponsor signage
- Logo on sponsor slide in general session
- Logo in printed program
- 1/4 page ad in printed program



NCSI®

Exhibit space contracts and promotional opportunities are now available.

Please contact an NCSI Sales Representative at conferencesales@ncsi.com or 888-603-8899