data2.0 Labs

2012 City-Wide Data Festival

Data 2.0 Labs is a week-long series of conferences, workshops, and labs connecting you to over 1,000 data-driven companies

40+ **City-Wide Conferences,** Events, and Labs

200+ **Speakers & Presenters** discussing 50+ key topics

2,000+ **Attendees & Participants** you can connect to on Data2Labs.com

Our events have been featured in:

ReadWriteWeb   **CRAIN'S** CHICAGO BUSINESS.   **TNW** THE NEXT WEB   **CNBC**   CHICAGO **SUN-TIMES**

TechAmerica WHERE THE FUTURE BEGINS   **Mashable**   **Forbes**   **MIXERGY** WHERE AMBITIOUS UPSTARTS MIX!

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DATA 2.0 LABS WEEK-LONG SCHEDULE

SAT 22	SUN 23	MON 24	TUES 25	WED 26	THURS 27
Developer Labs	**Developer Labs**	**Big Data & Cloud**	**Enterprise Data**	**Advertising & Social Data**	**Open & Personal Data**
Hackathons	Hackathons	NoSQL Labs	Conference & Expo	Advertising Data	Open Gov Data
Incubator	Incubator	Hadoop Labs	Customer Intelligence	Social Analytics	Personal Data
		Real-Time Data Stack	Business Intelligence	Twitter Data	Identity 2.0
		Node.js Labs	Data Strategy	Facebook Data	

WHAT COMPANIES PARTICIPATE IN DATA 2.0 EVENTS?

Microsoft · Google · YAHOO! · twitter · VERTICA An HP Company · salesforce data.com · DATASTAX · neustar · Crowd Control · GNIP · MASHERY · twilio · Iron.io · SEQUOIA CAPITAL · AUGUSTCAPITAL · BV Battery Ventures · bizo Business Audience Marketing · Dun & Bradstreet · Experian · NAVTEQ · nuix

FEATURED AT DATA 2.0 LABS

Data 2.0 Labs will include:

- **Data 2.0 Conference & Expo** is a one-day 3-track conference focusing in Enterprise Data, Data Strategy, Business Intelligence, and Customer Intelligence. We invite over 80 speakers and 500 attendees to connect at the official central hub of Data 2.0 Labs for the conference and exhibitor / demo floor.

- **Labs** are one-day or half-day technology-specific event located in their own venue focusing on one of 40 industry sectors or product types within the cloud data space. Each lab has its own experts who attendees can message and ask questions / post ideas relating to that technology.Over 10 workshops and panels.

2012 FOCUS: CLOUD DATA

Data 2.0 focuses on Cloud Data: how companies are building on top of (and investing in) a long-term foundation of social data, open gov data, business intelligence data, and customer data. "Web 1.0" involved pages linking to pages. "Web 2.0" involved users linking to people, places, and things across web applications. All of this has enabled Cloud Data, how companies are bringing their data into the cloud and accessing more and more sources of data in the cloud. We at Data 2.0 believe that data in the cloud will become the transformative shift in business and technology for the next decade.

GET THE FACTS ON PAST DATA 2.0 EVENTS

500+ attendees
Featuring thought leaders in the data industry including Microsoft, Google, Linkedin, Twitter, Sequoia Capital, and 200+ companies

48% of attendees director-level or higher
Most Data 2.0 attendees will be founders / executives of tech startups or technology decision makers.

32 states and 6 countries
The Data 2.0 community comes from all over the world to our conferences in Chicago and San Francisco.

Who Attends Data 2.0 Events?

- **34%** Corporate Executives
- **15%** Startup Founders
- **14%** Developers
- **8%** Investors
- **29%** Other (Media, Consultants, etc)

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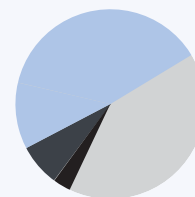
Reach an influential and motivated audience
These sponsorship packages are designed to create maximum engagement with the data industry's most influential buyers, leaders and influencers.

WEEK SPONSOR PACKAGES

Sponsor Benefits	Partner	Official	Contributing
Logo placement on all week communications (brochures, ads, media)	Yes	Yes	Yes
Logo included on the website homepage as a sponsor	Yes	Yes	Yes
Logo placement on entrance photo shoot backdrop wall	Yes	Yes	Yes
Company logo and profile in the printed brochure and on website	Yes	Yes	Yes
Company logo displayed on main screens at venue	Yes	Yes	Yes
Access to the pre-registered media list & attendee list	Yes	Yes	
5' Company table in Conference & Expo exhibition area	Yes	Yes	Yes
Attendee bag insert	Yes	Yes	
30 minute workshop in Conference & Expo (80 seats)	Yes	Yes	
Co-host off-site Lab event (up to 200 attendees)	Yes		
5-minute company presentation on main stage	Yes		
Data 2.0 Labs Passes	20	10	5
	$25,000	**$10,000**	**$3,000**

PRESENTING SPONSOR: $60,000

An all-week presenting sponsor package includes everything that the partner-level sponsor package includes plus your logo will be placed inside of all instances of the Data 2.0 Labs brand and logo across all web and print media. Additionally you will have an exclusive all-day off-site Lab for your company, speakers, and up to 200 attendees.

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LAB SPONSOR PACKAGES

Sponsor Benefits	Partner	Official	Contributing
Logo placement on all Lab website as sponsor	Yes	Yes	Yes
Logo placement around Lab venue signage	Yes	Yes	Yes
Company / executive placed on board of Lab	Yes	Yes	Yes
Option to participate in selecting speakers for Lab	Yes	Yes	Yes
Access to Data2labs.com online audience reports	Yes	Yes	Yes
5' by 2' exhibitor table at Labs	Yes	Yes	Yes
Post-event attendee list for Lab	Yes	Yes	
10-minute presentation at Lab	Yes	Yes	
30-minute workshop at Lab	Yes	Yes	
Company name placed in Lab name	Yes		
Data 2.0 Labs Passes	10	5	5
	$10,000	**$5,000**	**$2,000**

FULL-DAY OFF-SITE CONFERENCE: $100,000

Our highest level sponsorship package at Data 2.0 Labs is a full-day off-site conference where your company works with Data 2.0 Labs to curate a one-day conference in an off-site venue with up to 3 tracks, 20 sessions, 60 speakers, and 500+ attendees. Your company and Data 2.0 Labs are responsible for selecting the content, format, secondary sponsors, and date. Depending on scope, Full-Day Off-Site conference packages can include a Partner level sponsor package of the entire Data 2.0 labs week.