BRISBANE, JULY 10-13TH

useR!2018

SPONSORSHIP PROSPECTUS

useR!

Why R?

The R language is an extremely popular and widely used platform for all areas of data analysis, statistics and data visualisation. In fact, this open source software is one of the most-quickly growing programming languages in the world. It's used by companies like Microsoft, Google and many others.

Boasting a strong and diverse user community locally and internationally, R is used in finance, business, all areas of science and the humanities. Over 20 years old, the language has stood the test of time in a rapidly changing environment: but it's also a dynamic, exciting entity that is contributed to by thousands of developers and users across the world.

If you've never heard of R, then its capabilities are worth a quick look. R has three main aspects that sets it apart from other programming languages:

R is one of the most powerful analytics tools available. It has extensive capabilities including statistics, forecasting, natural language processing, GIS, machine learning and AI.

Anything that R can't do today, someone will write a package for it tomorrow. If your team needs to develop their own bespoke software, R has an ecosystem that supports rapid build, development and deployment. R users are highly sought after as members of diverse analytics teams.

R is one of the most flexible suites of communications tools available. Using R, analytics teams can write out directly to almost any type of document, build dashboards and, perhaps most importantly, R's data visualisation capacities are best in field.

R is a powerhouse for productivity. Analytics teams spend a lot of time chasing their own tail. R has a suite of tools that make this intuitive, baked in and simple. Instead of managing hundreds of often-conflicting documents in a project, R users can work seamlessly across multiple platforms. R can also integrate with Java, C++, Python, Clojure, Javascript and many other important tools.

R is written for R users, by R users. It's a dynamic, developing language that provides a rich ecosystem for experimentation, diversification and collaboration.

As an open source tool, the R language is accessible and freely available, making it ideal for organisations of all sizes and industries.

Without being tied into costly licensing arrangements, R provides flexibility for organisations looking to leverage the value their data provides.

useR!

useR! is the main annual meeting of the R community, and has been growing in attendance along with the language. UseR!2018 will be held in Brisbane, Australia July 10-13, 2018 at the Brisbane Convention & Exhibition Center. It is a non-profit conference, organised and run by volunteers.

useR!2018 is the first time this conference has been held outside the US/Europe, and it will be an opportunity for a new cohort of the R community to come along, improve their skills and make connections across Australasia and beyond.

Sponsorship of useR!2018 is an opportunity to visibly support the R community, to reach a large group of highly skilled data science professionals, support your organisation's analytics or data science pipeline and to help make the conference a success. Attendees include R developers and users who are data scientists, business intelligence specialists, analysts and statisticians from academia and industry, as well as students.

All levels of R programmers and users attend UseR!, from those early in their career to senior executives.

Sponsorship opportunities.

The five main levels of sponsorship are:

Platinum ($25 000)
This is the opportunity to be one of the headline sponsors for the conference. Your organisation will have the opportunity to have:

- Your corporate logo on both conference materials and website.
- The opportunity to host booths and banners on site for the duration of the conference.
- A twenty minute presentation during the sponsor session.
- The company's generosity highlighted in both the opening and closing statements.
- Sponsorship includes complimentary attendance for five of the sponsor's nominees.

This level of sponsorship is most suited to companies and organisations looking to align their brand closely with the the international data science community and the cutting-edge technologies that R programmers develop and use.

Gold ($15 000)
This level of sponsorship allows for:

- Corporate logo on conference materials and websites, smaller and less prominently than platinum sponsors.
- The generosity of your organisation will also be acknowledged at the opening and closing of the conference
- Your organisation will have the opportunity to host a booth and/or banner on site for the duration of the conference.
- A ten minute presentation during the sponsor session.
- Sponsorship at this level includes four complimentary passes for the organisation's nominees.
- This level of sponsorship is ideal for companies to brand themselves as part of the data science industry and ensure that data scientists across the Australasian region know who you are and what you do - both as a company and as an employer.

Silver ($10000)
This level of sponsorship allows for:

- Corporate logo on conference materials and websites, smaller and less prominently than gold sponsors.
- The generosity of your organisation will also be acknowledged at the opening and closing of the conference
- Your organisation will have the opportunity to host a booth and/or banner on site for the duration of the conference
- A five minute presentation during the sponsor session.
- Sponsorship at this level includes three complimentary passes for the organisation's nominees.
- This level of sponsorship is ideal for companies with smaller data science involvements to engage with the data science industry. Silver sponsorship ensures that data scientists across the Australasian region know who you are and what you do - both as a company and as an employer.

sponsorship!

Bronze ($5000)

This level of sponsorship allows for:

- Corporate logo on conference materials and websites, smaller and less prominently than silver sponsors.
- Your organisation will have the opportunity to host a booth and/or banner on site for the duration of the conference.
- Sponsorship at this level includes two complimentary passes for the organisation's nominees.
- This level of sponsorship is ideal for smaller companies with a desire to show their support for the data science community.

Pro Networkers

This level of sponsorship allows for:

- The UseR!2018 conference is one of the premier data science networking events in 2018, both in Australia and internationally.
- Are you a consultant, recruiter or data science manager looking to find the best people, contacts or leads? This level of sponsorship may be for you!

- Including a complimentary entry to the conference, you will be able to include printed material in the conference bags and to host a banner on site for the duration of the conference (size to be negotiated with committee).
- Make sure data science practitioners know you're more than an anonymous LinkedIn connection!

There are also four specific types of sponsorship:

Conference dinner sponsors.

Be an exclusive sponsor ($10 000) for a conference dinner or a shared sponsor ($5000). Exclusive sponsors will have naming rights for the dinner and both exclusive and shared sponsors will be able to address the attendees (5 minutes).

- This is a great way to make sure your organisation is known (and well remembered!) to R users and data science enthusiasts across the country.
- Your logo will appear on the website and conference material.
- Exclusive sponsors will be able to host a booth and/or banner on site for the duration of the conference.
- Exclusive sponsors will have three complimentary attendees, while shared sponsors will have two.

Conference bag sponsors
Make sure your logo is on the bag everyone is carrying home from useR!2018 ($5000).

- Your logo will appear on the website and conference material as well.
- Your company or organisation will have two complimentary attendees.
- If there's something specific you'd like our attendees to take home so they remember you, we'll work with you on that too.

Diversity and travel scholarships.
Making sure R is accessible to users of many different kinds of backgrounds is important to the R community. Your organisation could be a part of that and signal that diversity and inclusion is important in your company too.

- Your support for diversity and inclusion will be noted on our conference material and website.
- Pricing starts from $1000, but if you'd like to offer more, we'll work with you to create an outcome that benefits everyone.

Childcare sponsorship.
We really mean it when we say that R in general and useR!2018 in particular should be accessible to everyone. And that means that sometimes our communities' mini-programmers come too!
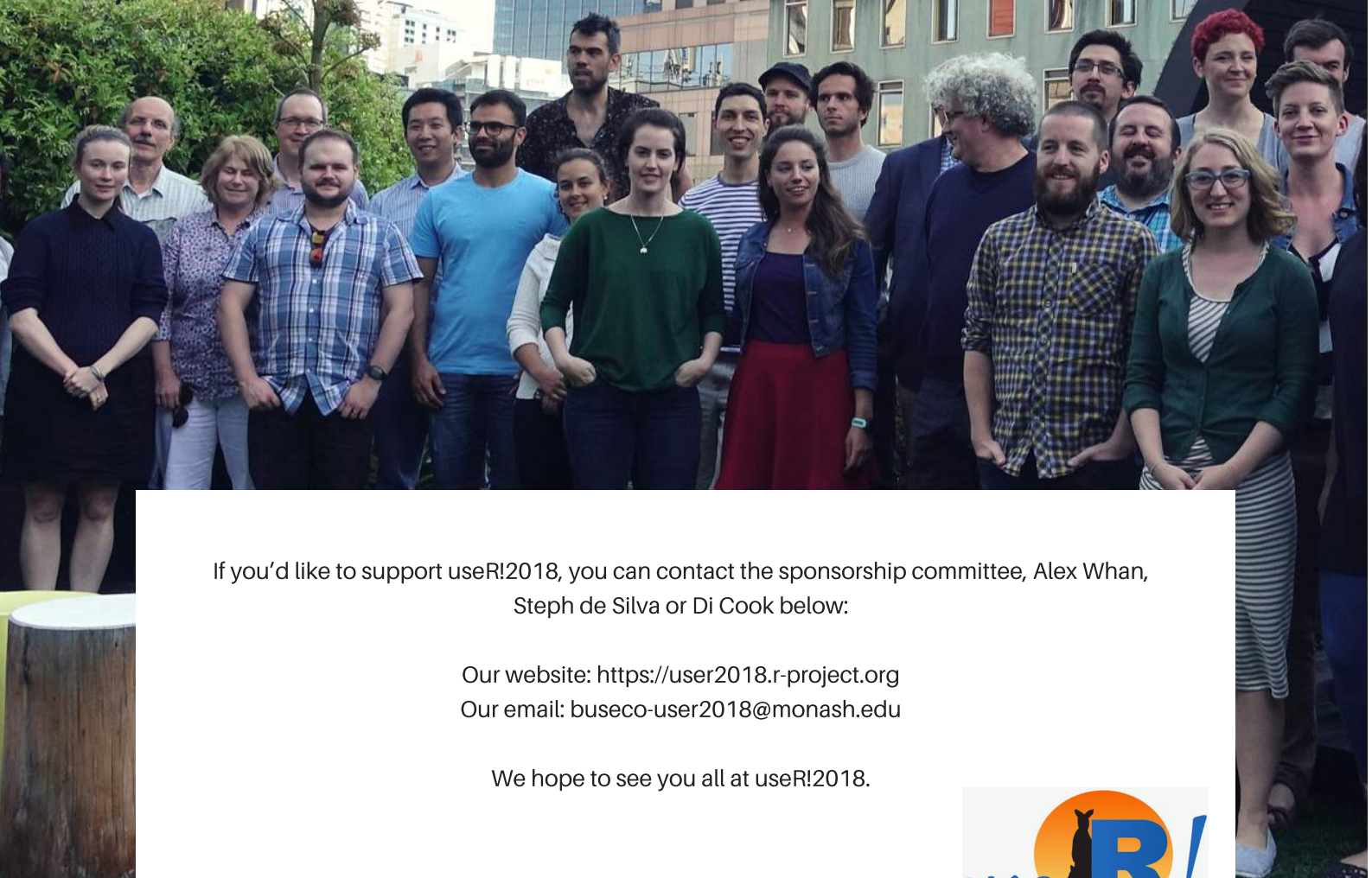
Your support for diversity and inclusion will be noted on our conference material and website. Pricing starts from $1000, but if you'd like to offer more, we'll work with you to create an outcome that benefits everyone.

Sponsorship Level/Benefits	Platinum	Gold	Silver	Bronze	Pro networkers	Conference Dinner Sponsor — Exclusive naming rights	Conference Dinner Sponsor — Shared event	Conference Bag Sponsor	Diversity, travel and childcare sponsors
Price	$25,000	$15,000	$10,000	$5,000	$1,000	$10,000	$5,000	$5,000	$1,000
Logo on website and conference materials	●	●	●	●		●		●	●
Booth and/or banner on site	●	●	●	●	Banner only	●			
Number of complimentary attendees	5	4	3	2	1	3	2	2	1
Corporate logo exlusively on conference bags								●	
Option to add printed material to conference bags*	●	●	●	●	●	●		●	
Option to add swag to conference bags*	●	●	●	●				●	
Representative of organisation available for questions during oral sponsor session	●	●	●	●	●	●		●	●
Approximate presentation times at oral sponsor session	20 minutes	10 minutes	5 minutes	Available for questions from attendees.					
Mention by name in opening and closing remarks	●	●	●						

* This depends on the existence of a bag sponsor. If there is no bag sponsor, there will be no conference bags.

Can you help?

If you'd like to support useR!2018, you can contact the sponsorship committee, Alex Whan, Steph de Silva or Di Cook below:

Our website: https://user2018.r-project.org
Our email: buseco-user2018@monash.edu

We hope to see you all at useR!2018.