PASS
BUSINESS ANALYTICS
CONFERENCE 2016

Come lead the data
analytics charge at the

PASS Business
Analytics Conference

MAY 2 – 4, 2016
SAN JOSE, CALIFORNIA

# Where business and data analysts gather to connect, share, and learn.

Introduce your data solutions and begin **a long-lasting relationship** with business and data analytics professionals who work every day to integrate, analyze, visualize, and report on company data.

Data. Insights. Action.

The PASS Business Analytics (BA) Conference gives you the opportunity to **reach a fast growing and dynamic community** of business and data analytics professionals– those leading their organizations from data to insights to action.

Our **action-oriented program** delivers tangible, real-world education and skills that have a direct impact on attendees' organizations and enable a meaningful, immediate pull for relevant data tools and solutions.

The fourth-annual BA Conference will feature **more than 60 hours** by some of the most knowledgeable and top-rated speakers in the business analytics world. Our four conference tracks are **designed to follow the analyst's journey**, covering the essential skills and technologies required of today's in-demand business and data analytics professionals:

DISCOVER & INTEGRATE | ANALYZE & INTERPRET | VISUALIZE & INFORM | COMMUNICATE & LEAD
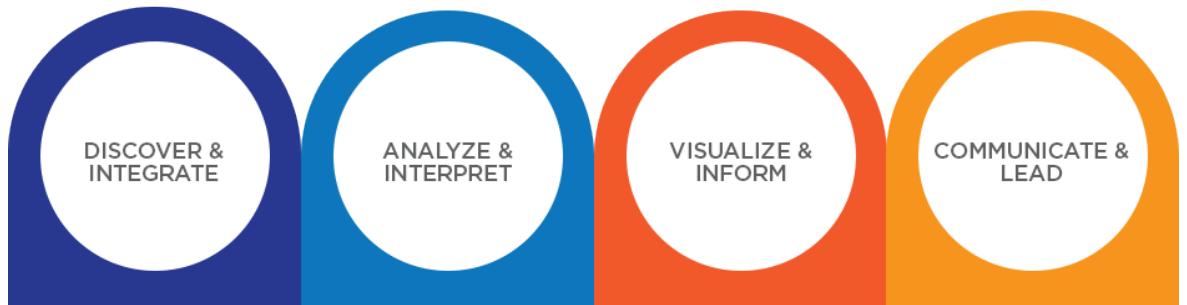
From learning best practices and developing new connections with peers and experts to exploring the latest tools and solutions in the Exhibit Hall, **attendees will walk away with a deeper and broader understanding of today's leading analytics technologies and your solutions**.

Reach a fast-growing and dynamic community of analytics professionals.

**May 2-4, 2016**
San Jose, California
passbaconference.com

BA Conference 2015 Highlights

OVER 600 DATA PROS

BUSINESS & DATA ANALYSTS	BUSINESS INTELLIGENCE PROFESSIONAL	MANAGER & DIRECTORS	CONSULTANTS	ENGINEERS & ARCHITECTS

TWENTY FOUR

COUNTRIES

www.passbaconference.com

Why the PASS Business Analytics Conference?

Sponsorship at the PASS BA Conference will place you directly in front of a **targeted group of professionals** who work with and consume data every day and are interested in learning about products and services that can help them succeed in the world of data analytics.

*Source: Gartner

> **"** Data discovery capabilities are dominating new purchasing requirements, even for larger deployments, as alternatives to traditional BI tools.* **"**

The PASS Business Analytics Conference – established in 2013 to meet the needs of a dynamic and growing Business Analytics community – gives you a variety of opportunities to:

Introduce and demonstrate

your solutions to businesses striving to make optimum marketing, operational, and financial data driven decisions.

Foster relationships

with professionals who are leading the effort in capitalizing on new and innovative data solutions.

Join our growing community

of business and data analytics professionals and connect, share, and learn year round.

60+
HOURS OF LEARNING AND NETWORKING

WELCOME RECEPTION

EXCEL-ERATION LOUNGE

MEET THE SPEAKERS

EXHIBIT HALL

Demographics
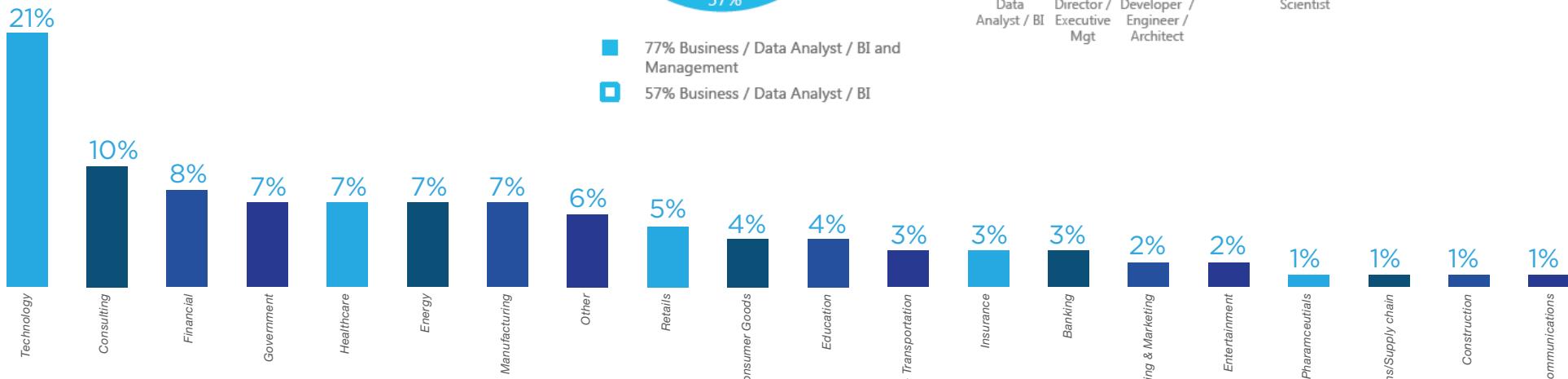
Job Function
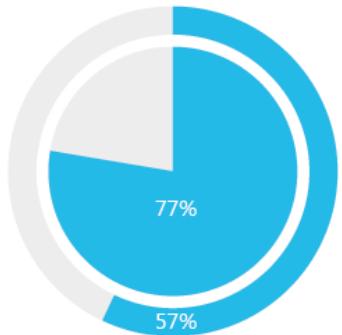
- 77% Business / Data Analyst / BI and Management
- 57% Business / Data Analyst / BI

57%	20%	15%	4%	2%	1%	0%
Business / Data Analyst / BI	Manager / Director / Executive Mgt	IT Developer / Engineer / Architect	Consultant	Data Scientist	LOB	Other

Industry

Technology	Consulting	Financial	Government	Healthcare	Energy	Manufacturing	Other	Retails	Consumer Goods	Education	Travel & Transportation	Insurance	Banking	Advertising & Marketing	Entertainment	Pharmceutials	Operations/Supply chain	Construction	Telecommunications
21%	10%	8%	7%	7%	7%	7%	6%	5%	4%	4%	3%	3%	3%	2%	2%	1%	1%	1%	1%

*Source: Gartner

A Year-Round Partnership

By partnering with PASS – a not-for-profit organization that supports over **100,000 data professionals** worldwide – you will be bringing your solutions to the forefront of a focused community passionate about data.

"

With a number of conferences to consider it was critical for us to do our due diligence about which analytics event to participate in to showcase FreeSight, a new data analytics product designed for a particular type of business user. In the end, we chose to be a sponsor at the PASS Business Analytics Conference because the sessions were right on topic for the people we thought would be most interested in our product, and the expected attendance at the conference was 'right-sized' for us. It was the correct decision on both counts. PASS delivered on their expectation of attendance - both in quantity and quality. "

FreeSight, Exhibitor at the PASS Business Analytics Conference 2015

The PASS BA Conference is only part of the round-the-clock, 365-days-a- year, worldwide learning and networking opportunities that PASS offers data professionals. Reach potential customers not just within a conference atmosphere, but through an **ongoing connection to the community**, expanding on the relationships you build in the Exhibit Hall.

Join us at the BA Conference and our other community events throughout the year to:

- ◢ Establish your company as a **thought leader** in the world of Business Analytics.

- ◢ Build **long-lasting relationships** with like-minded attendees from around the globe who share a passion for analytics.

- ◢ Help support the **educational** and **networking** needs of data professionals around the world through local, regional, and international programs and events.

To learn how you can be part of this growing analytics community, contact:

sales@passbaconference.com
1-425-967-8000 x1630

Sponsorship Levels and Benefits

Levels and Benefits	PLATINUM 2 Available **$40,000**	GOLD 5 Available **$30,000**	SILVER 7 Available **$18,000**	EXHIBITOR Limited **$7,000**
Registration				
Full conference access	6	4	2	1
Exhibit Hall only access	4	2	2	1
Speaker full conference passes	1 per session	1 per session		
Exhibit Hall				
Turnkey kiosk*	2 (3-sided)	1 (3-sided)	1 (2-sided)	1 (1-sided)
23" display monitor	6	3	2	1
Lead retrieval scanner	4	2	1	-
Access to exhibitor lounge	✓	✓	✓	✓
Presentation				
General speaking session	✓	limited	limited	
Breakfast session	✓	limited	limited	
Branding				
Logo on attendee gift	✓			
Logo on attendee lanyard	✓			
Logo in pre-and post-event email	✓	✓		
Logo in conference advertising	✓	✓		
Logo on last slide of session decks	✓	✓		
Logo on session eval homepage	✓	✓		
Logo in confirmation emails	✓	✓	✓	

Continued

Sponsorship Levels and Benefits

| Continued	PLATINUM	GOLD	SILVER	EXHIBITOR
Levels and Benefits	2 Available $40,000	5 Available $30,000	7 Available $18,000	Limited $7,000
Branding				
Virtual bag insert	✓	✓	✓	✓
Attendee gift insert	✓			
Promotional meter board signs (single-sided)	2	1	22x28" sign	
Factoids for keynote walk-in slides	2	1		
Hotel key card branding	✓	✓		
Conference Guide				
Logo and company description	45 words	35 words	20 words	Company name
Logo on the front cover	✓			
Full page inside advertisement	✓	✓		
Half page inside advertisement			✓	
Content pages	1			
Mobile guide banner	✓	✓	✓	
Online Marketing				
Logo/link on home page	✓	✓		
Sponsor logo/link and description	45 words	35 words	20 words	Logo and link
Sponsored tweets and Facebook posts	✓	✓	✓	
Additional Benefits				
Coming soon	✓	✓	✓	✓

Platinum Level Sponsorship

Keynote presentation

General session

Key branding opportunities on attendee gift, emails, and website

Prime Exhibit Hall location with 2 three-sided turnkey kiosks
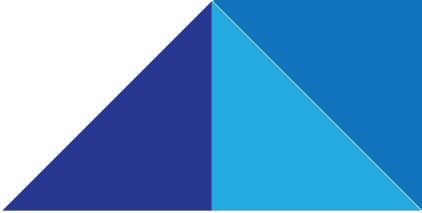
Availability two available   **Pricing** $40,000

Presentation

- General Session: 60 minutes long.
  Presentation must be educational in nature and must be approved by the PASS BA Conference Program Committee.

- Breakfast Session: 55 minutes long.
  Room and A/V included (food and beverage additional and provided by sponsor). Session listed on the conference website and in the conference guide.

Registration

- Six Full Conference-access registrations*

- Four Exhibit Hall-only registrations**

- Speaker Full Conference-access registration – 1 per session*

  *Registration codes and direct link to register will be provided to sponsor.

  Complimentary full-access registration allows access to program sessions and lunch on each of the two conference days. All evening events are included. Registration holder will also receive an attendee gift.

  **Exhibit Hall-only registration includes lunch on each of the two conference days and conference site access prior to the start of the event. All evening events are also included.

Exhibit Hall

- Two standalone, turnkey kiosks in a premium location within the Exhibit Hall. The turnkey kiosk includes a three-sided station structure, three graphic panels* with overhead lighting, two bar stools, two 15-amp power drops, locking cabinet, wireless Internet, and waste basket.

- Six display monitors

- Four lead retrieval scanners

- Full access to the exhibitor lounge**

  *Sponsor to provide artwork, subject to approval. A 10% surcharge on the cost of graphic production will be levied 9-19 days out from the event, and a 20% surcharge on the cost of production will be levied within 0-8 days.

  **Shared with other sponsors; priority given on a sponsor-level basis.
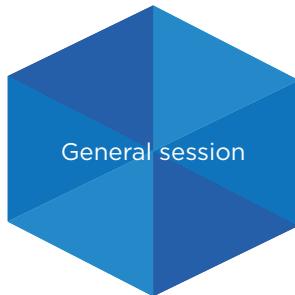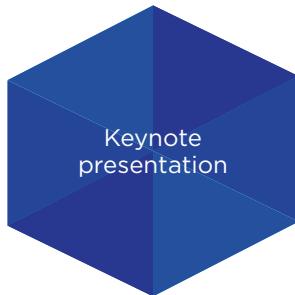
Platinum Level Sponsorship

Branding

Prominent logo placement to maximize brand exposure, including:

- Virtual bag insert
- Logo on attendee gift
- Logo on attendee lanyard
- Attendee gift insert. Sponsor to provide appropriate insert depending on gift type (i.e., tech trap, bag, etc.)
- Logo on pre/post-event and registration confirmation emails. Your company logo will be included in event emails sent to attendees.
- Two single-sided meter boards placed in high-traffic areas of the convention center
- Two factoids in keynote walk-in slides
- Logo included in conference advertising
- Logo on last slide of all session presentations
- Logo on session evaluation landing page (website/mobile app)
- Hotel key card branding

Conference Guide

- Logo on the front cover
- Logo and 45-word company description inside
- One content page
- One black-and-white, full-page interior ad
  Artwork must be reviewed and approved by PASS

Online Marketing

- Logo/link on Home page, recognition as Platinum sponsor
- Sponsor logo/link and 45-word description on sponsor page
- Logo featured on lead-in page of the mobile guide app
- Sponsored tweets and Facebook updates leading up to and during the conference*
  Social media posts subject to approval by PASS

Additional Sponsorship Opportunities Available

Coming soon!

Gold Level Sponsorship

Extensive branding opportunities	General session *LIMITED*	Breakfast session *LIMITED*	One three-sided turnkey kiosk
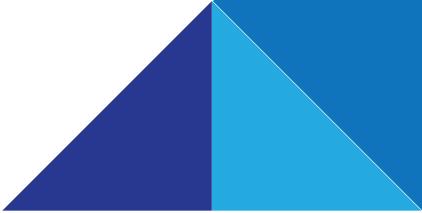
Availability five available   **Pricing** $30,000

Presentation

- General Session*: Times vary

  Presentation must be educational in nature and must be approved by the PASS BA Conference Program Committee.

  *Limited General Sessions available for Gold and Silver level sponsors on a first come, first serve basis.

- Breakfast Session*: 55 minutes long.
  Room and A/V included (food and beverage additional and provided by sponsor)
  Session listed on the conference website and in the conference guide.
  *Limited Breakfast Sessions are available on a first come, first served basis.

Registration

- Four Full Conference-access registrations*

- Two Exhibit Hall-only registrations**

- Speaker Full Conference-access registration – 1 per session*

  *Registration codes and direct link to register will be provided to sponsor.

  Complimentary full-access registration allows access to program sessions and lunch on each of the two conference days. All evening events are included. Registration holder will also receive an attendee gift.

  **Exhibit Hall-only registration includes lunch on each of the two conference days and conference site access prior to the start of the event. All evening events are also included.

Exhibit Hall

- One turnkey kiosk in a prime location within the Exhibit Hall. The turnkey kiosk includes a three-sided station structure, three graphics panels* with overhead lighting, bar stool, one 15-amp power drop, locking cabinet, wireless Internet, and waste basket.

- Three display monitors

- Two lead retrieval scanners

- Full access to the exhibitor lounge**

  *Sponsor to provide artwork, subject to approval. A 10% surcharge on the cost of graphic production will be levied 9-19 days out from the event, and a 20% surcharge on the cost of production will be levied within 0-8 days.

  **Shared with other sponsors, priority given on a sponsor-level basis.
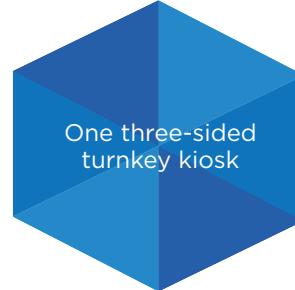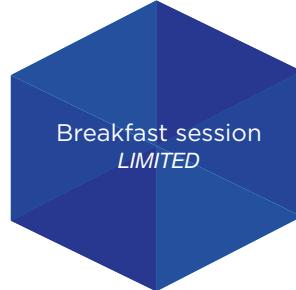
Gold Level Sponsorship

Branding

Extensive logo placement to maximize brand exposure, including:

- Virtual bag insert
- Logo on pre/post-event and registration confirmation emails. Your company logo will be included in event emails sent to attendees.
- One single-sided meter board placed in high-traffic areas of the convention center
- One keynote walk-in slide
- Hotel key card branding
- Logo on last slide of all session presentations
- Logo on session evaluation landing page (website/ mobile app)
- Logo in conference advertising

Conference Guide

- Logo and 35-word company description inside
- One black-and-white, full-page interior advertisement

  Artwork must be reviewed and approved by PASS

Online Marketing

- Logo/ link on Home page, recognition as Gold sponsor
- Logo/link and 35-word description on sponsor page
- Logo featured on lead-in page of the mobile guide app
- Sponsored tweets and Facebook updates throughout the duration of the conference*

  *Social media posts subject to approval by PASS

Additional Sponsorship Opportunities Available

Coming soon!

Silver Level Sponsorship

General session *LIMITED*	Breakfast session *LIMITED*	Logo placement on event emails	One double-sided turnkey kiosk
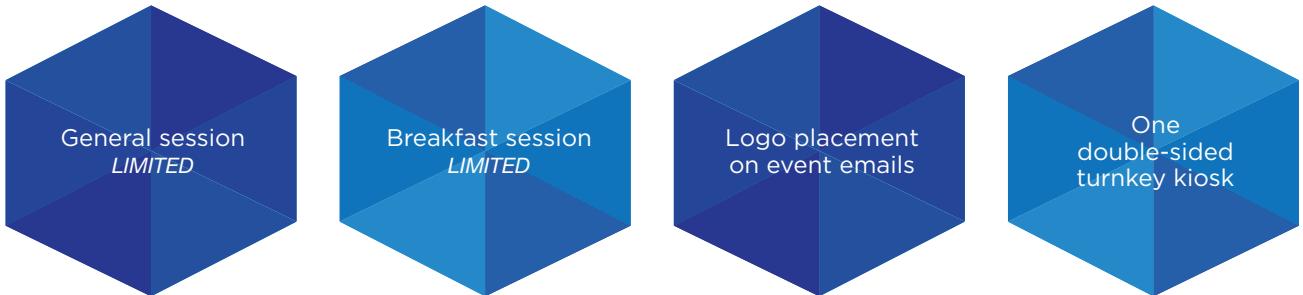
Availability seven available   **Pricing** $18,000

Presentation

- General Session*: Times vary

  Presentation must be education in nature and be approved by the PASS BA Conference Program Committee.
  *Limited General Sessions available for Gold and Silver level sponsors on a first come first serve basis.

- Breakfast Session*: 55 minutes long.
  Room and A/V included (food and beverage additional and provided by sponsor)
  Session listed on the conference website and in the conference guide.
  *Limited Breakfast Sessions available on a first-come, first-served basis.

Registration

- Two Full Conference-access registrations*

- Two Exhibit Hall-only registrations**

  *Registration codes and direct link to register will be provided to sponsor.

  Complimentary full-access registration allows access to program sessions and lunch on each of the two conference days. All evening events are included. Registration holder will also receive an attendee gift.

  **Exhibit Hall-only registration includes lunch on each of the two conference days and conference site access prior to the start of the event. All evening events are also included.

Exhibit Hall

- One turnkey kiosk in a select location within the Exhibit Hall. The turnkey kiosk includes a double-sided station structure, two graphics panels* with overhead lighting, bar stool, one 15-amp power drop, locking cabinet, wireless Internet, and waste basket.

- Two display monitors

- One lead retrieval scanner

- Full access to the exhibitor lounge **

  *Sponsor to provide artwork, subject to PASS approval. A 10% surcharge on the cost of graphic production will be levied 9-19 days out from the event, and a 20% surcharge on the cost of production will be levied within 0-8 days.

  **Shared with other sponsors, priority given on a sponsor-level basis.

Silver Level Sponsorship

Branding

- Virtual bag insert
- Logo on registration confirmation emails
- One 22" x 28" promotional sign placed in the convention center

Conference Guide

- Logo and 20-word description inside
- One black-and-white, half-page interior advertisement

  Artwork must be reviewed and approved by PASS

Online Marketing

- Logo/link and 20-word description on sponsor page
- Logo featured on lead-in page of the mobile guide app
- Sponsored Twitter and Facebook updates*

  *Social media posts subject to approval by PASS

Additional Sponsorship Opportunities Available

Coming soon!
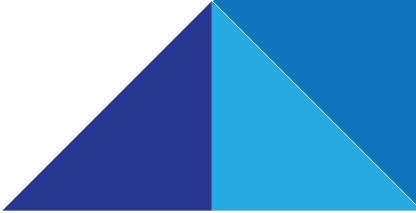
Exhibitor Level
Sponsorship

One single-sided turnkey kiosk

Logo/ link on conference website and in conference guide

Availability Limited   **Pricing** $7,000

Registration

- One Full Conference-access registration*

- One Exhibit Hall-only registration**

  Registration codes and direct link to register will be provided to sponsor.

  Complimentary full-access registration allows access to program sessions and lunch on each of the two conference days. All evening events are included. Registration holder will also receive an attendee gift.

  ***Exhibit Hall-only registration includes lunch on each of the two conference days and conference site access prior to the start of the event. All evening events are also included.*

Exhibit Hall

- One turnkey kiosk in the Exhibit Hall. The turnkey kiosk includes a single-sided station structure, graphic panel*, bar stool, one 15-amp power drop, locking cabinet, wireless Internet, and waste basket.

- One display monitor

- Full access to the exhibitor lounge **

  Sponsor to provide artwork, subject to PASS approval. A 10% surcharge on the cost of graphic production will be levied 9-19 days out from the event, and a 20% surcharge on the cost of production will be levied within 0-8 days.

  ***Shared with other sponsors, priority given on a sponsor-level basis.*
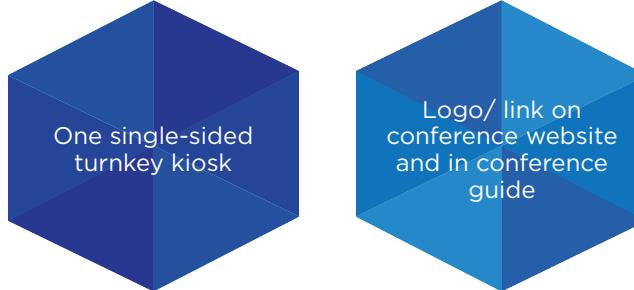
Conference Guide

- Company name and logo included

Online Marketing

- Logo/ link on sponsor page, recognition as Exhibitor

Branding

- Virtual Bag Insert