



**Wharton**  
UNIVERSITY of PENNSYLVANIA

**CUSTOMER ANALYTICS**  
Initiative

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## 2018 Annual Conference

### *Successful Applications of Customer Analytics*

2018 Annual Conference, Wharton Customer Analytics Initiative (WCAI)

WCAI will continue the momentum of Successful Applications of Customer Analytics as the theme for our Annual Conference on May 9<sup>th</sup> & 10<sup>th</sup>, 2018. As a conference sponsor, your organization will have optimal exposure to a dedicated audience from a wide variety of industries.

### **CONFERENCE SPONSORSHIP OPPORTUNITIES**

All sponsors are featured on our website and printed conference program, social media, marketing emails, and any other advertising mediums used for the event. High-level sponsors will be featured more prominently in our materials.

Visit our [2017 Annual Conference Website](#) to view presentations, the list of attendees, and other information.

To inquire about sponsorship opportunities, please contact Rachel Dutcher at [rdirksen@wharton.upenn.edu](mailto:rdirksen@wharton.upenn.edu).

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#### **\$15,000 – Lunch Sponsor (one available)**

- Complimentary table in exhibit hall
- Eight complimentary tickets to the conference
- Access to conference attendee directory
- A printed full-page ad in the conference program
- A branded slide displayed before lunch & mentioned in remarks
- Logo displayed on table tents displayed on food & beverage tables during lunch, in conference program, and on conference site
- Opportunity to promote using pop ups or other forms of signage and materials during lunch

#### **\$12,000 – Closing Cocktail Reception Sponsor (one available)**

- Complimentary table in exhibit hall
- Eight complimentary tickets to the conference
- Access to conference attendee directory
- A printed full-page ad in the conference program
- A branded slide displayed during opening slides & mentioned in remarks
- Logo displayed on table tents on the food & beverage tables during reception, in conference program, and on conference site
- Opportunity to promote using pop ups or other forms of signage and materials during closing reception

### \$8,000 – Opening Cocktail Reception Sponsor (one available)

- Complimentary table in exhibit hall
- Six complimentary tickets to the conference
- Access to conference attendee directory
- A printed half-page ad in conference program
- A branded slide displayed during opening remarks and mentioned in remarks
- Logo displayed on table tents on food & beverage tables during reception, in conference program, and on conference site
- Opportunity to promote using pop ups or other forms of signage & materials at opening reception

### \$5,000 – Student Sponsor (one available)

- Complimentary table in exhibit hall
- Four complimentary tickets to conference
- Access to both MBA & Undergraduate Analytics Club resume book
- Access to conference attendee directory
- A printed quarter-page ad in conference program
- Logo displayed on student nametags (approximately 30), in conference program, and on conference site

### \$5,000 – Breakfast Sponsor (two available)

- Complimentary table in exhibit hall with optimal location for guest visibility near registration
- Four complimentary tickets to the conference
- Access to conference attendee directory
- A printed quarter-page ad in conference program
- Branded slide to appear in opening slides & mentioned in remarks
- Logo displayed on table tents on food & beverage tables during breakfast, in conference program and on conference website site
- Opportunity to promote using pop ups or other forms of signage at breakfast

### \$4,000 – Group Sponsor (unlimited)

A company can purchase eight tickets at \$500 each to take advantage of group discount pricing, at which point the company will become a table sponsor. Benefits include:

- Company logo featured on WCAI conference website
- Included in marketing as a sponsor in all conference promotional materials

### \$2,500 Conference Break Sponsor (two available)

- Complimentary table in exhibit hall
- Two complimentary tickets to the conference
- Access to conference attendee directory
- A printed quarter-page ad in conference program
- Branded slide to appear before break & mentioned in remarks
- Logo displayed on table tents on food & beverage tables during break, in conference program, and on conference site
- Opportunity to promote using pop ups or other forms of signage at break

## \$2000 Pre-Conference Workshops Break Sponsor (one available)

- Complimentary table in exhibit hall
- Two complimentary tickets to the preconference workshops & conference
- Access to conference attendee directory
- A printed quarter-page ad in conference program
- Branded slide before the break and mentioned in remarks at workshops
- Logo displayed on table tents on food & beverage tables during break, in conference program, and on conference site
- Opportunity to promote using pop ups or other forms of signage at break

## Product Sponsorship (various amounts, unlimited)

Product Sponsors provide specific products or services for the Conference. Products may include items for the attendee gift bags, WIFI, tour packages, etc.

The benefits of product sponsorship vary according to the product or service provided and the monetary value of the product or service.

## About WCAI

The Wharton Customer Analytics Initiative (WCAI) is the world's preeminent academic research center focusing on the development and application of customer analytics methods. Through our innovative Research Opportunity program and R&D "crowdsourcing" approach, WCAI enables academic researchers from around the world to help companies understand how to better monetize the individual-level data they collect about customers through the development and application of new predictive models. We marry our work with companies and researchers around the world with a range of co-curricular student programs that foster talent development and recruitment. Learn more at <http://wcai.wharton.upenn.edu/>

## WCAI Annual Conference

The Wharton Customer Analytics Initiative (WCAI) continues to help shape the landscape of the customer analytics world. Building on momentum from previous years, our annual conference, "Successful Applications of Customer Analytics," will return this spring. The one-and-a-half-day conference will be filled with technical workshops as well as practical applications to demonstrate the real-world impact of analytics on an organization's strategic decision-making.

