



# SYMPOSIA



## 2018 Sponsorship Opportunities

Position Your Company as a Leader  
in the Digital Analytics Industry



**Nine Cities.**

**Hundreds of Organizations.**

**Thousands of Attendees.**



Reach digital analytics professionals and key decision-makers from over 1,000 top global organizations as a Sponsor of the 2018 Digital Analytics Association Symposia. Maximize your marketing spend with highly targeted opportunities; the DAA Symposia bring you up close to a niche audience of analytics professionals.

## Why You Should Sponsor the 2018 DAA Symposia

- Demonstrate your understanding of the significance of digital analytics to a discerning audience.
- Gain valuable exposure with industry leaders, executives and qualified buyers.
- Your competitors will be there! Recent sponsors include Adobe, Analytics Pros, EY Society, Google, IBM, Microsoft and ObservePoint.

## About Symposia

A collaboration between the DAA and our member-driven chapters, DAA Symposia combine world-class industry speakers with local digital analytics professionals in conversations that are both timely and forward-thinking, providing attendees with actionable insights they can implement immediately in their day-to-day role.

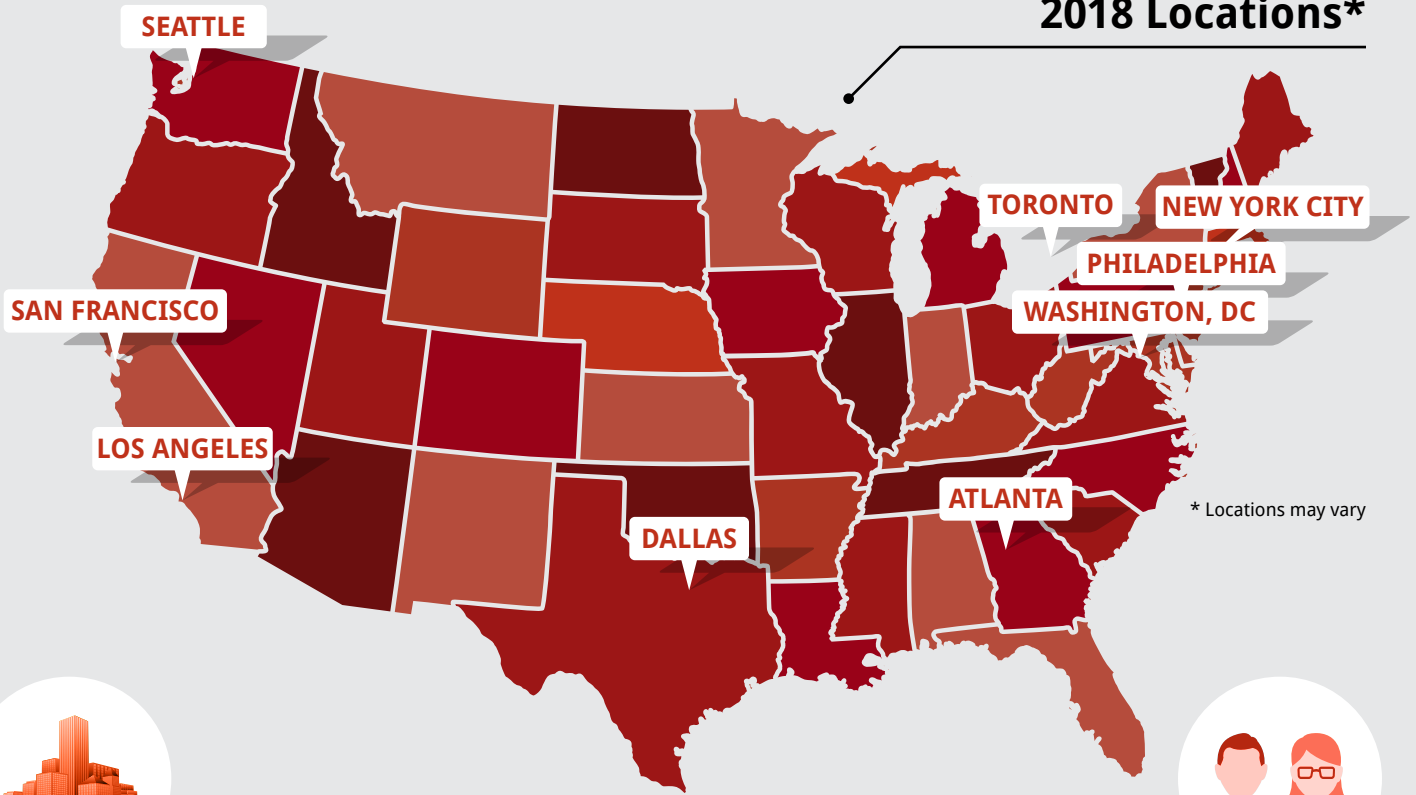
**Contact us for more information about Symposium sponsorship:**

Matt Dirks, Sponsorship Director: [matt@accessmarketing.com](mailto:matt@accessmarketing.com) • 303-565-4020

Marilee Yorchak: [MYorchak@digitalanalyticsassociation.org](mailto:MYorchak@digitalanalyticsassociation.org) • 303-728-4395

# Attendee Profile

## 2018 Locations\*



### From companies like:

1800flowers.com	Gap, Inc.	Oakley
Adobe	General Electric Co.	Oracle
American Airlines	Golfsmith	PBS
American Eagle	Google	REI
American Express	Groupon	Salesforce
AOL	HBO	SAS
AT&T	Hilton	Sony Pictures
Autodesk	Hobby Lobby	Starwood Hotels & Resorts
Barclaycard US	Honeywell	SurveyMonkey
Beacon Technologies	Hotels.com	Tableau
Bloomberg	HP Inc.	Time, Inc.
Boeing	Huffington Post	Toyota
Capital One	IBM	Under Armour
Cisco	Insight Rocket	Universal Music Group
Comcast	Intel	USA Today
Conde Nast	JC Penney	Vanguard
Costco Wholesale	Johnson & Johnson	Verisign
Dell	JPMorgan Chase	Verizon
Discover	LinkedIn	Viacom
Disney	Los Angeles Times	Visa
Electronic Arts	Macy's.com	Wells Fargo
Expedia	Microsoft	Weight Watchers
EY Society	Nasdaq	Wiley
FedEx	National Geographic	Yahoo!
Fidelity	NBC Universal	Zipcar
ForeSee	Neiman Marcus	
Fossil	Nickelodeon	
GameStop	Nielsen	

### With job titles like:

CEO	Sr. Specialist, Digital Analytics
Senior Sales Executive	Sr. Systems Analyst
Marketing Analyst	Sr. Manager, Analytics & Optimization
Dir. Business Operations	Digital Strategy Leader
Digital Media Analyst	Insight Analyst
Director, Analytics & Insights	Principal Analyst
Global Marketing Analytics Lead	Director, Consumer & Trade Marketing
Sr. Enterprise Executive	Interactive Marketing Manager
eCommerce Manager	Senior Manager, Growth Analytics
Sr. Sales Executive	Manager, Business Intelligence
Analytics Evangelist	Team Leader, Modeling and Segmentation
Product Marketing Director	UX Architect
Global Digital Marketing Manager	Optimization and Ad Performance Analyst
Digital Marketing Analytics Lead	SEO and Media Manager
General Manager	
Chief Digital Officer	

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# Sponsorship Opportunities

## ONE STAR PACKAGE

**\$10,000**  
(Non-Member)

**\$8,000**  
(for DAA Corporate Members)

The highest-tier sponsorship, One Star, offers the sponsoring company exclusive brand presence with a designated speaking spot as part of Symposium agendas, in addition to banner ads and contact information of all attendees.

### Brand presence

- ✓ Opportunity for a speaking slot as part of the Symposium agenda (possibilities include: stand-alone session, corporate video, 5-minute sponsor slot or a place on a panel session)
- ✓ Opportunity to host a private event immediately before or after Symposium. (DAA can assist with venue search and promotion)
- ✓ Opportunity to lead a round-table discussion during interactive session, including submission of topic for consideration
- ✓ Contact information of all Symposium attendees who did not opt-out

### Exhibit table visibility

- ✓ One exhibit table at the Symposium with prominent table placement with preference given to One Star sponsors
- ✓ Opportunity to provide one specialty raffle item to give away at the networking reception. Company may announce winner at the networking reception

### Onsite visibility

- ✓ Company logo included in on-site signage with size and placement preference given to One Star sponsors
- ✓ Registration for five representatives

### Pre-event visibility

- ✓ Company logo and link included on the Symposium microsite with size and placement preference given to One Star sponsors
- ✓ Company logo and link included on the DAA event calendar listing with size and placement preference given to One Star sponsors
- ✓ Company logo and link included in up to two dedicated HTML email communications with size and placement preference given to One Star sponsors (subject to sponsor confirming before emails are sent)
- ✓ Company logo and link included in two DAA member newsletters with size and placement preference given to One Star sponsors
- ✓ Company name included in pre-event social media event notices

## ASSOCIATE SPONSORSHIP

**\$2,000**  
(Non-Member)

**\$1,500**  
(for DAA Members)

Available to non-profits, startups and educational institutions

### Associate Sponsor Benefits

- ✓ Company name, logo and/or link included on:
  - Verbal recognition as sponsor/supporter at podium
  - Company logo and link on dedicated microsite
  - DAA web calendar listing
  - Dedicated Symposium email blasts
  - DAA newsletters
  - Social mentions on DAA Facebook and LinkedIn
  - On-site signage
  - Event sponsor slides
- ✓ One (1) Free Registration to the Symposium

## PARTNER PACKAGE

**\$5,000**  
(Non-Member)

**\$3,500**  
(for DAA Corporate Members)

Show your support for the digital analytics community with high visibility before and during the DAA Symposia.

### Brand presence

- ✓ Opportunity to lead a round-table discussion during interactive session, including submission of topic for consideration

### Exhibit table visibility

- ✓ One exhibit table
- ✓ Opportunity to provide one specialty raffle item to give away at the networking reception. Company may announce winner at the networking reception

### Onsite visibility

- ✓ Company logo included in on-site signage
- ✓ Registration for two representatives

### Pre-event visibility

- ✓ Company logo and link included on the Symposium microsite
- ✓ Company logo and link included on the DAA event calendar listing
- ✓ Company logo and link included in up to two dedicated HTML email communications (subject to sponsor confirming before emails are sent)
- ✓ Company logo and link included in two DAA member newsletters
- ✓ Company name included in pre-event social media event notices

## HOST SPONSORSHIP

**We invite our members to consider hosting an upcoming symposium at their corporate location**

### Host Sponsor Benefits

- ✓ Company name, logo and/or link included on:
  - Verbal recognition as sponsor/supporter at podium
  - Company logo and link on dedicated microsite
  - DAA web calendar listing
  - Dedicated Symposium email blasts
  - DAA newsletters
  - Social mentions on DAA Facebook and LinkedIn
  - On-site signage
  - Event sponsor slides
- ✓ 5-minute speaking opportunity during the program
- ✓ 10 complimentary passes for corporate staff to attend the Symposium. Host Sponsors that pay for all food and beverage costs receive unlimited passes for corporate staff to attend.

## DISCOUNTS

Become a DAA Corporate Member to receive substantial discounts on DAA Symposia sponsorships. Visit [digitalanalyticsassociation.org/members](http://digitalanalyticsassociation.org/members) to join today.

Sponsor multiple Symposia to reach audiences across the country from a wide range of top organizations. Sponsor 3-4 Symposia to receive a 10% discount, or sponsor 5 or more Symposia to receive a 15% discount.

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