Successful Applications of Customer Analytics
2017 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 11, 2017. As a conference sponsor, your organization will have optimal exposure to a very dedicated and focused group of attendees from a wide variety of industries.

CONFERENCE SPONSORSHIP OPPORTUNITIES

All sponsors will be featured on our website and conference program as well as social media postings, email communications and any other advertising mediums used for the conference. Higher level sponsors will be featured more prominently.

Visit our 2016 Annual Conference Website to view presentations, the list of attendees, and other information.

To inquire about sponsorship opportunities, please contact Rachel Dirksen rdirksen@wharton.upenn.edu.

$15,000 – Lunch Sponsor (one available)

- 5 minute presentation prior to lunch break
- Complimentary table in exhibit hall
- Eight complimentary tickets to the conference
- Access to conference attendee directory
- Full Page Ad in Conference Program
- Logo printed on table tent in center of each table as well as in program schedule
- Opportunity to promote using pop ups or other forms of signage & materials at lunch.

$15,000 – Closing Cocktail Reception Sponsor (one available)

- Complimentary table in exhibit hall
- Eight complimentary tickets to the conference
- Access to conference attendee directory
- Full Page Ad in conference program
- Logo to appear on closing slide & mentioned in remarks as well as in program schedule
- Logo printed table tents and displayed on F&B tables
- Opportunity to promote using pop ups or other forms of signage & materials at reception
$7,000 – Opening Cocktail Reception Sponsor (one available)
- Complimentary table in exhibit hall
- Six complimentary tickets to the conference
- Access to conference attendee directory
- Half Page Ad in conference program
- Logo to appear on opening slide & mentioned in remarks
- Logo printed table tents and displayed on F&B tables
- Opportunity to promote using pop ups or other forms of signage & materials at reception

$5,000 – Student Sponsor (one available)
- Complimentary table in exhibit hall
- Four complimentary tickets to conference
- Access to both MBA & Undergraduate Analytics Club’s Resume Book
- Access to conference attendee directory
- Quarter Page Ad in Conference Program
- Logo displayed on student nametags (approximately 30)

$5,000 – Breakfast Sponsor (one available)
- Complimentary Table in Exhibition Hall with optimal location for guest visibility near registration
- Four complimentary tickets to the conference
- Access to conference attendee directory
- Quarter Page Ad in conference program
- Logo to appear in opening slide & mentioned in remarks as well as in program schedule
- Logo printed table tents and displayed on F&B tables
- 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. The company will also be a table sponsor. Benefits include:
- Company logo featured on WCAI conference website
- Included in all conference promotional materials
- Option to purchase an exhibition table for an additional $100 as space is available

$2,500 – Break Sponsor (2 available, may purchase both)
- Complimentary Table in Exhibition Hall
- Two complimentary tickets to the conference
- Access to conference attendee directory
- Quarter Page Ad in conference program
- Logo to appear on slide before the break & mentioned in remarks as well as in program schedule
- Logo printed table tents and displayed on F&B tables
- 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, tour packages for attendees, purchasing a table for the exhibition hall, 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/

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 day-long conference will be filled with practical applications to demonstrate the real-world impact of analytics on an organization’s strategic decision-making.

WCAI has curated each session for this year’s event by tapping a diverse group of industry experts from companies such as American Apparel, Chase, Comcast Spectacor, Microsoft, Starbucks, and more.