



DATACONNECT

CONFERENCE

Sponsorship Prospectus

10th Annual Conference

*An analytics conference.
Featuring women.
For everyone.*

Hosted by



Women in Analytics +



**WOMENTM
IN DATA**

October 29 & 30, 2026
Columbus, Ohio



Women in Analytics

The *mission* of the Women in Analytics is to provide visibility to the women making an impact in the analytics space and provide a platform for them to lead the conversations around the advancements of analytical research, development, and application.

Women in Data

Women in Data was created in 2015, when our founder noticed the lack of women representation as she began her journey into data. Concerned about the prospect of gender equality in a data-driven future, the first chapter of *Women in Data* was launched.

We have since shaped *Women in Data* to the global community we are today. A place for data enthusiasts of all backgrounds to connect, grow, and lead together.





Conference Sponsorship Policies

WIA and WiD will not provide attendee lists or sell attendee information to any sponsor unless explicitly granted permission by attendees. WIA believes in data privacy and will leave it to our attendees to provide their personal information to sponsors if they find value in doing so (e.g. for recruiting purposes or interest in a product).

WIA and WiD provides sponsors with the option to use a lead retrieval app that simplifies the data collection process and offers our attendees the option to provide their contact information. Sponsors may also reach out to or connect with attendees through the conference app.

Please note sponsorship slots are limited. Contact us at info@womeninanalytics.com with questions or interest.

“

Well done. [DataConnect Conference] demonstrated the diversity and range of analytics, and how women are bringing valuable perspectives that add value to our stakeholders.

-Conference Attendee

”



2025 Conference Sponsors

Diamond: Bread Financial

Lanyard: Bread Financial

Silver: JobsOhio, Cardinal Health

Data Viz: Apexon

Bronze: AlignAI, Burtch Works, Netjets, Chase, IBM

Lounge: Sphinx AI

Industry Session: Further, IBM

After Party: Interworks

Demo Session: Netflix, Sphinx AI

Snack Break: CNA

VIP Luncheon: Rackspace, Slalom

Coffee: Dataiku

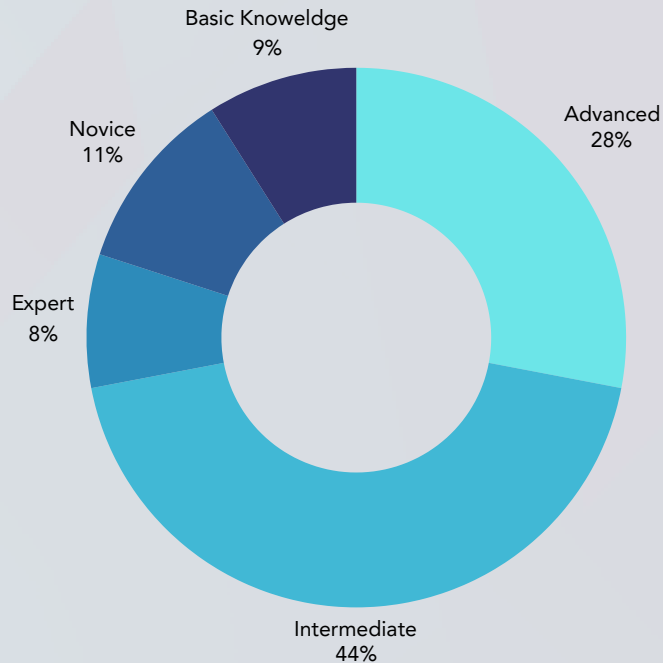
2026 Projected Metrics

- 700 In Person Attendees
- 500 Virtual Attendees
- Global Presence
- 60+ Speakers/Instructors
- 3 Keynotes

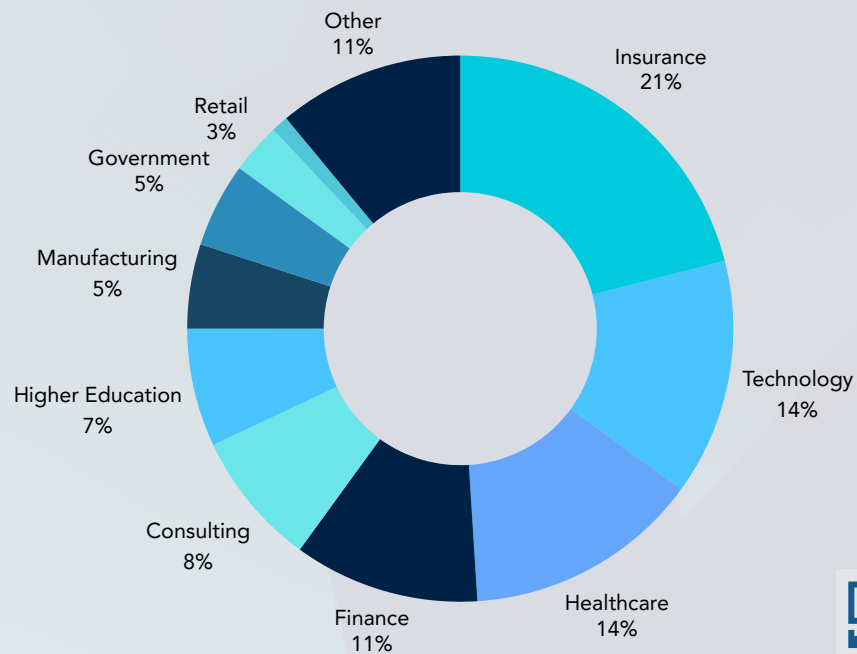
- 180 VIP Luncheon Attendees
- 6 Tracks
- 2 Days
- 4 Workshops
- 8 Tutorials

Previous Event Attendee Demographics

Technical Expertise



Industry



Scan for additional
Demographic
Information!





Connect with your target audience!

DataConnect Conference offers a unique opportunity for sponsors to connect directly with their ideal demographic. Through a simple form, sponsors can input key details about their target audience, enabling our sales team to tailor outreach efforts specifically to those demographics. This ensures that the right attendees—aligned with your brand's focus—are represented at the event, maximizing your exposure and engagement with potential customers.

Once you have selected your desired sponsorship level, your designated Account Manager will work with you side-by-side to help curate a tailored lead list, including but not limited to target companies/organizations, company headcount, job titles/seniority levels, and industry.

This optional sponsorship benefit is available to all DataConnect Conference sponsors, regardless of sponsorship level. This addition cannot be purchased separately and is reserved exclusively for organizations that are committed to a sponsorship listed below.

WIA and WiD will not provide or sell registrant lists or lead lists to any sponsor or 3rd party. WIA and WiD believe in data privacy and will leave it to our registrants to provide their personal information if they find value in doing so (e.g. for recruiting purposes or interest in a product).

Sponsorship Packages

All sponsorship levels include a sponsor-branded banner, logo placement on the DataConnect website, and inclusion in the conference app.

All expo booths include: (1) 6' table, (2) chairs, linen, wifi access and standard power. Monitors are not included, but can be provided for an additional fee.

	Included Benefits	Price
Base Access Sponsor	2 full-conference passes Logo on website, app, and signage Recognition in sponsor list	\$2,500
Base Booth Sponsor (Limit: 6)	8 × 8 booth space 6 full-conference passes Lead retrieval Prime listing in exhibitor directory	\$10,000
Base Premium Booth Sponsor (Limit: 2)	10 × 20 booth space 8 full-conference passes Priority placement Enhanced directory listing Access (2 attendees) to speaker dinner	\$15,000

Engagement & Networking Add-Ons

All sponsorship add-ons must include the Base Sponsorship package.

	Included Benefits	Price
VIP Lunch Sponsor (Limit: 2)	Access to attendee titles & companies to select VIP attendees Representatives from your organization to lead (10) round table discussions during the luncheon Luncheon catered by DataConnect Branding in VIP Luncheon room	\$10,000
After Party Sponsor (Limit: 1)	Branded napkins at the after party Opportunity to address the crowd to "kick off" the party	\$3,500
App Sponsor (Limit: 1)	App banner sponsorship Custom activities in gamification	\$2,000

Branding & Visibility Add-Ons

All sponsorship add-ons must include a Base Sponsorship package.

	Included Benefits	Price
Lanyard Sponsor (Limit: 1)	Company logo placement on lanyard	\$5,000
WiFi Network Sponsor (Limit: 1)	Naming rights of the event WIFI password (with DataConnect approval)	\$5,000
Lounge Sponsor (Limit: 1)	(1) 6' table and (2) chairs set up in the lounge space Branded signage within the lounge space and the app Onsite mention: verbal thank you from the main stage	\$5,000
Breakfast Sponsor (Limit: 1)	Branded signage at each station Onsite mention: verbal thank you from the main stage	\$5,000
Coffee Sponsor (Limit: 1)	Branded signage at each station Onsite mention: verbal thank you from the main stage	\$2,500
Snack Sponsor (Limit: 1)	Branding around all conference "snack breaks" on agenda and in push notifications	\$2,500
Charging Station Sponsor (Limit: 1)	Branded charging stations throughout the event	\$2,500

Digital & Marketing Add-Ons

All sponsorship add-ons must include a Base Sponsorship package.

	Included Benefits	Price
Push Notification in App	Single sponsor message	\$1,000
Social Media Package	Includes a pre-conference livestream interview & 2 posts (100K reach across platforms)	\$3,000

Speaking & Thought Leadership Add-Ons

All sponsorship add-ons must include a Base Sponsorship package.

	Included Benefits	Price
Industry Session Sponsor (Limit: 2)	Sponsored, uncontended, 25 minute session covering data-related topics in industry of choice (requires approval) Speaker selection (must identify as a women and requires approval) Speaker will receive conference benefits - invite to speaker dinner & access to the speaker lounge (1) Sponsored push notification in the conference app	\$7,500
Premium Tutorial Sponsor (Limit: 2)	2 Sponsored, hands-on product trainings/tutorials for 150 people each (requires approval) Speaker selection (must identify as a women and requires approval) Speaker will receive conference benefits -- invite to speaker dinner & access to the speaker lounge	\$5,000
Tutorial Sponsor (Limit: 4)	Sponsored, hands-on product training/tutorial for 75 people (requires approval) Speaker selection (must identify as a women and requires approval) Speaker will receive conference benefits -- invite to speaker dinner & access to the speaker lounge	\$2,500
Demo Sponsor (Limit: 4)	Sponsored, uncontended (too entire audience), 10 minute session covering a product demo (requires approval) Speaker selection (must identify as a women and requires approval) Speaker will receive conference benefits -- invite to speaker dinner & access to the speaker lounge	\$2,500

Past Organizations in Attendance

AAA Ohio Auto Group	Coginiti	J.P Morgan Chase
AAP	Colliers	Justice
Abbott	Collins Aerospace	Key Bank
Abercrombie	Columbus Business First	Kimball Midwest
Accenture	Columbus City Schools	Kroger
Admiral Insurance	Columbus Metropolitan Library	L Brands
Advocate Radiology	Columbus Zoo & Aquarium	LexisNexis
AEP	Comcast	Little Caesars Enterprises
Agiliway	Covail	LinkedIn
AI Career Boost	CoverMyMeds/McKesson Corp.	Macy's
Air Force Institute of Technology	Cox Automotive	Magellan Health
Albert Einstein College of Medicine	GroupCrumbl Enterprises LLC	Mayo Clinic
Allied Mineral Products	CVS Health	McGraw-Hill Education
AltaML	Daring Systems	Medical Mutual
Amazon Web Services (AWS)	Data Scientific LLC	Microsoft
American Dairy Queen	Data Umbrella	Mid-Ohio Foodbank
Ameritox Labs, LLC	DATAcated	Nationwide Mutual Insurance
Amnet	Dell Technologies	Neo4j, Inc.
Amsted Rail Company Inc	Deloitte Consulting	NerdWallet
Andelyn Biosciences	Denver Economic Development & Opportunity	Netjets
Apogee Agency	DFW International Airport	NiSource
Apexon	DHL Supply Chain	Noteable
ART Dashboards	Diamond Hill Capital Management	Old National Bank
Ascena Retail Group	Dick's Sporting Goods	P&G
ASPCA	Do It Best Corporation	Path Robotics
Assurex Global	Domino's	Pearson Education
Astronomer	Drive Capital	Pluralsight
Audi of America	DSW	Princeton University
Augment Therapy	EagleView Technologies	Progressive Insurance
Autodesk	Ernst & Young	Rackspace Technology
Avanade	Fahlgren Mortine	Rev1 Ventures
Aviso Retention	FAO	RStudio
AVAAP	Farmers Insurance	RX Savings
Azuga Telematics	Fisher Management Partners	Safe Auto
Bath & Body Works	Ford Motor Company	Safelite
Battelle	Foursquare Labs, Inc.	Salesforce
Bigelow Tea	Franklin County Treasurer's Office	Sallie Mae Bank
Bloomberg LP	GAP Inc	Slalom
Blue Cross Blue Shield of Western New York	GE	Snowflake
BM Capital Associates	GEICO	Splunk
BMW Financial Services	Georgetown University	Starbucks Coffee Company
Bold Penguin	Georgia Institute of Technology	Stanley Black & Decker
Booz Allen Hamilton	Goodyear	Tableau
Bread Financial	Google	TED Conferences
Bristol Myers Squibb	Grange Insurance	The Wonderful Company
British Consulate General	Great American Insurance Group	Tobacco Settlement Endowment Trust
Burtch Works	Harvard Business Review	Translational Data Analytics Institute
California State University	Harvard University	U.S Army Aviation and Missile Command
CampusParc	HCL Technologies	Uber
Cardinal Health	Highlights for Children	United Nations
Carnegie Mellon University	HomeAway	United States Olympic & Paralympic Committee
Carter's	Honda of America	United Way
Center for Naval Analyses	Huntington Bank	Upstart
CenterPoint Energy	IGS Energy	Valvoline
Chicago Transit Authority	Improving	Verizon
Chipotle Mexican Grill	InfoTrust	VMWare
Circulo	Intel Corporation	Warner Brothers Discovery
Cisco	International Institute for Analytics	Wells Fargo
Citadel FCU	Intuit	WiMLDS
CitiGroup	INQ Law	Women in Big Data
City of Cleveland	James Cancer Hospital - OSUMC	Women in Data
Claypot AI	JobsOhio	ZenBusiness
Clever	John Deere Financial	ZenniOptical
Code.org	Johns Hopkins	...and more!