



Salzburg

2024

8-11 July | Salzburg, Austria

# 2024 SPONSORSHIP PROSPECTUS



## About the Event

8-11 July | Salzburg, Austria

The R language is a free, robust, popular open source tool and platform used in all areas of data analysis, statistics and visualization.

Standing out as one of the most quickly growing programming languages in the world, it is used in a large array of companies and academic organizations in finance, business, biology, bioinformatics, humanities and all areas of Science.

Standing the test of time in the past 20 years, the language has become a dynamic and exciting entity that is contributed to by thousands of developers and users across the world, in academia and industry alike.

## Who Attends?

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.

## Benefits of Sponsoring

Sponsorship of UseR! 2024 is an opportunity to visibly support the R Community to reach a large group of highly skilled data science professionals, to support your organization's analytics or data science pipeline and to help make the conference a success.



## Sponsorship Opportunities

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

Category	Deliverable	PLATINUM	GOLD	SILVER	BRONZE	VIOLET*	DIVERSITY
		4-AVAILABLE 3 AVAILABLE	6-AVAILABLE 5 AVAILABLE	UNLIMITED	UNLIMITED	UNLIMITED	
Speaking Opportunity	<b>Presentation during Sponsor Session:</b> Content to be approved by program committee.	10 minutes	5 minutes				
Onsite Experience	<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.	•	•				
	<b>Recognition on Event Signage:</b> Sponsor logo on conference signage.	Large	Medium	Small			
	<b>Recognition during Opening Keynote Session:</b> Sponsor recognition by name.	•	•	•			
	<b>Collateral Distribution:</b> Laid out in a prominent location near registration.	•	•	•			
	<b>Exhibit Booth:</b> Includes tabletop, 2 chairs, 5 amps of power, power strip, and conference wi-fi.	Tabletop	Tabletop	Tabletop	Tabletop		
	<b>Logo included on "Thank You to our Sponsors" slide during keynote sessions.</b>	•	•	•	•	•	•
Marketing / Brand Exposure	<b>Recognition on Event Website:</b> Prominent logo display on event homepage.	Large	Large	Medium	Medium	Small	Small (+ mention)
	<b>Social Media Recognition:</b> Pre-determined number of "Thank you" posts.	(1) pre and (1) during	(1) pre and (1) during	(1) pre-event	(1) pre-event	(1) pre-event	(1) pre-event
	<b>Webinar:</b> Project will host and promote with content & speaker of Sponsor's choosing. Sponsor will receive contact info for webinar registrants.	•					
Email Promotion	<b>Pre-Conference Email Blast:</b> 1 email to opt-in list to be sent by event organizers.	•					
	<b>Post-Event Email Recognition:</b> Sponsor logo in footer of post-event attendee email.	•	•	•	NAME ONLY	NAME ONLY	NAME ONLY
Post-Event	<b>Opportunity to add pre-approved custom question to the post-event attendee survey:</b> Follow up reporting will be provided with survey results.	•	•				
	<b>Post-Event Data Report:</b> Provides event demographics and additional details on event performance.	•	•	•	•	•	•
Miscellaneous	<b>Complimentary attendee passes to be shared by Sponsor.</b>	5	4	3	2	1	
	<b>20% Discount on Additional Conference Passes:</b> For use by your company only.	Unlimited					
<b>Sponsorship Cost</b>		<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$1,000</b>	<b>\$1,000</b>

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. \*Violet Sponsorships may be secured provided they: (1) Have been in business less than 3 years; (2) Have less than \$5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

## Add-On Opportunities

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### Offsite Attendee Party **\$5,000 • 1 Available - Organized and funded by sponsor.**

Opportunity to host the offsite event as part of the official event schedule. All attendees will be invited to the event.

- Recognition on keynote stage.
- Inclusion in pre-event email + social media.
- Event elements must abide by the Code of Conduct. Final day and time to be agreed upon with sponsor and useR! event organizers.



### Lunch - 1 per day **\$5,000 • 3 Available**

Signage on all lunch stations in common areas.



### Breaks - 1 per day **\$7,500 • 2 Available**

Signage on all break stations in common areas.



### Lanyards **\$5,000 • Unlimited**

Exclusive sponsor logo will appear across lanyard.



### Diversity Scholarship **\$5,000 • Unlimited**

Showcase your organization's support of useR!'s scholarship program by sponsoring the Diversity Scholarship.

Sponsors receive:

- Recognition during the opening keynote.
- Signage onsite at the conference.
- Recognition on pre-conference promotion.



### Reception in Sponsor Showcase **\$10,000 • Unlimited**

Sponsor can host this evening with exclusive branding on all food and drink stations and prominently placed signage.



### Live Stream **\$10,000 • Unlimited**

Includes logo on live stream and event website. Sponsor will be allowed to use recordings on their website or in promotional materials.



### Session Recording Sponsor **\$10,000 • Unlimited**

Includes logo on post-event recordings.



### Wireless Access **\$7,500 • Unlimited**

Conference Wi-Fi network name and password will be named after sponsor.



### Job Board **\$5,000 • Unlimited**

Logo on job board located near registration.

### Previous Sponsors

