

DATA INNOVATION SHOWCASE

Insight, innovation and impact: exploring the possibilities of data

Sponsorship Pack

25 & 26 September 2024
The Catalyst | Newcastle Helix

Background

The National Innovation Centre for Data (NICD) are hosting our annual two-day Conference, the Data Innovation Showcase.

Currently in its second year, the Data Innovation Showcase is an exciting opportunity for business leaders and data professionals alike. We invite attendees to discover the latest trends, techniques, and innovations in data science, as well as how to unlock the potential of their data to drive growth and innovation.

We have an exciting two-day agenda, which will feature sessions across two tracks:

- 1. The Art of Innovation (in a data driven world)**
- 2. Data Mastery**



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The Data Innovation Showcase aims to deliver:

- Valuable insights into the world of data science and its impact on business success
- Enhanced data science capabilities through access to strategies, tools, and expertise
- Learn from real-world case studies of successful data-driven transformations
- Networking opportunities with experts and like-minded professionals
- Explore available support and resources for data and digital journeys
- Empower strategic decision-making by leveraging data as a game-changer for organisations

Sponsorships

To make this event every bit as successful as last year, we need your support as potential sponsors. We have a package to suit all budgets and requirements, and are happy to speak to you should you need any further information or to discuss a particular package.

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1

BRONZE

- Exhibition stand for your business (depending upon availability)
- Business logo showcased on our website
- Business and logo promoted on our social media channels
- Access to virtual booth set-up via our official event app
- One two-day complimentary delegate pass (worth £200). Includes access to the evening social.

£750 + VAT

2

SILVER

- Exhibition stand for your business
- Business logo showcased on our website
- Business and logo promoted on our social media channels
- Access to virtual booth set-up via our official event app
- **Logo on 'Thank you' slide, for sponsorship towards the event**
- **Two two-day complimentary delegate passes (worth £400). Includes access to the evening social.**

£1,500 + VAT

3

GOLD

- Exhibition stand for your business
- Business logo showcased on our website
- Business and logo promoted on our social media channels
- Access to virtual booth set-up via our official event app
- Logo on 'Thank you' slide, for sponsorship towards the event
- **Data shared from virtual booth**
- **Floor power sockets for exhibition space TV screen (limited)**
- **Four two-day complimentary delegate passes (worth £800). Includes access to the evening social.**

£3,000 + VAT

4

PLATINUM

- **Exhibition stand for your business - prime location**
- Business logo showcased on our website
- Business and logo promoted on our social media channels
- Access to virtual booth set-up via our official event app
- Data shared from virtual booth
- Logo on 'Thank you' slide, for sponsorship towards the event
- Floor power sockets for exhibition space TV screen (limited)
- **Logo and business information on our visualisation screen**
- **Logo on 'Thank you' slide as sponsors of the evening social**
- **Push notification via event app for supporting the evening social**
- **Business flyers incorporated in our tote bags / showcase collateral**
- **Six two-day complimentary delegate passes (worth £1,200). Includes access to the evening social.**

£4,500 + VAT

5

DIAMOND

- **Exhibition stand for your business - prime location**
- Business logo showcased on our website
- Business and logo promoted on our social media channels
- Access to virtual booth set-up via our official event app
- Data shared from virtual booth
- Logo on 'Thank you' slide, for sponsorship towards the event
- Floor power sockets for exhibition space TV screen (limited)
- Logo and business information on our visualisation screen
- Logo on 'Thank you' slide as sponsors of the evening social
- Push notification via event app for supporting the evening social
- Business flyers incorporated in our tote bags / showcase collateral
- **Option to include merchandise in our tote bags**
- **Logo on 'Thank you' slide as sponsors of lunch for both days**
- **Push notification via event app for supporting lunch on both days**
- **Banner ads for your business in our official event app**
- **Allocation of a meeting room in The Catalyst across both days**
- **Eight two-day complimentary delegate passes (worth £1,600). Includes access to the evening social.**

£6,500 + VAT

SPONSORSHIP PACKAGES

Exhibition stands

The venue has a bright large and open foyer space for exhibitor stands on the ground floor and a limited exhibitor space on the first floor which will be offered to all sponsors as a space to advertise your business.

Every effort will be made to locate stalls near floor sockets for those companies who have taken out either Gold, Platinum or Diamond sponsorship packages.

Platinum and Diamond packages also offer a large visualisation screen** to enhance the demonstration.

** we can only accommodate one organisation at a time when using the large screen**

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Plea to all Sponsors

We ask that you:

- Share Data Innovation Showcase content on your own social media channels to effectively promote the event
- Provide us with your social media handles so that we can tag you in our content
- Provide us with your logo (.png or .svg) to include in our promotional material
- Provide us with a short bio for your organisation to promote your exhibition stand
- Ensure that you have staff on your exhibition stand during breaks, lunch and arrival.

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Next steps

If you'd like to become a Sponsor for the event please:

- Get in touch with us via email nicd@newcastle.ac.uk to confirm your package
- Send us a high-resolution copy of your organisation's logo (.png or .svg)
- Send us your organisation's LinkedIn and X social media handles
- Send us a short introductory paragraph about your organisation so we can promote you as a main sponsor and exhibitor across all relevant channels for your package
- Confirm who we need to contact about the transfer of sponsorship funds
- We will then send out your tickets and any further information.

Location

The Catalyst, 3 Science Square, Newcastle Helix, Newcastle upon Tyne, NE4 5TG

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