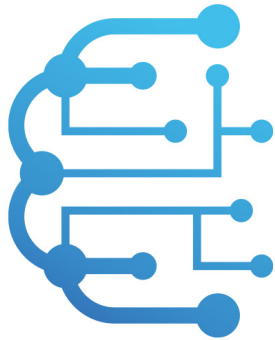**WA DATA SCIENCE INNOVATION HUB**

22 & 23 JUNE 2022 | PERTH

Data Science for Business

CONFERENCE & EXHIBITION

Sponsorship and Exhibition Prospectus

22 & 23 June 2022

Data Science for Business

CONFERENCE & EXHIBITION

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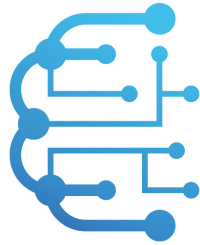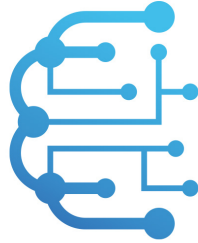## CONFERENCE & EXHIBITION

delivered by

WA DATA SCIENCE INNOVATION HUB

ABOUT WADSIH

The WA Data Science Innovation Hub (WADSIH) is a joint partnership between the WA State Government and Curtin University. The goal of the Hub is to ensure the State remains at the forefront of the digital revolution by increasing the uptake, education, training and awareness of data science in Western Australia.

WADSIH's mission is to support the development of a data driven ecosystem and culture by fostering collaboration, promoting expertise, advocating for and enabling data literacy across the community, industry, academia and government. WADSIH acts as the bridge between these sectors, connecting WA capability and resources to further advance the application of data science, leading to economic growth and new jobs for all West Australians.

Supported by

Department of Jobs, Tourism, Science and Innovation — GOVERNMENT OF WESTERN AUSTRALIA — New Industries Fund

Curtin University

bankwest

ABOUT THE *DATA SCIENCE FOR BUSINESS* CONFERENCE & EXHIBITION

Growing your Business with Data Science

WHEN: 22nd & 23rd June 2022

WHERE: Pan Pacific Hotel, Perth, Western Australia

The *Data Science for Business* Conference & Exhibition 2022 will bring together a diverse group of WA industry professionals and data science providers to explore how data science can be used for business growth. This event will facilitate the connections, conversations and learnings required to advance the uptake of data science capability, projects and technologies in Western Australia.

The event will include conference, exhibition and workshop components, ensuring our guests have ample opportunities to understand the potential that data science holds for their business. The conference will include informative and practical case studies from WA organisations who have successfully deployed data science technologies and capabilities to grow and strengthen their business. We'll also hear from some exciting keynote speakers, and take part in industry panel discussions, with plenty of opportunity for audience engagement.

The event will include 25+ local exhibitors showcasing their data science products and/or services. This is a fantastic opportunity for businesses to find a data science provider that suits their needs. We'll also be running a number of workshops over the two days to help participants unlock the full potential of data science for their business.

The *Data Science for Business* Conference & Exhibition gives your organisation the opportunity to network and engage with an audience of solution-seeking industry professionals. With an expected delegate turnout of up to 800 WA professionals, this is a fantastic platform to break into new sectors, attract new customers, grow business connections and learn from local success stories.

ATTENDEE SNAPSHOT

The *Data Science for Business* Conference & Exhibition is designed for WA business professionals from all sectors and industries who want to learn how data science can help them grow and improve their business outcomes. This is also a fantastic opportunity for students interested in data science to learn more about this field, see what opportunities are available to them and gain exposure to WA industry.

Expected Delegate Numbers: We are anticipating up to 800 attendees across the 2-day event.

ATTENDEE PROFILE
Industry professionals

- **Looking for a data science solution**
- **Seeking access to data science providers**
- **Want to learn more about the applications of data science**
- **Looking to network with the WA business community**
- **Interested in the latest data science trends and technologies**

ATTENDEE PROFILE
STEM Students

- **Seeking training, internship and employment opportunities**
- **Want to learn more about the applications of data science**
- **Looking to network with the WA business community**
- **Interested in the latest data science trends and technologies**

DIVERSITY & INCLUSION

A key theme of the *Data Science for Business* Conference & Exhibition is *Diversity and Inclusion in Data Science*. At WADSIH, we understand that in order to foster a thriving data science community we need to ensure that access, education and opportunities are made available for all West Australians.

We are reaching out to the WA community to secure presenters who can share a diverse range of opinions, insights, case studies and more. We are seeking data science and business professionals of all genders, ages, abilities, cultures and backgrounds.

If you are interested in being a presenter at this event, please reach out to the team via: **wadsih@curtin.edu.au**

EXHIBITOR SNAPSHOT

At the *Data Science for Business* Conference & Exhibition we want to showcase WA's local data science talents. We are seeking exhibitors who offer a wide range of data science products and services, as well as organisations who have data science/analytics related student opportunities, such as internships, work experience or project work.

WADSIH encourages all exhibitors to create hands-on and interactive displays to provide an engaging experience for attendees. This may include virtual reality, robotics, simulations or visualisations. Please surprise us with your ideas! Exhibitors with engaging and interactive displays will be eligible for additional marketing opportunities leading up to and during the conference.

The top 3 exhibitors with the most engaging displays (as selected by WADSIH) will also be featured in an exhibitor showcase during the event. Startups are also eligible for an exhibitor discount, so please contact us to discuss.

SPONSORSHIP BENEFITS

As a sponsor or exhibitor your contribution will be highly valued by WADSIH and the data science community. You'll also receive the following benefits:

- Raise your profile and position your company before up to 800 key industry representatives

- Showcase your products and/or services to an engaged and solution-seeking audience

- Gain brand exposure via WADSIH's event marketing, reaching our 5000+ local database and social media followers, in addition to targeted delegate advertising

- Discover best practices and emerging trends & technologies

- Network with industry professionals and foster relationships within WA's data science community

- Connect with students seeking opportunities and gain exposure to the up-and-coming data science talent in WA

- Demonstrate your commitment to diversity & inclusion in data science

- Support the uptake of data science in Western Australia

SPONSORSHIP OPPORTUNITIES

We have a variety of customisable sponsorship and partnership opportunities available depending on the level of exposure your organisation is seeking.

Package	Cost (+GST)
Collaboration Partner	$25,000
Platinum Partner	$20,000
Gold Partner	$13,000
Silver Partner	$8,000
Sundowner Networking Sponsor	$7,500
Lunchtime Networking Sponsor	$5,000
Exhibitor	$4,000
Tote Bag Sponsor	$3,000
Photo Booth Sponsor	$2,500
Coffee Station Sponsor	$2,500
Raffle Prize Sponsor	$2,000

PARTNERSHIP MATRIX

Compare our partnership options below. All packages can be customised to suit your business needs.

	EXCLUSIVE COLLABORATION PARTNER $25,000 +GST	PLATINUM PARTNER $20,000 + GST	GOLD PARTNER $13,000 + GST	SILVER PARTNER $8000 + GST
Speaking Opportunity (content approved by WADSIH)	30min Keynote + Audience Q&A	20min Address + Audience Q&A		
Complimentary 2-day Conference & Exhibition passes (qty)	15	10	6	4
Ongoing 12-month partnership with WADSIH	✓	✓		
Your logo displayed on lanyards alongside WADSIH's, worn by all expo visitors, delegates and exhibitors	✓			
Official media announcement highlighting you as the event Collaboration Partner	✓			
Your logo displayed on event t-shirts worn by staff and gifted to delegates	✓	✓		
Access to delegate attendance data (*opt-in data in accordance with the Australian Privacy Act*)	✓	✓	✓	
Your marketing materials distributed at the conference registration desk	✓	✓	✓	
Access to de-identified delegate statistics post-event	✓	✓	✓	✓
Opportunity to contribute to blogs, newsletters and website content 12months post-event	✓	✓	✓	✓
Verbal acknowledgment as a Partner in Conference opening and closing addresses	✓	✓	✓	✓
Your corporate banner (supplied) displayed within the Plenary room	On Stage	On Stage	Room	Room
Social media mentions on event campaigns across LinkedIn, Facebook and Twitter	✓	✓	✓	✓
Your logo on holding slide during Plenary address	✓	✓	✓	✓
Your logo on all pre-event and onsite marketing initiatives, printed marketing materials and signage	✓	✓	✓	✓
Your logo featured on both the Conference and WADSIH websites, with hyperlink through to your website	✓	✓	✓	✓
2mx2m space in a prominent area of the exhibition foyer	✓	✓	✓	✓
Promotion of your relevant programs & opportunities (e.g. student internships, job vacancies, training opportunities etc)	✓	✓	✓	✓

SUNDOWNER NETWORKING SPONSOR

$7,500 + GST

As a Sundowner Networking Sponsor you receive the following sponsorship benefits:

- 5min welcome presentation to all networking event guests (content approved by WADSIH)
- Four X 2-day Conference & Exhibition passes
- A 2mx2m exhibition space (trestle table, 2 chairs, wall backing, corflute sign and skirting)
- Naming rights/branding to the networking event, reflected on website, printed agenda, and all other event references
- Your logo displayed on all marketing collateral for the event – online and print
- Acknowledgement during the event as a sponsor
- Your corporate banner displayed in the networking space (banner provided by you)

LUNCHTIME NETWORKING SPONSOR

$5,000 + GST

As a Lunchtime Networking Sponsor you will receive the following sponsorship benefits:

- Three x 2-day Conference & Exhibition passes
- A 2mx2m exhibition space (trestle table, 2 chairs, wall backing, corflute sign and skirting)
- 5min welcome presentation to all lunchtime guests (content approved by WADSIH)
- Naming rights/branding to the lunchtime event, reflected on website, printed agenda, and all other event references
- Your logo displayed on all marketing collateral for the event – online and print
- Acknowledgement during the event as a sponsor
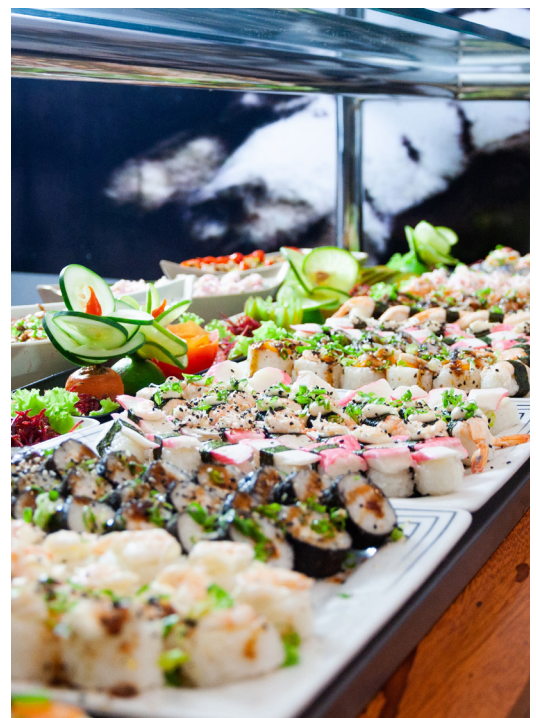- Your corporate banner displayed in the networking space (banner provided by you)
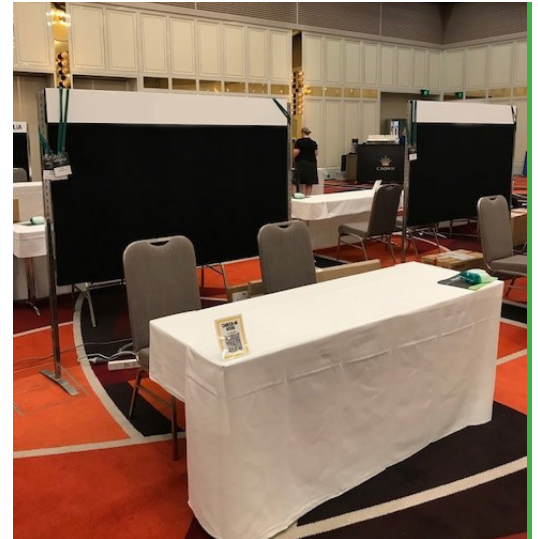
EXHIBITORS

$4,000 + GST

As an exhibitor you will be acknowledged across the event as a major partner and contributor. You will receive the following sponsorship benefits:

- Two x 2-day Conference & Exhibition passes

- A 2mx2m exhibition space (trestle table, 2 chairs, wall backing, corflute sign and skirting)

- Your logo displayed on all marketing collateral for the event – online and print

- Your logo featured on both the event and WADSIH websites, with hyperlink through to your URL

- Acknowledgement during the event as an Exhibitor

- Social media mentions on event campaigns across LinkedIn, Facebook and Twitter

- Your logo on holding slide during plenary address

If you are a startup, or have an interactive display to exhibit, you are eligible for an exhibitor discount and additional marketing opportunities. Interactive displays may include Virtual Reality; Robotics; Simulation; Visualisation and more.

The top 3 exhibitors with the most engaging displays (as selected by WADSIH) will also be featured in an exhibitor showcase during the event. Reach out to the WADSIH team to discuss your exhibition.

NOTE: All exhibitors are subject to WADSIH approval.

TOTE BAG SPONSOR

$3,000 + GST

You will receive the following sponsorship benefits:

- Your logo on every tote bag/expo showbag (calico bags printed and provided by WADSIH)

- Acknowledgement during the event as a sponsor

- Your logo featured on both the event and WADSIH websites, with hyperlink through to your URL

- Your logo displayed on all marketing collateral for the event

If you would like to provide/print your own bags, reach out to WADSIH to discuss.

PHOTO BOOTH SPONSOR

$2,500 + GST

You will receive the following sponsorship benefits:

- Your logo watermarked on all photos taken over both days
- Photos will be shared with friends, online, on social media, and on event websites
- Your logo, website and social media handles shared on the home screen of the photo booth
- Your logo featured on both the expo and WADSIH websites, with hyperlink through to your URL
- Your logo displayed on all marketing collateral for the event – online and print

Photo booth will be provided by WADSIH.

COFFEE STATION SPONSOR

$2,500 + GST

You will receive the following sponsorship benefits:

- Your logo displayed on coffee station cart, visible and visited by guests throughout the entire duration of the event
- 51x76cm machine branding, 76cm x 140cm table branding
- Logo displayed on all marketing collateral for the event
- Acknowledgement during the event as a sponsor
- Your logo featured on both the event and WADSIH websites, with hyperlink through to your URL

RAFFLE PRIZE SPONSOR

$2,000 + GST

You will receive the following sponsorship benefits:

- Your logo displayed on all marketing collateral for the event – online and print
- Verbal Acknowledgement during raffle activity
- Your logo featured on both the expo and WADSIH websites, with hyperlink through to your URL

You can also opt to be a raffle prize donor, and donate a gift to be raffled off during the event. (Gift will not be auctioned or sold). Contact the WADSIH team to discuss.

Contact Us

We can customise a partnership package to suit your business needs. If you would like to discuss sponsorship of the *Data Science for Business* Conference & Exhibition, please reach out to the WADSIH Team.

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WADSIH is supported by