



CUSTOMER ANALYTICS

CONFERENCE **2020**
APRIL 21-22

Conference Sponsorship Details

Conference Overview

For more than a decade, **WCA has helped shape the application of customer analytics** through tailored research opportunities and engagements with academics, students, and industry professionals. Every Spring, WCA invites this global consortium to Philadelphia for the annual Wharton Customer Analytics Conference to recognize the profound impact business analytics and data science has across multiple industries.

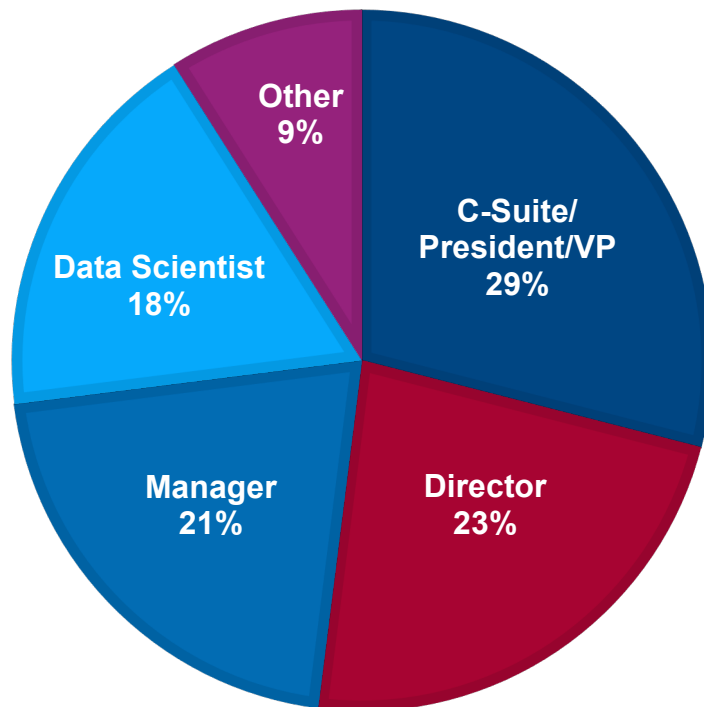
This year's theme: ***How Analytics-Minded Leaders Create Real Business Growth***

Over the course of two days, guests may attend:

- Optional technical workshops
- Keynote address
- Networking receptions
- Sessions that highlight how practical applications of analytics influence an organization's strategic decision-making

Attendee Make-Up*

JOB TITLE



*200 expected attendees

TOP INDUSTRIES REPRESENTED



Finance



Retail

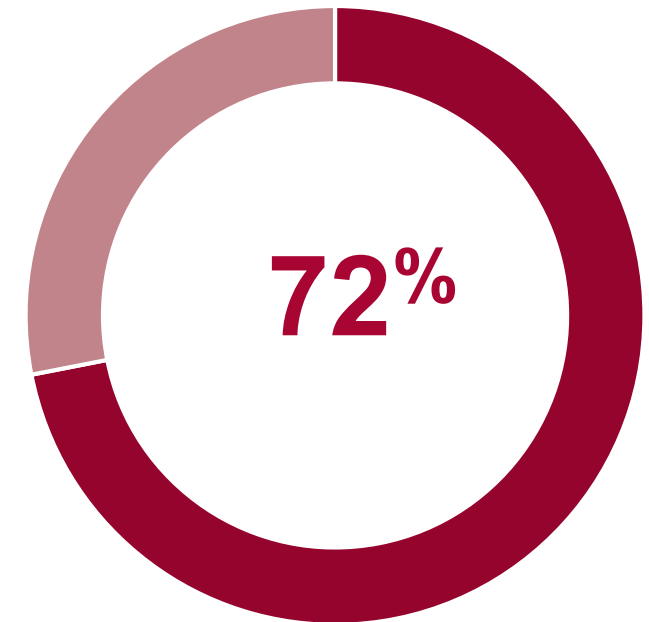


Technology



Media and Entertainment

INDUSTRY PROFESSIONALS



28% - Students, faculty/staff, and academics from Penn and other institutions

Past Speakers



Victor Cho, W'93
CEO
Evite



Nobel Gulati, W'94
Former CEO
Two Sigma Advisers, LP



Matt Horton
Senior Director, Data Science
MLB



Sajjad Jaffer, WG'01
Founder & Managing Partner
Two Six Capital



Ravi Kandikonda
SVP Marketing
Comcast



Betty Li
Director, Data Science &
Analytics
Netflix



Hilary Mason
Founder
Fast Forward Labs



A. Charles Thomas
CDAO
General Motors

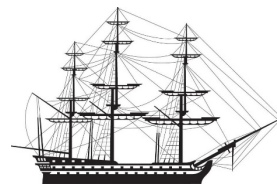


**Deborah Wahl, G'93,
WG'93**
Global CMO
Cadillac



John Whang, MD, FACC
Head, Integrated Evidence in
Cardiovascular and
Metabolism
Johnson & Johnson

Sample of Past Companies in Attendance



Why Sponsor the Conference?



Increase your brand visibility and position as a forward-thinking data-driven company with some of the most respected industry leaders and brightest talent coming from Penn and Wharton



Grow your network with leaders in analytics from every industry



Expose your products and services to your target customer audience

What Attendees are Saying

“Excellent conference. Frankly, there are not many others with a focus on the intersection of business analysis and data science, so WCA has a great opportunity with this conference.”

“Fabulous conference and really got value from all the speakers. I especially liked hearing from the students and the Accelerator projects. Well done!”

“Thoroughly enjoyed the conference. It got my creative juices working on how the information learned can positively impact my organization and ultimately my community.”

“Really enjoyed Charles’s [Thomas] talk on his career development and how to develop analyst teams. As an analytics exec, I found it very relevant and insightful.”

Sponsorship Opportunities

	Elite Sponsor \$5,000	Strategic Sponsor \$15,000
Prominent location of vendor table in exhibit hall	✓	✓
Complimentary Conference tickets (\$1900–\$3800 value)	✓	✓
Access to conference attendee directory*	✓	✓
Logo displayed in conference program, on conference site, in marketing emails, and other advertising mediums used for this event	✓	✓
Resume book from the Wharton Analytics Club (Undergrad and MBA)		✓
½ page printed Ad in the conference program		✓
Opportunity to place a piece of promotional material or a promotional product in conference swag bag		✓
Opportunity to teach a workshop (2-3 hours) or provide brief remarks before a conference break (5 min)		✓

*Please note, attendees have the option to opt out of sharing their information and Rachel Dutcher of WCA requests to be on any email solicitation list, so that WCA is receiving same emails as our attendees from your company

\$5,000 – Elite Sponsor

- Prominent location of vendor table in exhibit hall (6ft table with chairs and linen provided)
- Two complimentary tickets to the conference (\$1900 value)
- Access to conference attendee directory*
- Logo displayed in conference program, on conference site, in marketing emails, and other advertising mediums used for this event.



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\$15,000 – Strategic Sponsor

- Opportunity to teach a workshop (2-3 hours) or provide brief remarks before a conference break (5 min)
 - Workshop must be approved by WCA and must cover 2-3 hours of content, confirmed by 11/1
 - Brief Remarks - up to five minutes plus up to five presentation slides, WCA approval required
- Prominent location of vendor table in exhibit hall (6ft table with chairs and linen provided)
- Four complimentary tickets to the conference (\$3800 value)
- Access to conference attendee directory*
- Logo displayed in conference program, on conference site, in marketing emails, and other advertising mediums used for this event.
- Resume book from the Wharton Analytics Club (Undergrad and MBA)
- ½ page printed ad in the conference program
- Opportunity to place a piece of promotional material or a promotional product in conference swag bag

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CUSTOMER ANALYTICS

Thank you!

For more information, contact Rachel Dutcher
at rdirksen@wharton.upenn.edu.

Appendix

2019 WCA Conference Highlight Reel



[Click here for a full recap of the 2019 Conference](#)

About Wharton Customer Analytics

Wharton Customer Analytics (WCA) is an academic research center that focuses on all aspects of the customer experience. Through research and experiential learning engagements, we work with companies to:

1. **Transform business thinking** with cutting-edge knowledge and programming curated by world-renowned academics and industry experts
2. **Translate research findings** into actionable insights and implementable solutions
3. **Teach students analytics** with current business challenges and real company datasets

WCA is one of the pillars of Analytics at Wharton along with Penn Wharton Budget Model, People Analytics, Wharton Neuroscience, and Wharton Research Data Services (WRDS).