

# DATA

## SATURDAYS

### DALLAS | SEP 24 2022

## Sponsorship Information Packet

We appreciate your consideration in sponsoring Data Saturday Dallas 2022!

We've put together some information that will tell you about our plans for the event. There are multiple sponsorship opportunities for your company to maximize your 2022 Data Saturday Dallas presence to hundreds of local IT professionals.

This year our event is Saturday, September 24, 2022 at the Microsoft Las Colinas campus in Irving, TX.

[Click here for Sponsor Registration: Sponsor Registration](#)



# Event Overview

Data Saturday is a one-day conference, linked to a network of similar conferences around the world. The event is attended by SQL Server engineers, developers, managers, and other IT professionals who attend topics of a wide range of technologies and soft skills. There will be high-quality technical sessions on not just **SQL Server**, but also **Azure, business intelligence, data science, PowerShell, analytics, IT leadership** and more.

We attract intelligent, volunteer speakers from around the United States, provide lunch and breakfast on site, and have a dedicated exhibitor area set up for our attendees to meet with our sponsors. We work diligently to make our event a great experience for everyone, especially our sponsors who enable us to cover the working costs of this event.

**Please consider Data Saturday Dallas as your one-stop shop for recruiting, corporate marketing, IT staff training and continuing education.**

To read more about Data Saturday conferences around the world, visit [datasaturday.com](http://datasaturday.com). The Data Saturday concept was developed by members of the data community who sought to create an open-source event platform, allowing user groups around the world the opportunity to create their own events.

## Who Attends Data Saturday Dallas?

We are expecting more than 250 regional IT Professionals to attend Data Saturday Dallas. Their interest is due to opportunities around professional networking, training, and giveaways.

### Attendee Skillset Summary

- Azure Data Professionals
- SQL Server Administrators
- Business Intelligence Developers
- Data Analysts
- ETL Developers
- Data Scientists
- Mobile Developers
- IT Managers and CIOs
- Project Managers
- Students
- Career Re-alignment / Job Seekers

## What Prior Attendees Have to Say...

With previous events held by the North Texas SQL Server User Group, we polled the attendees with this question and got these real answers:

### As an attendee, what do you feel is the Return on Investment for sponsors?



- “I always remember the sponsors, and typically their products as well. If I know someone who is looking for their services, regardless of whether or not I actually use(d) their product, **I will recommend them solely because of their presence at [Data Saturday]**. Yes, I feel they definitely get a return on their investment. “
- “I think that the people that come to this event usually are **more passionate about their job** because they are using up a whole Saturday to broaden their skills.”
- “The people attending these events are **driven workers in the IT field**. In that aspect, they are a great group for tech companies to market to. “
- “There were new sponsors for products and services that I did not know existed. I can now **keep these new products in mind** when managing clients.”
- “Sponsors are **cool**. Sponsors have tables (pun intended). Sponsors are places I want to work. And **I brought resumes and my A-game.**”
- “I think that the atmosphere encourages networking. I found about companies that were not in my immediate view. I **made connections with people** that I otherwise would not have found. “
- “It’s **good for the local tech community** and also for sponsors, because they have the opportunity to meet and learn more about each other.”
- “For what seems like a "small" event is actually rather large and has **quite a lot of foot traffic.**”
- “I never heard of those sponsors before [Data Saturday] so their name got out there and **they got some legitimacy.**”
- “I saw companies **I never knew were here.**”
- “I have been able to recommend vendors by going, ‘**Oh yeah! I saw something that would fit at [Data Saturday].**’”

# What Sponsorship Opportunities Are Available?

We offer three levels of sponsorship packages, which enable us to provide the one-day educational conference to attendees. This year we are charging attendees a nominal fee that will cover a portion of the cost of breakfast, lunch and snacks. Aside from this, everything else for the event is without charge to attendees – including an event goodie bag. At Data Saturday Dallas our goal is to give attendees a day full of quality training that will benefit them in their current career goals, and whatever they may choose to do in the future.

We will provide tables for our Silver and Gold Sponsors. Each table is 6 feet long by 2.5 feet wide and will have two chairs. Tables are reserved for sponsors at time of payment on a first come, first serve basis. We have limited booth space and may have to turn away last-minute sponsors!

A quick breakdown of our 2022 sponsorship levels:

		Logo on Data Saturday Website	Logo on NTSSUG Website	Your Swag in 250+ Bags	Table at Event	Raffle Ticket for Day-End Raffle	Number of General Email Blast	Opted-In Attendee Contact List	Lunch Session	Lunch Provided
<b>Bronze</b>	\$750	Yes	No	Yes	No	Yes	No	No	No	Yes
<b>Silver</b>	\$1500	Yes	6 months	Yes	Yes	Yes	1	Yes	No	Yes
<b>Gold</b>	\$2500	Yes	1 year	Yes	1 <sup>st</sup> Choice	Yes	2	Yes	Yes	Yes

# Data Saturday Dallas Sponsorship Levels

## **Bronze Sponsorship**..... \$750 prepaid

- Name to be listed (if desired) on the event website.
- Your corporate image/logo our sponsor page on the Data Saturday Dallas web site
- Inclusion of logo/name in all email communications to attendees
- Flyer or flash drive included in event bag (sponsor supply by 9/20/2022)
- May donate prizes for end of day event
- Two minutes at end of event to promote company.

## **Silver Sponsorship**..... \$1,500 prepaid

- Bronze +
- Spot reserved with table and chair. Ability to interact with attendees and participate in our Sponsor Scavenger Hunt.
- One email blast either before or after event to registered attendees.
- All opted-in attendee information will be provided to the sponsor (attendees will be opted in automatically; they will be required to opt out).
- Logo displayed on NTSSUG website for six months

## **Gold Sponsorship (Maximum of 3)** ..... \$2,500 prepaid

- Silver +
- Additional email blast either before or after event to registered attendees.
- Choice of table selection (in order of sponsorship received)
- Logo displayed on NTSSUG website for one year
- Option to design and deliver a sponsor-centric session to spotlight your product during lunch in a breakout room

What would you do with your “booth zone”? In the past, a sponsor ditched the folding table and brought in a carpet, couch and espresso machine. Another had a fastest Lego kit building competition, or a code debugging contest, or a video game setup.

# The Raffle – Your Key to Success!

The biggest challenge with community events is capturing contact information for follow ups. Few attendees will have business cards and having them hand write their info often leads to a 30% or higher loss due to inability to read what they wrote! At Data Saturday Dallas, attendees will be automatically opted in for communications. Instead of the hassle with scanning raffle tickets, everyone attending will have an admission ticket that will be added to a bucket for raffles at the end of the day. We'll draw sponsor raffle prizes from the admission tickets – you'll have the opportunity at that time to address attendees and draw for prize winners. We will also be encouraging attendees to talk with all of our sponsors with a **scavenger hunt raffle** – each sponsor will be provided with a stamp, and each attendee will have a scavenger hunt entry that must be filled out entirely for eligibility in the final raffle. No need for scanning badges – this allows you to focus on talking with attendees about their data needs.

**We provide the stamp for the scavenger hunt raffle.** We will have one table for all absentee vendors placed in the same areas with our onsite vendors, but as no one will be there to stamp attendees scavenger hunt tickets, these vendors will not be included in this raffle. Scavenger hunt raffle ticket collection will proceed through the end of the day. If someone from your team is present we'll ask them to draw the winning ticket from the main raffle; otherwise, we'll draw the ticket. Attendees must be present to win. If there is a physical prize we'll give it to them, otherwise we'll forward you their contact information for you to follow up with (for license keys, etc). 79% of our attendees stay all day until the final raffle!

If you are a Silver or Gold level sponsor, after the event we will e-mail you all the attendees that have not opted out of communications. All attendees are opted in by default when they register, but they are allowed to manually opt out.

# Payment

All fees must be paid in advance. Payment can be made through the Data Saturday Dallas website ([Sponsor Registration](#)) via **PayPal** (which can process a credit card) or **check**. Corporate checks are preferred and should be made out to “North Texas SQL Server User Group.” Upon request we can provide an official invoice for expense purposes.



# Event Logistics

Registration for attendees opens at 8:00am, and the building should be open by 7:00am for booth setup. Vendors and sponsors should arrive no later than 7:30am. All sponsors with booths will be provided with table and two chairs, and access to a power strip. Tables will be in the same area as registration, and also upstairs relative to the sessions that will be happening there, making it easy for attendees to stop by your table when they're in between sessions, warming their coffee, or getting a snack.

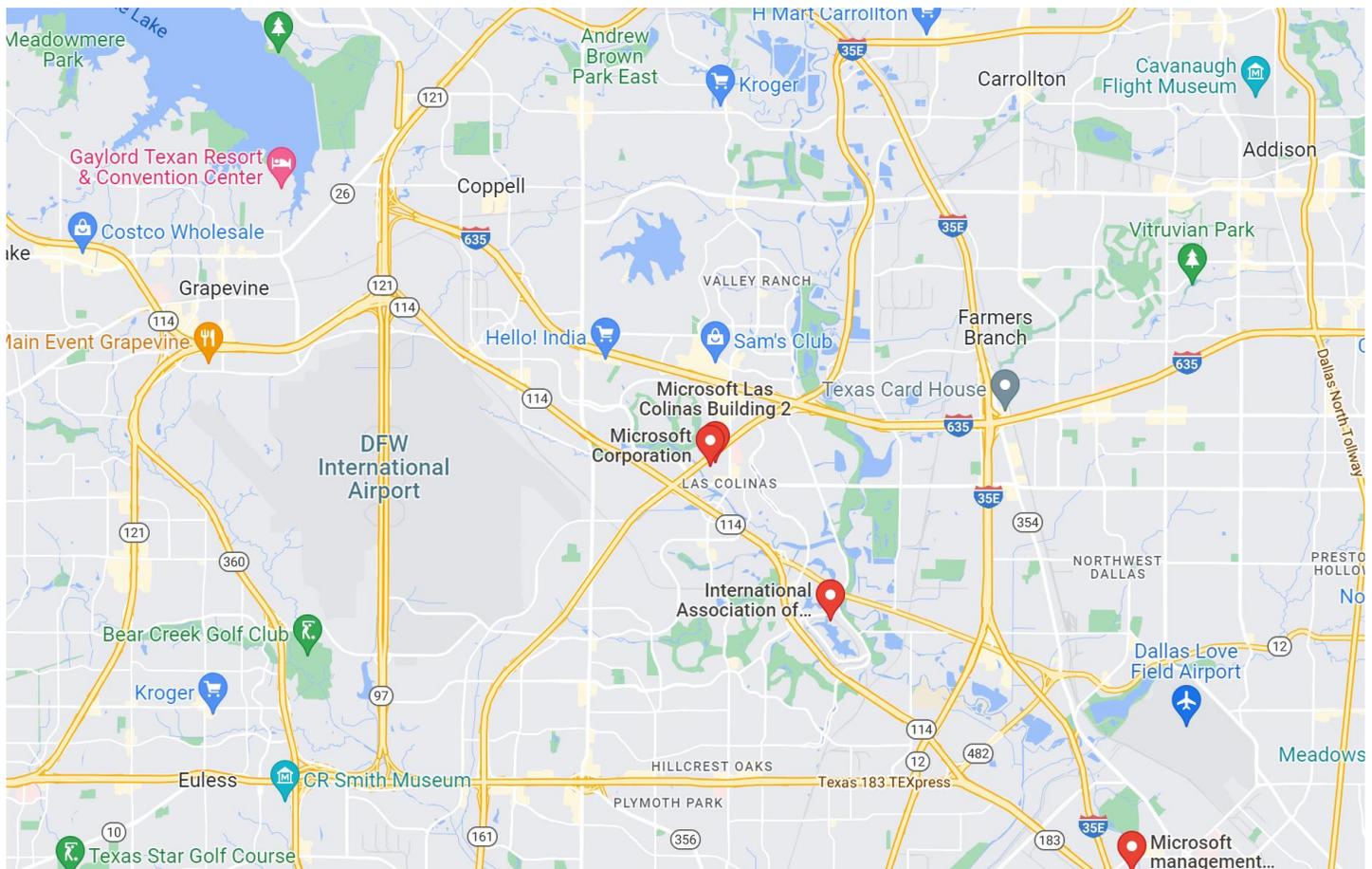
Please emphasize to your corporate representatives on site at the event that they should remain on site through the end of the day, so they can personally greet the entire conference attendance in the large training room, be photographed and present any prize(s) to raffle winners. The final raffle usually is over between 4:30pm and 5:00pm.

Lunch will be provided to all attendees including sponsor attendees. Please let us know how many representatives you plan on having on-site so that we can accommodate lunches.

Information about the Data Saturday Pre-Conference Banquet will be made available soon.

## Event Location

The event will take place at the Microsoft office in Las Colinas in the LC1 building. The address is 7000 North Highway 161, Irving, TX 75039



There is plenty of parking. If you have any requests or needs on the day of the event, please let us know in advance.

Attendees will be able to choose from 13 different sessions over 5 different timeslots, not including the lunchbreak. Gold vendors are welcome to host a session during the lunch hour, presenting to interested attendees as they enjoy their hot meal.

Gold Sponsors get their pick of the location for their tables, with the 1<sup>st</sup> arriving Gold Sponsors getting first choice. Vendors will be on the first and fourth floors – we will have one session room on the first floor and two session rooms on the 4<sup>th</sup> floor. We will be positioning vendors in the areas where the attendees will be, while also trying to ensure we avoid “traffic jams.” There really isn’t a bad spot in this setup, every table will have ample opportunity to interact with attendees.

# Mailing and Shipping Information

Payment, materials for 300 bags, and sponsor booth materials can all be mailed to:

Amy Herold  
NTSSUG  
11625 Westlawn Ln  
Frisco, TX 75033  
214.727.0050

Sponsor **registration** and **payment deadline is September 7, 2022. Materials for bags MUST be delivered by September 20, 2022.** Email below for local delivery if desired.

**\*\*\*All Sponsors signup online\*\*\***

**[Sponsor Registration](#)**

Questions? Please contact event chair Amy Herold at [amy@ntssug.com](mailto:amy@ntssug.com)



# Code of Conduct

**Data Saturday Dallas** is dedicated to providing a harassment-free conference experience for everyone, regardless of **gender, sexual orientation, disability, physical appearance, body size, race, or religion**. We do not tolerate harassment of conference participants in any form. This policy, in place since 2014, applies to speakers, staff, volunteers, sponsor and vendor personnel, booth teams and attendees.

In general, prohibited conduct includes any abusive conduct that has the purpose or effect of unreasonably interfering with another person's ability to enjoy and participate in the conference, including social events related to the conference.

Remember that sexist, racist, ageist, religious, and other exclusionary jokes can be offensive to those around you and are inappropriate for SQLSaturday events. Excessive swearing and offensive jokes are not appropriate for Data Saturday events.

Learners of all ages are welcome, but children's behavior should be consistent with the rest of the audience and should not be a distraction to presenters. Children should not roam the room and if playing with electronic toys, should play silently.

Persons who are the targets of, or witnesses to, hostile or harassing conduct should contact conference staff. Reports of hostile or harassing conduct will be promptly addressed. Attendees violating these rules may be asked to leave the conference at the sole discretion of the conference organizers.

**Be kind to others. Do not insult or put down other attendees. Behave professionally. Thank you for helping make this a welcoming, friendly event for all.**

- Data Saturday Dallas is an **alcohol**-free zone. We have zero tolerance for alcohol use during the event. Social events related to the conference may have a different policy.
- **Tobacco** use is regulated by existing state, city and UTD campus regulations and can be used in clearly marked areas. Smoking is NOT allowed in or near buildings.