

3<sup>rd</sup> Swiss Conference on Data Science

# SDS|2016

16<sup>th</sup> of September 2016, Winterthur

Pre-Conference Program (15.9.): SDS Deep Learning Day

## Sponsoring Packages

The goal and mission of SDS|2016, the 3<sup>rd</sup> Swiss Conference on Data Science, is to run a high-profile Data Science conference and bring together thought leaders, practitioners, decision-makers and researchers from industry and academia. Its predecessor event has been highly successful with ca. 190 participants, world-renowned keynote speakers and substantial industry support.

For 2016, the focus will be on top speakers and more options to involve our sponsors (including talks), aiming at 200+ participants. Meantime, we keep the typical SDS flair of a professional business conference, blended with the innovation density of an academic gathering. SDS|2016 is organized by ZHAW Datalab, the Swiss leader in Data Science research & education.

We offer a number of sponsoring packages that enable companies and organizations to achieve high profile brand and product exposure:

- With the **Silver** package, companies recommend themselves to the participants through being present on the printed and online material.
- With the **Gold** and **Platinum** package, companies come in touch with the participants through an additional exhibition booth and product-neutral talk.
- The exclusive **Presenting Partner** gets highest visibility through sponsoring the location and food.
- Non-for-profit organizations can express their non-material support for the Swiss Data Science community with the **Community** package.

## Key parameters

- Date: 16 September 2016 (15 September: Additional workshop day, details pending)
- Location: ZHAW School of Engineering, Winterthur
- Speakers: six invited speakers (enquired: David Hand, Sven Crone and others)
- Participants: 200+ practicing data scientists and decision makers expected

## Contact

ZHAW Datalab, Dr. Thilo Stadelmann, 058 934 72 08, [datalab@zhaw.ch](mailto:datalab@zhaw.ch)

Zürich University  
of Applied Sciences



Swiss Alliance for  
Data-Intensive Services



**datalab**  
[www.zhaw.ch/datalab](http://www.zhaw.ch/datalab)

Presenting Partner:



Partners and sponsors:



**IT-LOGIX**  
BUSINESS INTELLIGENCE



## Sponsoring Packages

	Community	Silver	Gold	Platinum	Presenting Partner
Website presence	✓	✓	✓	✓	✓ (distinguished location)
Logo on SDS material	✓	✓	✓	✓	✓
Participant list	✓	✓	✓	✓	✓
Conference booklet	½ page	½ page	1 page	2 pages	2 pages + cover and foreword
Banner in auditorium	–	–	–	own banner at sidewalls	own rollups left and right of front
Conference bag addition	brochure	–	–	brochure	brochure, goodie
Conference booth	Party table, power, own rollup	–	High table, power, own rollup	High table, power, own exhibition wall, additional material as per price list	2 high tables, power, own exhibition wall, additional material as per price list
Product-neutral conference talk	–	–	✓	✓	✓
Free conference tickets	–	1	3	5	10
Additional tickets for net price	–	–	–	✓	✓
Co-presentation	–	–	–	–	✓
Package price	CHF 50	CHF 1'500	CHF 4'000	CHF 10'000	CHF 25'000

## Benefit Details

Position	Details
Website presence	Logo on the conference website. <b>Presenting Partner's</b> logo is additionally visible at a distinguished position (e.g., header).
Logo on SDS material	The logo will be published on conference flyers and other conference advertising material. If ads in news media should be published, the logo will also be included.
Participant list	A list of participants of the conference including at least first name, last name, affiliation and email address handed out after the conference. The list is not guaranteed to include all participants if participants opt out from the participants list.
Conference booklet	A conference booklet will be printed and handed out to the conference participants. Depending on the sponsoring package sponsors get a certain number of pages to present their company. The <b>Presenting Partner</b> additionally has the right to write a foreword and fill the back cover page as well as put his logo on the front cover. No contributions in the form of ads for a product are accepted. Content is restricted to text and the logo of the company except for the <b>Platinum</b> and <b>Presenting Partner</b> sponsors who might also include pictures. The design (font, layout) of the contribution will be done by SDS 2016 organization committee in order to match the design of the booklet.
Banner in auditorium	For <b>Platinum</b> , the right to place a own banner (max 2.00m x 1.00m) on each side wall of the main conference room where the keynote speeches take place. For the <b>Presenting Partner</b> , the right to place own rollup at left and right on the stage of the main conference room.
Conference bag addition	The right to place the specified things in the conference bag to make the attendees remember you and make you stand out from the crowd.
Conference booth	The conference booth consists of a fixed space in the room where the breaks, lunch and apéro take place. Depending on the sponsoring packages, the booths are bound to the following parameters: – <b>Community</b> : a round high table, power and a self-provided rollup – <b>Gold</b> : a rectangular high table (ca. 1.8m x 0.6m), power and a self-provided rollup – <b>Platinum &amp; Presenting Partner</b> : rectangular high table(s) (ca. 1.8m x 0.6m), power and a self-provided exhibition wall (max 4.0m x 1.0m); additional material can be ordered for net prices from the host's price list. Booths with custom setups other than specified by the chosen package are not allowed.
Product-neutral conference talk	The right to suggest a product-neutral talk (ca. 30 minutes) from a high-profile, high-quality speaker to the program committee. The program committee reserves the right to discuss the choice of topic and/or presenter with the sponsor. Talks must not be marketing talks (such are strongly discouraged by the audience); on the contrary, technical deep dives, use case studies etc. are of high value for the goal and mission of the event. Speakers don't need conference tickets.
Free conference ticket	Each ticket allows for one participant to attend the conference free of charge. Booth personnel also need a conference ticket.
Additional tickets for net price	The right to buy additional conference tickets for the reduced net price (e.g., for more personnel at a booth, additional representatives or customers).
Co-presentation	The conference will be announced as «presented by <company name>» (or similar) on official material and announcements.