

A night-time photograph of the Austin skyline, featuring several illuminated skyscrapers and a bridge over a river. The image is overlaid with a semi-transparent purple banner at the top and a semi-transparent blue banner at the bottom.

CONFERENCE SPONSORSHIP
PROSPECTUS

— 2018 —

Harness the Power of Data Science

ANACONDA[®]CON

APRIL 8-11, 2018 • AUSTIN, TX

ANACONDA CON

Attend *AnacondaCON 2018* to learn how to amplify the impact of your data science team and extract valuable insights from the world's data. On April 8-11, join our growing community of data scientists, IT professionals, analysts, developers, and business leaders in Austin, the Live Music Capital of the World, to:

Discover

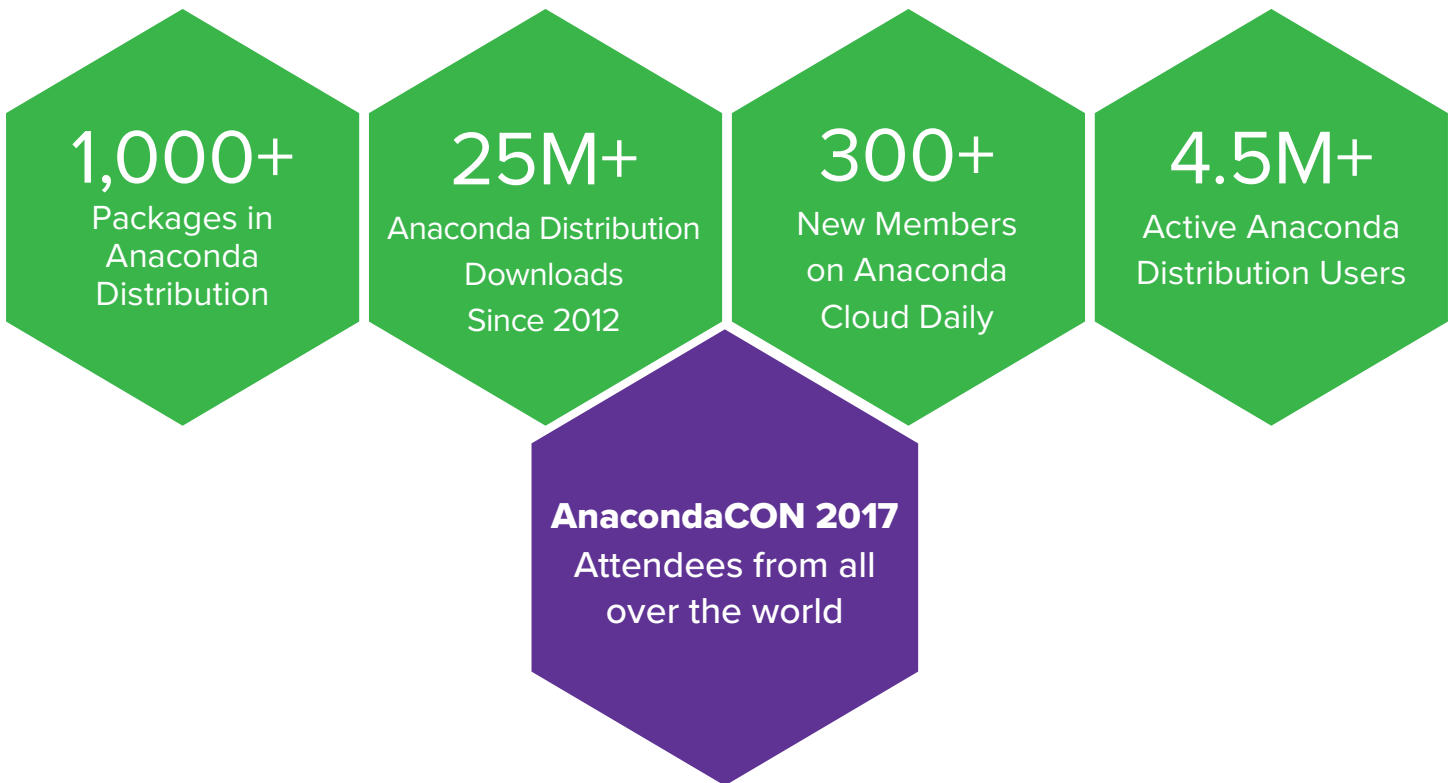
the latest trends and insights in data science, machine learning, and AI

Connect

with the data science community's most innovative and passionate thought leaders

Learn

how Python is forming the foundation of modern data science, shaping technology, and driving industries forward



Data Science is Growing
Python is Leading the Way
Anaconda is Empowering the Enterprise



“AnacondaCON reinforced the idea that Python is dominant.”

- Austin Startups



“...the center of gravity of the Python data science world is an open source project called Anaconda.”

- ITJungle

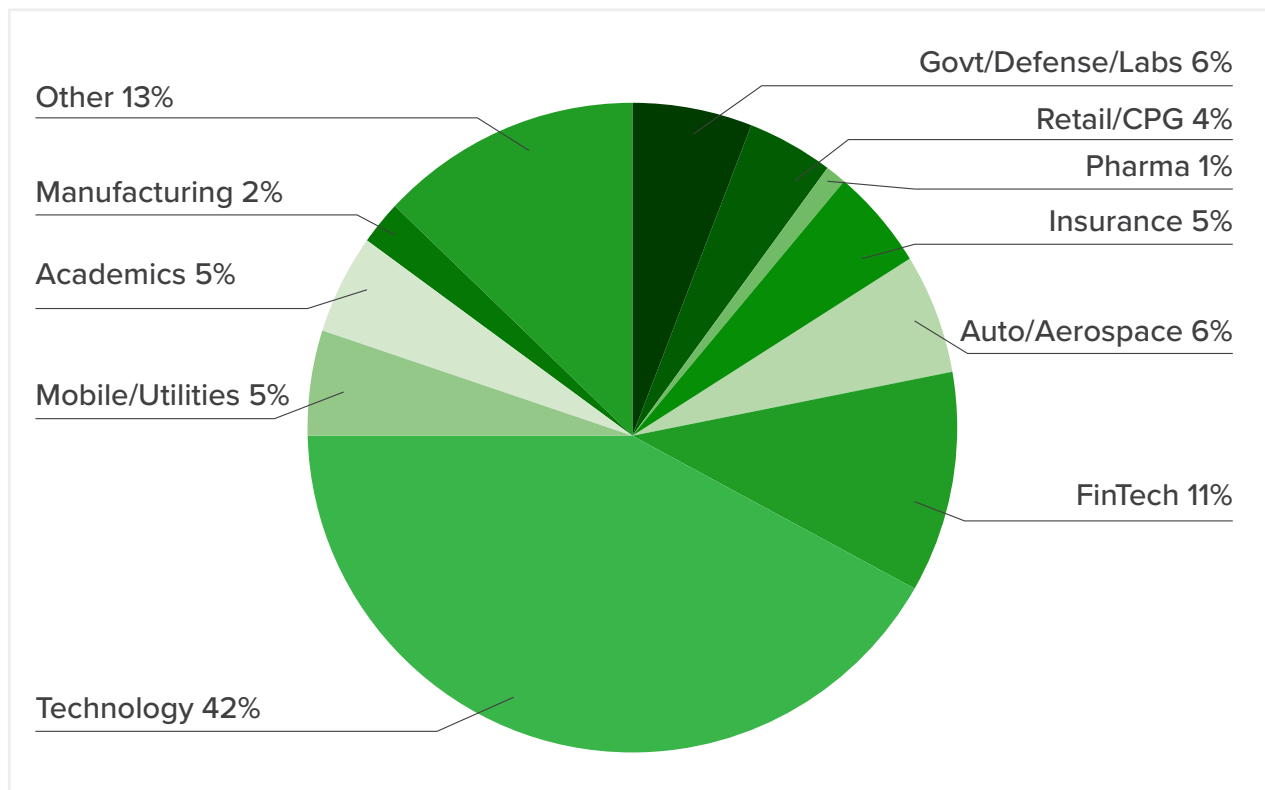


“Great fun and learning at #AnacondaCON 2017. Looking forward to 2018!”

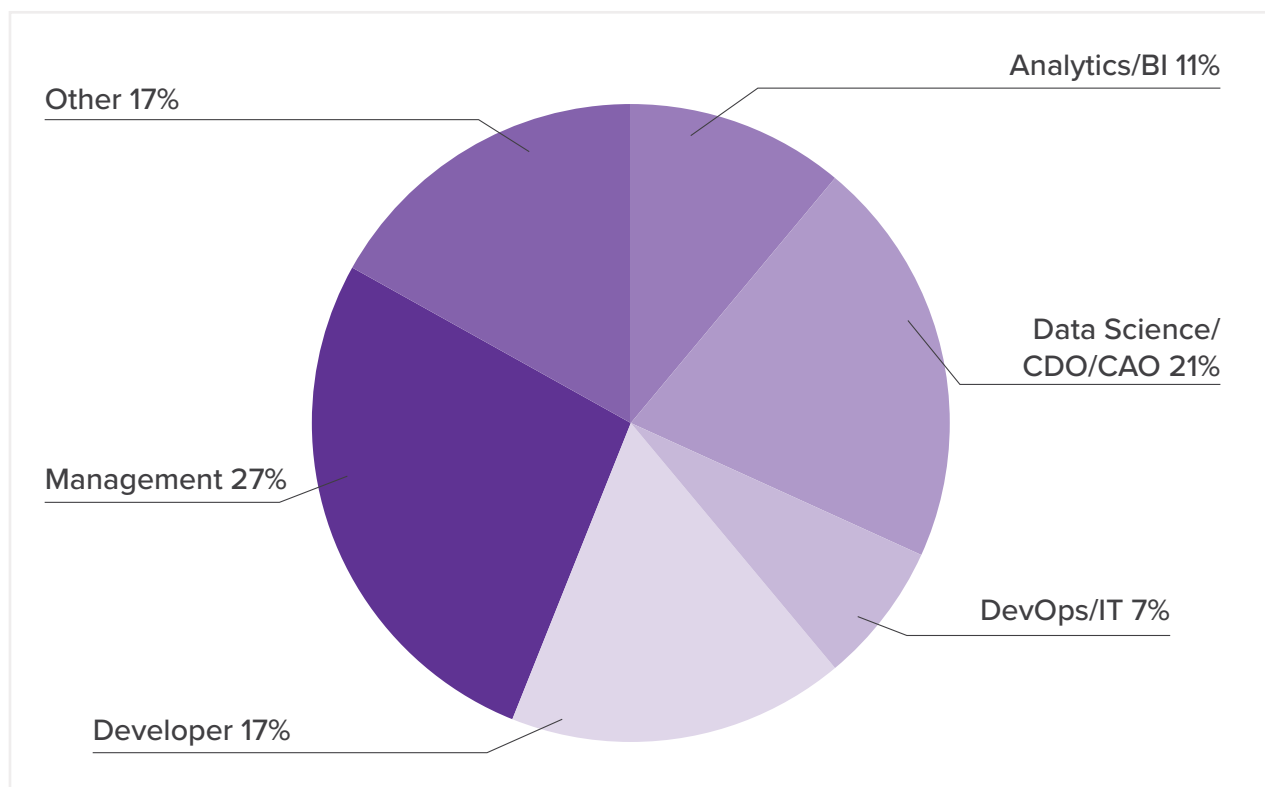
@MattHJensen

2017 Audience Demographics

Audience by Industry



Audience by Function



**“There’s a freedom you begin to feel
the closer you get to Austin, Texas.”**

– Willie Nelson

JW Marriott

Located in the heart of downtown Austin, the JW Marriott is a beautiful venue with spectacular views, inside and out. Within walking distance of the historic 6th St district and only steps away from some of the best music venues in Austin, the JW Marriott provides the perfect home for *AnacondaCON*.



Fair Market

A one-of-a-kind East Austin venue, Fair Market provides all the flair needed to Keep Austin Weird with an industrial, spacious setting, ideal for our *AnacondaCON Carne* offsite party. Experience true East Austin at this unique, iconic community space.

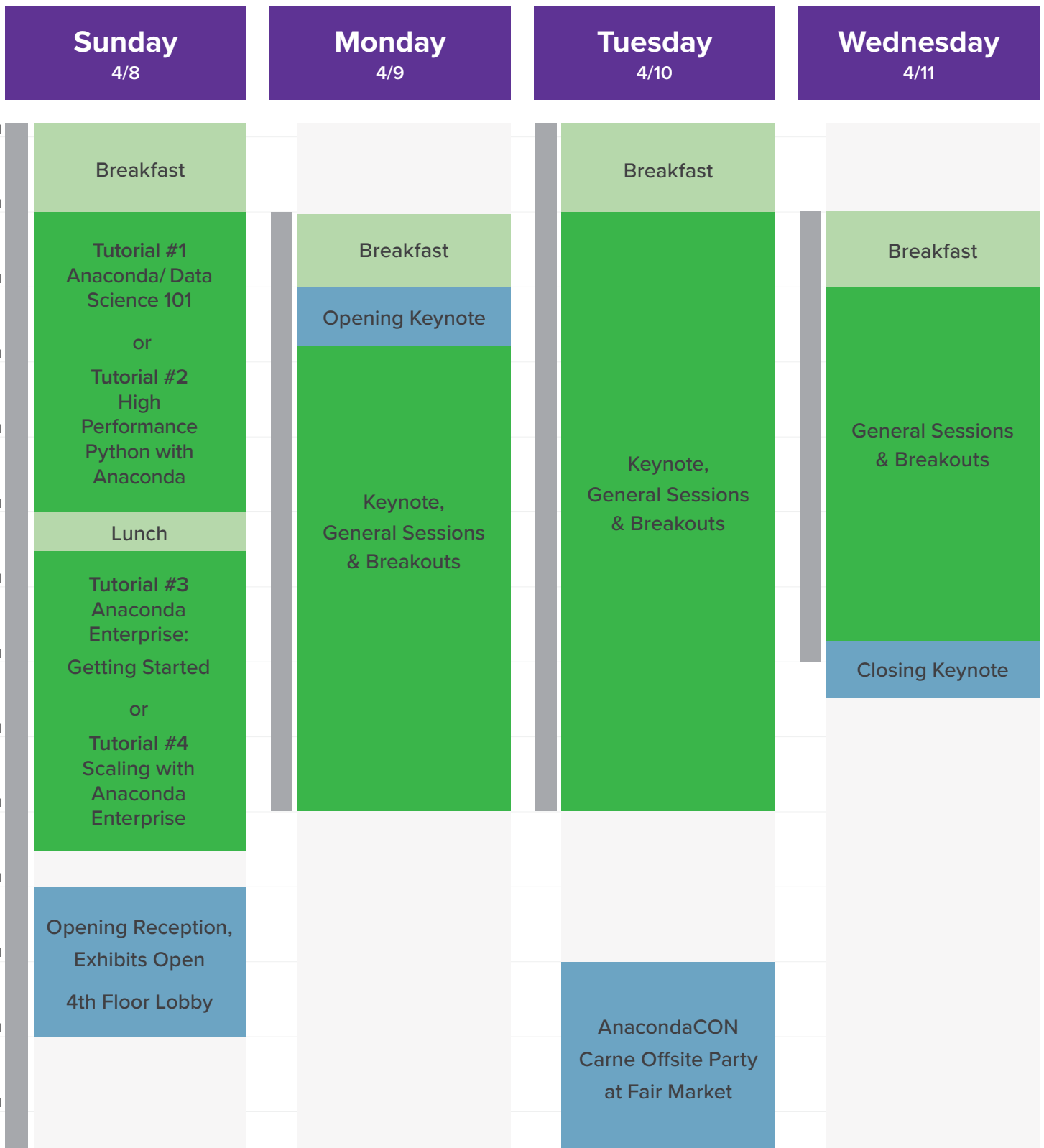


Austin, Texas

Team Anaconda calls Austin home. In a city bustling with music, art, food, and talent, you’re always just one step away from an adventure that could change your life. Experience the Live Music Capital of the World with us at *AnacondaCON*.



Conference Agenda



Registration Hours

Commander Sponsorship Package



Exhibition & Passes

Premium-sized exhibit space in our main Sponsor area for the duration of the show

Exhibit space includes 6-ft table with draping, two chairs, standard electrical, wi-fi

Four free full conference passes, plus a discount for additional passes for your team or customers

Thought Leadership

Opening Keynote recognition with your logo and company introduction

Speaking session in choice of track

Opportunity for a guest blog post on the Anaconda Developer Blog

Premier Networking

Premier inclusion of logo with top billing on signage throughout conference

Logo, link and 200-word description on conference website

One keynote seat-drop collateral piece, materials provided by sponsor

One-page collateral insert plus one branded item placed in conference bags, provided by sponsor

Advertising & Promotion

Logo with company website link included in all email communications to invited attendees and registrants

One dedicated email to invited attendees and registrants that features your company

Inclusion in Anaconda promotions leading up to and during the conference

One banner ad to run on conference website before and during the event

For content materials included in your sponsorship, Anaconda will review and approve prior to distribution.

\$20,000
2 Total

Crew Sponsorship Package



Exhibition & Passes

Exhibit space in our main Sponsor area for the duration of the show

Exhibit space includes 6-ft table with draping, two chairs, standard electrical, wi-fi

Two free full conference passes, plus a discount for additional passes for your team or customers

Thought Leadership

Opening Keynote recognition with your logo

Opportunity for a guest blog post on the Anaconda Data Science Blog

Premier Networking

Inclusion of logo on signage throughout conference

Logo, link and 100-word description on conference website

One-page collateral insert placed in conference bags, provided by sponsor

Advertising & Promotion

Logo with company website link included in all email communications to invited attendees and registrants

Inclusion in Anaconda promotions leading up to and during the conference

For content materials included in your sponsorship, Anaconda will review and approve prior to distribution.

\$15,000
2 Total

Open Source Sponsorship Package

Teams Behind Established Open Source Projects



Exhibition & Passes

One free full conference pass, plus a discount for additional passes for your team or customers

Thought Leadership

Opportunity for a guest blog post on the Anaconda Developer Blog

Premier Networking

Inclusion of logo on signage throughout conference

Logo, link and 100-word description on conference website

Advertising & Promotion

Logo with company website link included in all email communications to invited attendees and registrants

Inclusion in Anaconda promotions leading up to and during the conference

For content materials included in your sponsorship, Anaconda will review and approve prior to distribution.

\$2,000
4 Total

À la Carte Sponsorships

Priority Given to Package Sponsors



Opening Reception Branding

Kick off *AnacondaCON* with your brand front and center. Sponsorship includes branding at the opening reception, table signage, banners, and recognition on the conference website.

(One Available)

\$8,000

Wi-Fi Host

Remind attendees of your brand every time they need to connect. Sponsorship includes custom Wi-Fi name and password, plus signage and recognition on the conference website

(One Available)

\$5,000



Charging Bar

Gain visibility while attendees charge their tablets, laptops, mobile devices, and more at our charging bar, right in the center of *AnacondaCON* activities. Sponsorship includes branding on the charging bar, signage around the conference, and recognition on the conference website.

Optional: Give attendees something to bring home! Distribute branded charge banks to attendees, provided by sponsor.

(One Available)

\$8,000



**YES, WE'D LIKE
TO SPONSOR!**
Count us in.

Email us at
sponsorship@anaconda.com



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-  [Anaconda](https://www.youtube.com/Anaconda)

