



October 23–24, 2019 · Chicago

This fall, DAA will host its first ever national conference in Chicago featuring two days of high-level speakers and captivating sessions, as well as the second annual Quanties Awards Gala. This new event is an opportunity to meet and collaborate with DAA members and industry colleagues on a national level, hear from industry luminaries on topics affecting your career and transforming the industry at large, and workshop with your peers on real-world challenges in analytics right now. DAA has developed sponsorship packages at various levels of engagement to get you in front of the decision makers and professionals in the digital analytics industry.

SPONSORSHIP SUMMARY

Day	Event/Sponsorship	Member Price	Non-member Price	# Available	Exhibit Table	5 Min Speaking Opp	Intro Speaker / 1-2 Min Speaking Opp	Attendee List	Full Registrations
Both days	One Star	\$ 10,000	\$ 15,000	4	Yes	Yes		Yes	4
Both days	Partner	\$ 7,500	\$ 10,000	6	Yes			Yes	2
Both days	Associate	\$ 2,500	\$ 4,000	4					1
Both days	Lanyards	\$ 7,500	\$ 15,000	Exclusive				Yes	1
Both days	Networking Breaks	\$ 2,500	\$ 5,000	Exclusive					
23-Oct	Opening Keynote	\$ 5,000	\$ 10,000	Exclusive			Yes	Yes	1
23-Oct	Closing Keynote	\$ 5,000	\$ 10,000	Exclusive			Yes	Yes	1
24-Oct	General Session I	\$ 5,000	\$ 10,000	Exclusive			Yes	Yes	1
24-Oct	General Session II	\$ 5,000	\$ 10,000	Exclusive			Yes	Yes	1
24-Oct	Closing Keynote	\$ 5,000	\$ 10,000	Exclusive			Yes	Yes	1
24-Oct	Breakout Sessions	\$ 3,500	\$ 7,000	Exclusive					
23-Oct	CMLF Meeting	\$ 2,500	\$ 5,000	Exclusive			Yes		
24-Oct	Breakfast	\$ 2,500	\$ 5,000	Exclusive					
24-Oct	AM Activity (such as walking tour, yoga, etc.)	\$ 1,500	\$ 3,000	Exclusive					
Quanties	Title	\$ 12,000	\$ 20,000	Exclusive			Yes	Yes	4
Quanties	Gold	\$ 6,000	\$ 10,000	4				Yes	2
Quanties	Silver	\$ 4,000	\$ 6,000	6					1
Quanties	Bar	\$ 5,000	\$ 10,000	Exclusive					1

For further details and specifics on each opportunity, please contact Matt Dirks, Director of Sponsorships, at matt@accessmarketing.com or 303.565.4020.

Matt Dirks - Sponsorship Director - 303.565.4020 - matt@accessmarketing.com



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Two-Day Sponsorships

Take full advantage of this inaugural event with a sponsorship package that includes both days of the conference.

One Star Sponsor DAA Member Fee: \$10,000 | DAA Non-Member Fee: \$15,000 | Total Sponsor Slots Available: 4

Sponsorship includes:

- 5-minute speaking opportunity or opportunity to show a corporate video during the event
- Full OneConference attendee list (excluding opt-outs)
- Exhibit table during both days of OneConference
- 4 full registrations to OneConference
- Opportunity to provide a raffle item for giveaway
- Company logo included in on-site signage
- Company logo and link included on the dedicated event webpage, event calendar listing, up to two dedicated email communications to DAA members, up to two DAA member newsletters, and pre-event social media event notices
- Listing in the printed program
- Sponsor ribbons for staff

Partner Sponsor DAA Member Fee: \$7,500 | DAA Non-Member Fee: \$10,000 | Total Sponsor Slots Available: 6

Sponsorship includes:

- Full OneConference attendee list (excluding opt-outs)
- Exhibit table during both days of OneConference
- 2 full registrations to OneConference
- Opportunity to provide a raffle item for giveaway
- Company logo included in on-site signage
- Company logo and link included on the dedicated event webpage, event calendar listing, up to two dedicated email communications to DAA members, up to two DAA member newsletters, and pre-event social media event notices
- Listing in the printed program
- Sponsor ribbons for staff

Associate Sponsor DAA Member Fee: \$2,500 | DAA Non-Member Fee: \$4,000 | Total Sponsor Slots Available: 4

Sponsorship includes:

- 1 full registration to OneConference
- Company logo included in on-site signage
- Company logo and link included on the dedicated event webpage, event calendar listing, up to two dedicated email communications to DAA members, up to two DAA member newsletters, and pre-event social media event notices
- Listing in the printed program
- Sponsor ribbons for staff

Lanyards (Exclusive) DAA Member Fee: \$7,500 | DAA Non-Member Fee: \$15,000

Sponsorship includes:

- Company logo on all lanyards for OneConference attendees
- Full OneConference attendee list (excluding opt-outs)
- 1 full registration to OneConference
- Company logo and link included on the dedicated event webpage, event calendar listing, up to two dedicated email communications to DAA members, up to two DAA member newsletters, and pre-event social media event notices
- Listing in the printed program
- Sponsor ribbons for staff

Networking Breaks (Exclusive) DAA Member Fee: \$2,500 | DAA Non-Member Fee: \$5,000

Sponsorship includes:

- Company logo on signage during Networking Breaks
- Opportunity to provide gift for attendees
- Company logo and link included on the dedicated event webpage, event calendar listing, up to two dedicated email communications to DAA members, up to two DAA member newsletters, and pre-event social media event notices
- Listing in the printed program
- Sponsor ribbons for staff



Single-Day Sponsorships

Wednesday Opening Keynote (Exclusive) DAA Member Fee: \$5,000 | DAA Non-Member Fee: \$10,000

Sponsorship includes:

- 1 full registration to OneConference
- Opportunity to speak to entire audience for one minute and introduce the speaker
- Opportunity for photo with speaker (subject to speaker's rules)
- Full OneConference attendee list (excluding opt-outs)
- Sponsor recognition from stage (verbal and logo on dedicated slide)
- Company logo included in on-site signage
- Company logo and link included on the dedicated event webpage, event calendar listing, up to two dedicated email communications to DAA members, up to two DAA member newsletters, and pre-event social media event notices
- Listing in the printed program
- Sponsor Ribbons for staff

Wednesday Closing Keynote (Exclusive) DAA Member Fee: \$5,000 | DAA Non-Member Fee: \$10,000

Sponsorship includes:

- 1 full registration to OneConference
- Opportunity to speak to group for one minute and introduce the speaker
- Opportunity for photo with speaker
- Full OneConference attendee list (excluding opt-outs)
- Sponsor recognition from stage (verbal and logo on dedicated slide)
- Company logo included in on-site signage
- Company logo and link included on the dedicated event webpage, event calendar listing, up to two dedicated email communications to DAA members, up to two DAA member newsletters, and pre-event social media event notices
- Listing in the printed program
- Sponsor Ribbons for staff

Thursday General Session I (Exclusive) DAA Member Fee: \$5,000 | DAA Non-Member Fee: \$10,000

Sponsorship includes:

- 1 full registration to OneConference
- Opportunity to speak to group for one minute and introduce the speaker
- Opportunity for photo with speaker
- Full OneConference attendee list (excluding opt-outs)
- Sponsor recognition from stage (verbal and logo on dedicated slide)
- Company logo included in on-site signage
- Company logo and link included on the dedicated event webpage, event calendar listing, up to two dedicated email communications to DAA members, up to two DAA member newsletters, and pre-event social media event notices
- Listing in the printed program
- Sponsor Ribbons for staff

Thursday Closing Keynote (Exclusive) DAA Member Fee: \$5,000 | DAA Non-Member Fee: \$7,000

Sponsorship includes:

- 1 full registration to OneConference
- Logo on all pre-event materials
- Opportunity to speak to group for one minute and introduce the speaker
- Opportunity for photo with speaker
- Full OneConference attendee list (excluding opt-outs)
- Sponsor recognition from stage (verbal and logo on dedicated slide)
- Company logo included in on-site signage
- Company logo and link included on the dedicated event webpage, event calendar listing, up to two dedicated email communications to DAA members, up to two DAA member newsletters, and pre-event social media event notices
- Listing in the printed program
- Sponsor Ribbons for staff



Quanties (Wednesday)

The annual Quanties Awards Party has been one of the most successful and exciting DAA events for years, and we plan to elevate it even more this year by hosting the event during the first evening of DAA OneConference. The Quanties is DAA's way of recognizing the best and brightest individuals in the industry. It is also our thanks to the exceptional groups and technologies that make our work easier and more impactful every day. Awards will be announced, hors d'oeuvres will be served and connections will be made. Sponsor this successful event and ride the wave of excitement into the 2nd day of DAA One Conference with DAA members and sponsors alike.

Title Sponsor (Exclusive) DAA Member Fee: \$12,000 | DAA Non-Member Fee: \$20,000

Sponsorship includes:

- 5-minute speaking opportunity or opportunity to show a corporate video during the Quanties
- Opportunity for company representative to present an award (sponsor chooses which award to present)
- Opportunity to feature a banner ad on the DAA Quanties dedicated webpage
- Front row, center reserved table at the Quanties
- 4 full registrations to OneConference
- 15% discount on additional tickets
- Full OneConference attendee list (excluding opt-outs)
- Full page ad on the back cover of the printed event program
- Sponsor recognition from stage (verbal and logo on slides)
- Company logo and link as Title Sponsor included on DAA Quanties dedicated webpage, web calendar listing, up to two dedicated Quanties emails to DAA members (14,000+ professionals), up to two DAA newsletters and DAA social media event notices
- Full OneConference attendee list (excluding opt-outs)
- Sponsor ribbons for staff
- First right of refusal for Title Sponsorship at the next Quanties

Gold Sponsor DAA Member Fee: \$6,000 | DAA Non-Member Fee: \$10,000 | Total Sponsor Slots Available: 4

Sponsorship includes:

- Premium area reserved table
- 2 full registrations to OneConference
- 10% discount on additional tickets
- Full OneConference attendee list (excluding opt-outs)
- Full page ad in the printed program
- Sponsor recognition from stage (verbal and logo on slides)
- Company logo and link as a Gold Sponsor included on DAA Quanties dedicated webpage, web calendar listing, up to two dedicated Quanties emails to DAA members (14,000+ professionals), up to two DAA newsletters and DAA social media event notices
- Listing in official Quanties printed program
- Full OneConference attendee list (excluding opt-outs)
- Sponsor ribbons for staff

Silver Sponsor DAA Member Fee: \$4,000 | DAA Non-Member Fee: \$6,000 | Total Sponsor Slots Available: 6

Sponsorship includes:

- Reserved table
- 1 full registration to OneConference
- 10% discount on additional tickets
- Half page ad in the printed program
- Sponsor recognition from stage (verbal and logo on slides)
- Company logo and link as a Silver Sponsor included on DAA Quanties dedicated webpage, web calendar listing, up to two dedicated Quanties emails to DAA members (14,000+ professionals), up to two DAA newsletters and DAA social media event notices
- Listing in official Quanties printed program
- Full conference attendee list (excluding opt-outs)
- Sponsor ribbons for staff

Bar Sponsor DAA Member Fee: \$5,000 | DAA Non-Member Fee: \$10,000 | Total Sponsor Slots Available: 4

Sponsorship includes:

- 1 full registration to OneConference
- Signage at every bar at the Quanties Party
- Full OneConference attendee list (excluding opt-outs)
- Sponsor recognition from stage (verbal and logo on slides)
- Company logo and link as Bar Sponsor included on DAA Quanties dedicated webpage, web calendar listing, up to two dedicated Quanties emails to DAA members (14,000+ professionals), up to two DAA newsletters and DAA social media event notices
- Listing in official OneConference printed program
- Listing in official Quanties printed program
- Sponsor ribbons for staff