

Please fill out this Google Form to record sponsorship interest:

<https://forms.gle/5aRe3yPYrCBEKqZB9>

WHAT: Call for Sponsorship – 2024 Data Driven Wisconsin Conference

The 2024 Data Driven Wisconsin Conference (<http://www.datadrivenwi.org/>) will attract over 300 business leaders, data science and analytics practitioners, technologists, and other professionals working to bring data-driven strategies and capabilities to their business and research efforts. Back for our fifth holding after a pandemic pause, we build on the success of four previous growing attendance events!

VALUE PROP:

In addition to sponsorship benefits (see below), your organization will contribute to the advancement of the technology ecosystem within Wisconsin, and have the opportunity to network, promote, and build your talent pipeline in this rapidly growing field.

WHY: Our Mission

Data-Driven Wisconsin Conference, formerly Big Data Wisconsin, cultivates and advances the data science, analytics and technology ecosystem in Wisconsin, creating a network of talent with the tools and techniques to develop their careers. We will be a conduit for translating best practices to industries and organizations across the Midwest by:

- Building strong connections among the region's talent
- Offering learning opportunities and hands-on training around the latest technology trends
- Providing access to subject matter experts and real-life case studies

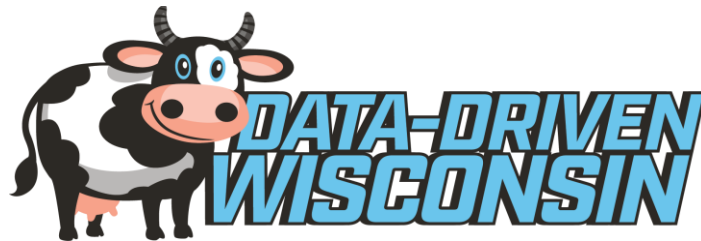
WHEN: July 24-25, 2024 (*the week after the Republican National Convention*)

Day 1: Includes optional pre-conference tutorials and learning plus an optional networking reception and dinner

Day 2: Includes registration and breakfast, a nationally-recognized keynote speaker, and a day full of various breakout sessions with a focus on business application, data science, data management and platforms, and security/privacy/compliance

WHERE: Downtown Milwaukee, WI

- MSOE University's Diercks Hall
- The Direct Supply Innovation and Technology Center at MSOE

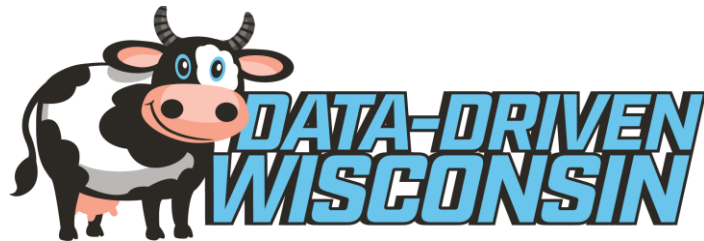


Sponsorship Levels / Benefits:

- All sponsors mentioned by name and thanked from the podium at least two times during the conference (Zettabyte / Platinum level sponsors offer comments at conference day opening, just prior to the keynote speaker)
- An organized scavenger hunt encourages each attendee to visit participating sponsors – open to all exhibiting sponsor levels (all but Terabyte / Bronze) who contribute a gift with retail value over \$100 as one of the prizes – sponsor will be recognized when gift is awarded.
- Sized attendee t-shirts will feature sponsor recognition in order of sponsorship and recognition on the back
- One of the co-organizers (MSOE University) manages registration and serves as treasurer for the conference.

Zettabyte / Platinum – Most prestigious sponsorship at \$10,000 – three (3) available

- One each of sponsorship of our keynote speaker, discounted student attendees, and networking dinner
 - Keynote sponsor introduces Keynote Speaker
 - Discounted student attendance speaks at conference opening
 - Networking dinner sponsor is sole exhibitor at networking dinner
- All receive one of three extra-large exhibit spaces on Conference Day
- Most prominent branding on conference website, sponsorship posters, handouts, mobile app, and attendee t-shirts (your logo on t-shirt)
- Participation in Scavenger Hunt (requires supporting gift)
- Up to two sponsored tutorial/workshop sessions (subject to attendee interest)
- Seven (7) full conference passes (both days and networking dinner)



Exabyte / Gold – Premium exhibiting sponsorship at \$3,000 - up to 12 available

- Full sized exhibit space with large table and up to two chairs on Conference Day, power available on request (spaces picked in order of sponsorship submission), setup July 25 6:30am to 7:30am before breakfast
- More prominent branding on conference website, sponsorship posters, handouts, mobile app, and attendee t-shirts (name on t-shirt)
- Participation in Scavenger Hunt (requires supporting gift)
- Up to one sponsored tutorial/workshop sessions (subject to space and attendee interest)
- 2 full conference passes (both days and networking dinner)

Petabyte / Silver – Basic exhibiting sponsorship at \$1,500 – Available in space remaining from gold sponsorships

- Half-sized exhibit space with small table and single chair on Conference Day, power available on request (spaces picked in order of signing after Exabyte / Gold, setup July 25 6:30am to 7:30am before breakfast)
- Branding on conference website, sponsorship posters, handouts, mobile app, and attendee t-shirts (name on t-shirt)
- Participation in Scavenger Hunt (requires supporting gift)
- 1 full conference pass (both days and networking dinner)

Terabyte / Bronze – Supporter of Data-Driven Wisconsin at \$750

- Branding on conference website, sponsorship posters, handouts, mobile app, and attendee t-shirts (name on t-shirt)
- 1 full conference pass (both days and networking dinner)