

2021 SPONSOR PROSPECTUS

An educational program of **NUMFOCUS**
OPEN CODE = BETTER SCIENCE

“My coworker and I both attended PyData Seattle, agreed that it was the best conference we had ever been to, and made it a goal to get to another.”

— Phil Anderson,
Senior Data Scientist

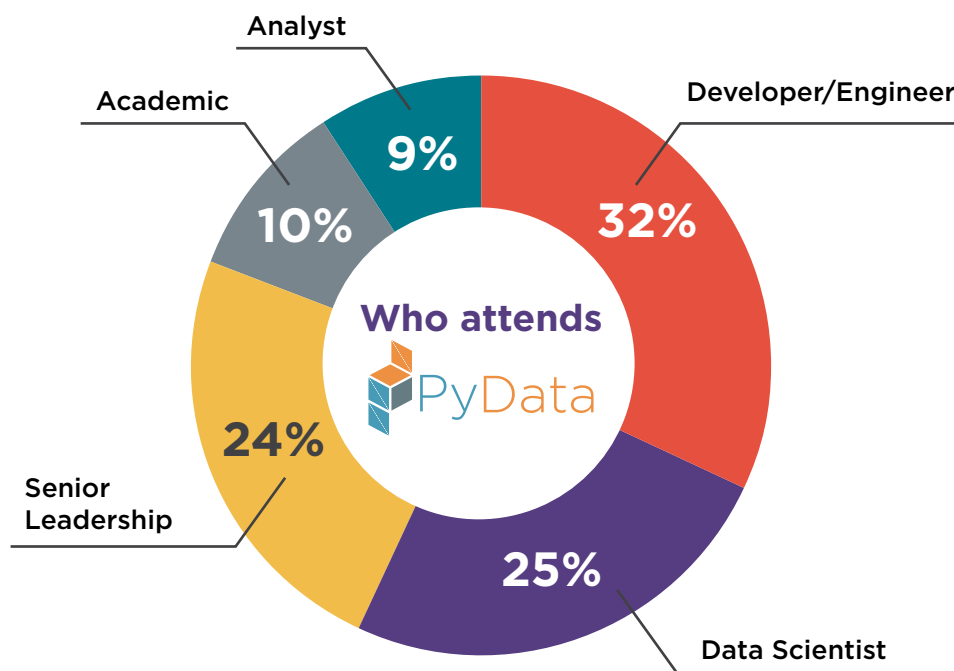
ABOUT PYDATA

PyData is an educational program of NumFOCUS, a 501(c)3 non-profit organization in the United States. PyData provides a forum for the international community of users and developers of data analysis tools to share ideas and learn from each other. The global PyData network promotes discussion of best practices, new approaches, and emerging technologies for data management, processing, analytics, and visualization. PyData communities approach data science using many languages, including (but not limited to) Python, Julia, and R.

We aim to be an accessible, community-driven conference, with novice to advanced level presentations. PyData tutorials and talks bring attendees the latest project features along with cutting-edge use cases.

Frequent Topics

- Machine Learning
- Artificial Intelligence
- Predictive Modeling
- Data Mining
- Natural Language Processing



BENEFITS OF SPONSORING PYDATA

“The PyData conference gave us the opportunity to interact with hundreds of exceptionally bright people who all share our passion for software development and data science.”

— Man AHL,
PyData London Sponsor

Branding

- Invest in your brand equity by supporting the community of developers and open source maintainers.
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Talent Attraction

- Connect with engineers, analysts, and data scientists at the forefront of machine learning and artificial intelligence.
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Thought Leadership

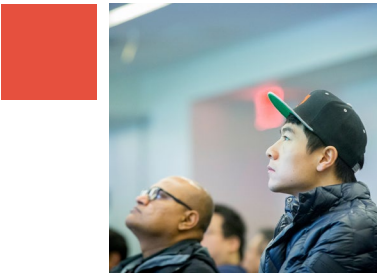
- Demonstrate your company’s leadership and innovation chops in front of the brightest minds in the business.
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SPONSORSHIP OPTIONS (post-corona discount)

	HOST	PLATINUM	GOLD	BRONZE
	cost of venue, catering, A/V & wifi	€10,000 €5,000	€6,000 €3000	€3,500 €1,500
Logo on Event Website	✓	✓	✓	✓
Promo materials inside goody bag	✓	✓	✓	✓
Job Board Listing	✓	✓	✓	✓
Links to Attendee Submitted LinkedIn/Resumes/Websites	✓	✓	✓	✓
Expo Booth	✓	✓		
Sponsored Talk	✓	✓		
Premium Logo Placement	✓	✓		
Prime Logo Placement on Event Videos	✓	✓	✓	
Top Billing	✓			
Diversity Scholarships Awarded in Your Name	5	3	2	1
Conference Passes	15	6	3	2
Discount on Additional Passes	30% off			
Sponsorship of PyData Global 2021	Free Gold Sponsorship	25% discount	25% discount	10% discount

SPONSOR BENEFITS FAQ



What is Prime Logo Placement on Event Videos?

PyData presentations are regularly published to the PyData Youtube channel, which attracts over 1.5 million views per year. **Host** and **Rose Gold** company logos will appear overlaid on the frame for the first 5 seconds of every video recorded at the event.

What is included with an Expo Booth?

An expo booth is a 6-foot table and chairs, plus wi-fi and electricity. Sponsor booths are integrated into common areas where they will attract attendee traffic. Sponsors are responsible for shipping charges to and from the conference. Expo booths are available for **Host**, **Diamond**, **Platinum**, and **Gold** sponsors.

What is Premium Logo Placement?

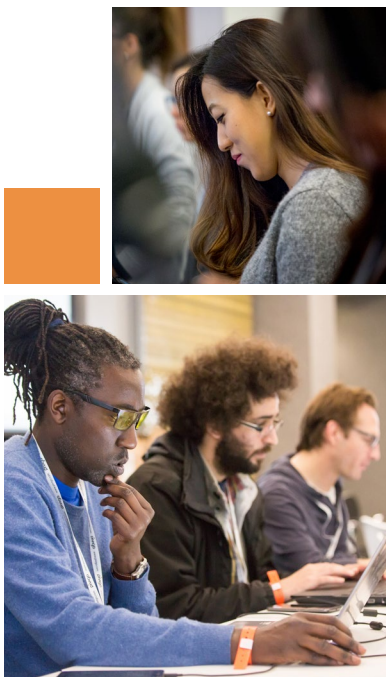
Host and **Diamond** sponsor logos receive preferential treatment on all logo-related benefits (top line, centered, or first; larger than others). Includes the opportunity to place your company logo on attendee badges and/or lanyards.

What is Top Billing?

Host sponsors are always listed first, before any other sponsor. Host sponsors who fully cover the cost of the venue, catering, A/V and wi-fi are also acknowledged in the title of the event: "PyData City Hosted by Your Company."

What is a Diversity Scholarship?

One of PyData's goals is to increase awareness and excitement around opportunities for underrepresented groups in software engineering and data analytics. To that end, we make a number of diversity scholarships available at each PyData event. These scholarships provide free registration to attendees 1) who could not otherwise afford to attend the conference and 2) whose participation would contribute to the diversity of the event. **All PyData sponsors** have at least one diversity scholarship awarded in their name.



Do Sponsor Talks and Tutorials Go Through the Regular Review Process?

Host, Diamond, and Platinum sponsors are able to present a talk or tutorial at the event. While sponsor talks and tutorials do not go through the regular review process, presentation proposals must be submitted for approval by the review committee. The committee will help ensure that your presentation's content is appropriate to the audience at the event.

What is included in access to the Attendee List?

The list will be a .csv file with attendee name, email, job title, and company from those who have opted in during registration. **Host** and **Diamond** sponsors receive access to the Attendee List.

What are the Attendee Submitted LinkedIn/Resume/Website Links?

During registration, attendees are invited to provide a url that links to their personal website, resume, or LinkedIn profile to be shared with event sponsors. **All PyData sponsors** have access to the submitted links.

What is the Job Board?

Your company's job listings will be published on the event website and emailed out to all event attendees. **All PyData sponsors** have access to the job board. Limit 5 job listings per sponsor.

SUPPORTING THE OPEN SOURCE COMMUNITY

All proceeds from PyData events go to support NumFOCUS, whose mission is to promote open practices in research, data, and scientific computing. NumFOCUS accomplishes its mission by sponsoring open source software projects and organizing educational programs, events and initiatives in collaboration with the community.



LEARN MORE

For further questions or to reserve your spot, please contact:

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About NumFOCUS

The mission of NumFOCUS is to promote sustainable high-level programming languages, open code development, and reproducible scientific research. We accomplish this mission through our educational programs and events as well as through fiscal sponsorship of open source scientific computing projects. We aim to increase collaboration and communication within the data science and scientific computing community.

LEARN MORE

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