

# PASS BUSINESS ANALYTICS CONFERENCE

APRIL 20 - 22, 2015  
SANTA CLARA, CALIFORNIA



## BA Campus Exclusive Sponsorship

### Come lead the data analytics charge

Introduce your curriculum and begin a long-lasting relationship with business and data analytics professionals who integrate, analyze, visualize, and report on company data.

Join us at the BA Conference and other community events throughout the year and empower attendees with the education they need.

#### WHAT DOES THE BA CAMPUS SPONSORSHIP AWARD?

##### RESERVED BA CAMPUS TABLE

- A reserved table within the exclusive 'BA Campus', 20'x20' expo floor space

##### LOUNGE SEATING

- Host face-to-face meetings with interested attendees

##### OVERHEAD BANNER

- Prominently branding the campus to make it easy for attendees to locate on the show floor

##### CO-BRANDED KIOSK

- Show floor displaying your school's logo (Deadline: 3/20/15)

##### SOCIAL MEDIA PLUG

- Mention on all Social Media Outlets - Company information and logo will be mentioned on all BAC Facebook, Twitter, and LinkedIn Accounts (Deadline: 3/20/15)

##### PROGRAM GUIDE

- Program Guide logo and website listing (Deadline: 3/20/15)

##### BRANDING

- Prominent Logo and hyperlink to school website placement on BAC webpage (Deadline: 3/20/15)

#### WHY SPONSOR THE PASS BA CONFERENCE?

Targeted Audience, bringing together a focused group of business and data analysis professionals leading their organizations from data to insights to action.

More Action, delivering tangible, real-world education and skills around the Analyst's Journey. This direct impact on attendees' organizations enables an immediate pull for relevant vendor tools.

Community Connections, letting you expand on the relationships you build in the Exhibit Hall through PASS's 365-days-a-year, worldwide learning and networking opportunities for data professionals.

**Sponsor Level Contribution:**  
**\$2,000**

Learn how you can be part of this growing analytics community.

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