



SYMPOSIA



2019 Sponsorship Opportunities



Position Your Company as a Leader in the Digital Analytics Industry

Reach digital analytics professionals and key decision-makers from hundreds of global organizations as a Sponsor of the 2019 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 2019 DAA Symposia

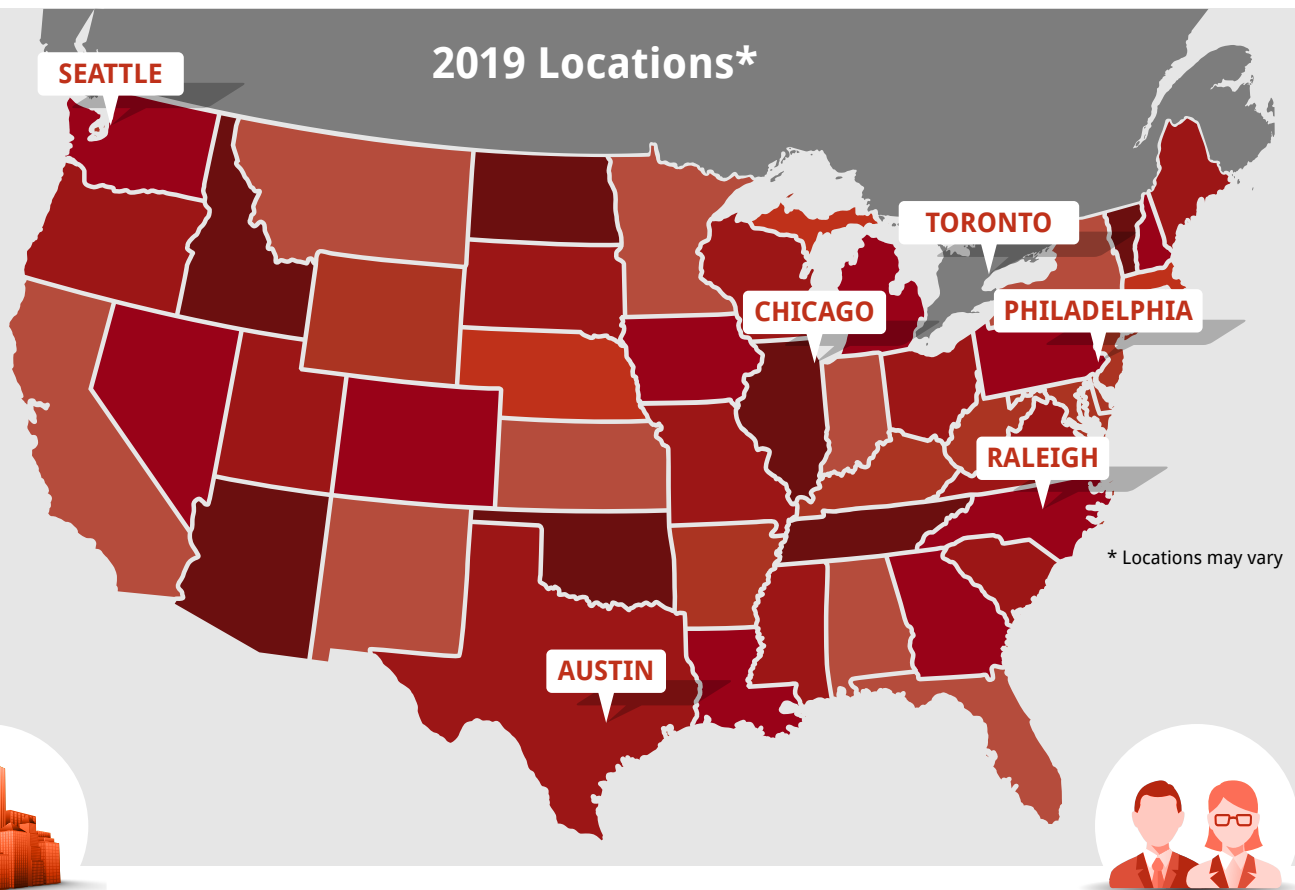
- Share your brand message and differentiate yourself from other organizations and business solutions in the digital analytics industry.
- Gain valuable exposure with industry leaders, executives and qualified buyers.
- Your competitors will be there! Recent sponsors include Adobe, Analytics Pros, Blast Marketing & Analytics, Google, Heap Analytics, IBM and Tealium.

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.



Attendee Profile



From companies like:

1800flowers.com	EY Society	JPMorgan Chase	T-Mobile
AOL	Electronic Arts	Johnson & Johnson	Tableau
AT&T	Expedia	LinkedIn	Time, Inc.
Adobe	FedEx	Los Angeles Times	Toyota
Amazon	Fidelity	Macys.com	Turn5
American Airlines	ForeSee	Microsoft	Turner Broadcasting
American Eagle	Fossil	NBC Universal	USA Today
American Express	GameStop	Nasdaq	Under Armour
Autodesk	Gap, Inc.	National Geographic	Universal Music Group
Barclaycard US	General Electric Co.	Neiman Marcus	Vanguard
Beacon Technologies	Golfsmith	Nickelodeon	Verisign
Bloomberg	Google	Nielsen	Verizon
Boeing	Groupon	Nordstrom	Viacom
CMI Media	HBO	Oakley	Visa
Capital One	HP Inc.	Oracle	Warner Bros
Cisco	Hilton	PBS	Weight Watchers
Coca-Cola	Hobby Lobby	Paypal	Wells Fargo
Comcast	Honeywell	REI	Whole Foods
Conde Nast	Hotels.com	SAS	Wiley
Costco Wholesale	Huffington Post	Salesforce	Yahoo!
Dell	IBM	Sony Pictures	Zipcar
Delta Airlines	Insight Rocket	Starwood Hotels & Resorts	
Discover	Intel	SurveyMonkey	
Disney	JC Penney		

With job titles like:

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

Contact us for more information about Symposium sponsorship:

Matt Dirks, Sponsorship Director: matt@accessmarketing.com • 303-565-4020
 Marilee Yorckak: MYorckak@digitalanalyticsassociation.org • 303-728-4395

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)
- ✓ 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 event page 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 up to two DAA member e-newsletters with size and placement preference given to One Star sponsors
- ✓ Company name included in pre-event social media event notices

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.

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 event page
- ✓ 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 up to two DAA member e-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 event page
 - Dedicated Symposium email blasts
 - DAA newsletters
 - Social media mentions
 - 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.

*If you are interested in hosting a sponsored dinner after a Symposium, please contact [Matt Dirks](#) for more information.

ASSOCIATE SPONSORSHIP

\$2,000
(Non-Member)

\$1,500
(for DAA Corporate 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 event page
 - Dedicated Symposium email blasts
 - DAA newsletters
 - Social media mentions
 - On-site signage
 - Event sponsor slides
- ✓ One (1) Free Registration to the Symposium

DISCOUNTS

Become a DAA Corporate Member to receive substantial discounts on DAA Symposia sponsorships. Visit 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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