Analytics is no longer a passenger sitting in the back seat along for the ride. Analytics is now squarely in the driver’s seat at every company in every industry.

MARCH 27, 2019
THE RITZ-CARLTON, CHARLOTTE, NC

Join us FRONT and CENTER for the region’s largest gathering of data science and analytics professionals!
Analytics Frontiers showcases the industry’s **TOP LEADERS** and **INNOVATORS**

As the region’s largest conference comprised of data science and analytics professionals, this annual event connects industry, government and academia together to share ideas and advance Charlotte as a leading technology hub in this critical field.

With your support, UNC Charlotte’s Data Science Initiative is able to serve as the conference facilitator, connecting the region’s leading analytics professionals for a day of learning and networking.
JOIN US AT ANALYTICS FRONTIERS 2019

This full day event will be held at the Ritz-Carlton, in Charlotte on March 27, 2019 (with a VIP-reception the evening prior). The day will be comprised of three keynote sessions and approximately 24 break-out sessions on relevant topics in data analytics. In response to attendees wanting a single day format, but more networking and talent recruitment opportunities, we’ve extended the event until 7:30 pm to accommodate these activities.

WHO ATTENDS

• Over 450 attendees comprised of CIOs, executives, data scientists, researchers, entrepreneurs and members of the academic community.
• Industries represented including financial, healthcare, energy, retail, government, transportation and logistics, manufacturing, and technology.

WHY SPONSOR

• As the largest regional analytics conference, your company gains recognition in this field as a leader and valued member of the data science community. No other tech conference in the region brings this many data science professionals together under one roof for a day of networking and learning.
• Sponsoring at Analytics Frontiers is an excellent way for your company to show support to UNC Charlotte’s Data Science Initiative, a critical bridge that connects industry projects with the critical pipeline of talent from UNC Charlotte.
• Analytics Frontiers offers additional opportunities beyond the inclusion of your company’s logo – larger sponsors have the opportunity to have their “voice” front and center, by becoming a Title or Platinum Industry Sponsor, where your company will be featured in our introduction video at the kick-off to the event. You may also choose a sponsor level that includes the opportunity for an executive provide the introduction for one of our keynote speakers or a level that includes tickets to the VIP reception for an informal discussion/Q&A with our keynote speakers and other high-level executives.
• If your company submits an abstract and is chosen to present at one of the breakout sessions, participating as a sponsor will multiply the exposure your company will receive at the conference.
• Sponsorship levels are designed to accommodate both large and small companies who wish to partner and gain recognition within the analytics community in Charlotte.
ANALYTICS FRONTIERS 2018 SPONSORS

Bank of America

Lowe's

TERADATA

Wells Fargo

PMMC

Duke Energy

TRIFACTA

BlueCross BlueShield of North Carolina

Bank of America Merchant Services

Randall and Reilly

UNC Charlotte

RED VENTURES

MicroStrategy

THE HARTFORD
**TITLE SPONSOR (50k)**

As a Title Sponsor at Analytics Frontiers your company and your top executives will gain visibility at this prestigious annual event. Your logo will be front and center on all of our conference material leading up to the event and at the conference. In addition, your top company executives can attend our VIP reception the evening prior to the event for a meet and greet with the keynote speakers and an intimate group of 40-50 guests. You may designate one of your executives to introduce our main keynote speaker.

- Four reserved luncheon tables (40 registration passes)
- Six VIP reception passes to event evening prior to conference
- Digital Ads with logo at two locations at Epicenter to run for 60 days prior to event (A)
- Vertical Conference Banners (one at registration; one on main stage) (B)
- Industry-specific sponsor sign (vertical banner flanking stage) (B)
- Unique WiFi passcode for attendees to use during conference
- Full page ad in the conference agenda/brochure (C)
- Logo in agenda as Title Sponsor; logo on Analytics Frontiers and DSI websites (C)
- Logo on Sponsor Slide PowerPoint (to be shown in main ballroom during times when there is no speaker) (D)
- 60 second feature of your organization in our “Analytics Frontiers in Charlotte” video to be shown at start of conference (E)
- Exhibitor and Recruiter tables (F)
- Executive to introduce a keynote speaker
- Recognition as title sponsor in all of our pre-conference promotions

We will include footage interviewing your company spokesperson on the importance of analytics in your industry. We will accept one sponsor per industry (Financial, Retail, Energy, Healthcare, Government, Technology, etc. Your company will gain the exclusive exposure for your industry. This video will kick off the 2019 Conference to highlight the importance of analytics in Charlotte.
PLATINUM INDUSTRY SPONSOR (15k)
NEW FOR 2019 – The UNC Charlotte Data Science Initiative is creating a video on our role fostering the relationships between industry, government institutions and the academic community in Charlotte as we collectively position the region as a hub for data science. We will feature key industry partners and allow you the opportunity to share what your company is doing within this critical field. Only one industry partner per vertical will be selected at this level (Financial, Retail, Energy, Healthcare, Government, Technology, etc.)

- Two reserved luncheon tables (20 registration passes)
- Two VIP reception passes to event evening prior to conference
- Vertical Conference Banner “Analytics in [industry]” to flank the main stage area (A). Example shown for type/size only – artwork would be customized to highlight your company.
- ½ page ad in the conference agenda/brochure (B)
- Logo in agenda and on Analytics Frontiers and DSI websites (B)
- Inclusion of your organization in our “Analytics Frontiers in Charlotte” video to be shown at start of conference (C)
- Logo on Sponsor Slide PowerPoint (to be shown in main ballroom during times when there is no speaker) (D)
- Exhibitor or Recruiter table (E). Exhibitor tables will be set up for the day event; the recruiting tables will be set up for the evening “speed recruitment” event beginning at 5:30pm.

We will include footage interviewing your company spokesperson on the importance of analytics in your industry. We will only accept one sponsor per industry (Financial, Retail, Energy, Healthcare, Government, Technology, etc.) Your company will gain the exclusive exposure for your industry. This video will kick off the 2019 Conference to highlight the importance of analytics in Charlotte.
VIP RECEPTION SPONSOR (15k)
(Held the evening before the conference)
This intimate event at the Ritz-Carlton’s upscale Punch Room includes 35-45 hand selected guests, which include high level executives, distinguished members of our advisory board, senior level UNC Charlotte administrators, and our featured keynote speakers. It’s an opportunity to meet and mingle and network in a more relaxed setting. The evening begins with welcomes from our University leaders, and segues into a Q & A between our area’s top leaders in data science and our keynote speakers – always a lively and insightful conversation on the eve of the conference!

• One reserved luncheon table (10 registration passes) for the full day conference.
• Four VIP reception passes to event evening prior to conference (Event will be held in the exclusive Punch Room at the Ritz-Carlton.) 35-45 hand selected guests and keynote speakers will be present for cocktails, introductions, and an informal Q&A with keynote speakers.
• Opportunity for your executives to welcome the VIP attendees and make a few remarks about the importance of analytics to your company.
• Vertical Conference Banner highlighting your company as reception sponsor – (A) Example shown for type/size only – artwork would be customized to highlight your company.
• ¼ page ad in the conference agenda/brochure (B)
• Logo in agenda and on Analytics Frontiers and DSI websites (B)
• Logo on Sponsor Slide PowerPoint (to be shown in main ballroom during times when there is no speaker) (C)
EVENING NETWORKING RECEPTION SPONSOR (10k)

(Held the evening of the conference, after final keynote address)

- One reserved luncheon tables (10 registration passes)
- One VIP reception pass (held the evening before the conference)
- Vertical Conference Banner highlighting your company as reception sponsor – to be placed near the bar/food area (A). Example shown for type/size only – artwork would be customized to highlight your company.
- ¼ page ad in the conference agenda/brochure (B)
- Logo in agenda and on Analytics Frontiers and DSI websites (B)
- Logo on Sponsor Slide PowerPoint (to be shown in main ballroom during times when there is no speaker) (C)
LUNCHEON TABLE SPONSOR (6k)

- One reserved luncheon table (10 registration passes)
- Logo in agenda and on Analytics Frontiers and DSI websites (A)
- Logo on Sponsor Slide PowerPoint (to be shown in main ballroom during times when there is no speaker) (B)

Don’t have enough attendees to fill a whole table? See our Student Sponsorship on the following page — you can donate your unused spaces to our graduate students who typically don’t have the funds to attend this informative event.

EXHIBITOR OR RECRUITER SPONSOR (3k)

- Two conference passes
- Logo in agenda and on Analytics Frontiers and DSI websites (A)
- Logo on Sponsor Slide PowerPoint (to be shown in main ballroom during times when there is no speaker) (B)
- Table in Exhibitor Hall or the Evening Recruiting Fair (C)

SMALL BUSINESS SPONSOR (3k) (companies with less than 50 employees)

- Two conference passes
- Logo in agenda and on Analytics Frontiers and DSI websites (A)
- Logo on Sponsor Slide PowerPoint (to be shown in main ballroom during times when there is no speaker) (B)
ADDITIONAL OPPORTUNITIES

**Recruitment Networking Evening Event Sponsor (2k)**
1 available
In addition to Recruiter Table Sponsor benefits on previous page
Your company will receive recognition on a vertical display sign inside the recruiting event as the exclusive sponsor of this event.

**Keynote Intro Sponsor (2k)**
2 available
In addition to any sponsor level 10k and up
Designate an executive or representative from your company to provide the introduction for one of our keynote speakers.

**Promotional Sponsor (3k)**
1 available
In addition to any sponsor level 6k and up
Get long-lasting visibility with your logo on our conference swag-bag for all conference attendees
Your company can also donate promotional items for inclusion in our conference bags.

**Student Sponsor (3K)**
Want the visibility for your company and reserved seating at a luncheon table, but don’t have enough people to fill the whole table? Consider donating half your table to our talented students who often can’t afford to attend this valuable event. You will receive five reserved seats and share the rest of the table with our graduate students. In addition, you will receive conference recognition on our table signage, printed agenda, and on our sponsor logo screens displayed in the main ballroom.
"Information is the oil of the 21st century, and analytics is the combustion engine."

(Peter Sondergaard, Senior Vice President, Gartner)

Stake your claim at Analytics Frontiers 2019!

Ready to join us at Analytics Frontiers? If you would like to participate as a sponsor at our 2019 Analytics Frontiers Conference, please contact Margie Benbow at mbenbow1@uncc.edu or 704-687-5666.