

Tableau Conference 2019 Sponsorship Prospectus

December 2019

TABLEAU
CONFERENCE

WHY INVEST IN SPONSORING TABLEAU CONFERENCE?

REACH DECISIONS MAKERS AND INFLUENCERS

Tableau Conference is the place to be when it comes to building relationships that translate into new partnerships and sales. This is where the data community comes together to get inspired, empowered, energized, and educated. Tableau Conference brings together thousands of data enthusiasts, hundreds of partners, and thought leaders from a vast number of industries, ranging from CIO's, to data scientists, to data analysts.

LEAD GENERATION

Ultimately, it's all about the bottom line and generating quality leads to help drive business growth and revenue. Lead generation is one of the main metrics our sponsors define as a goal and why they invest. Whether you're a new emerging partner to TC or an established veteran, we provide a platform where you can showcase your business. We help drive traffic to your on-site activation. Whether you sponsor a booth, session or something custom, our vizzes have given us insight into peak times for lead acquisition and channels to help promotion. Additional pre-show and post-show sponsorship opportunities make it possible to connect all year long.

FACE-TO-FACE ENGAGEMENT

You can network with some of the best in the industry. We help you connect with prospects and customers through our main hub Data Village, in our sessions, keynotes, and parties. We deliver a platform that helps you engage with your target audience and meets your business needs. Grow your brand, grow your business, and harness the power of face-to-face engagement at TC,

THOUGHT LEADERSHIP

Thought leadership is one of the most valuable assets to your brand, giving you the opportunity to educate your prospects in the early stages of the buying cycle. Position your brand as a category leader and a trusted resource through one of our speaking opportunity packages. Deliver insights that matter through a marketing promotional opportunity. Options are endless, what better way to cultivate thought leadership and elevate your brand against your competitors?

BUILD BUZZ AND EXCITEMENT

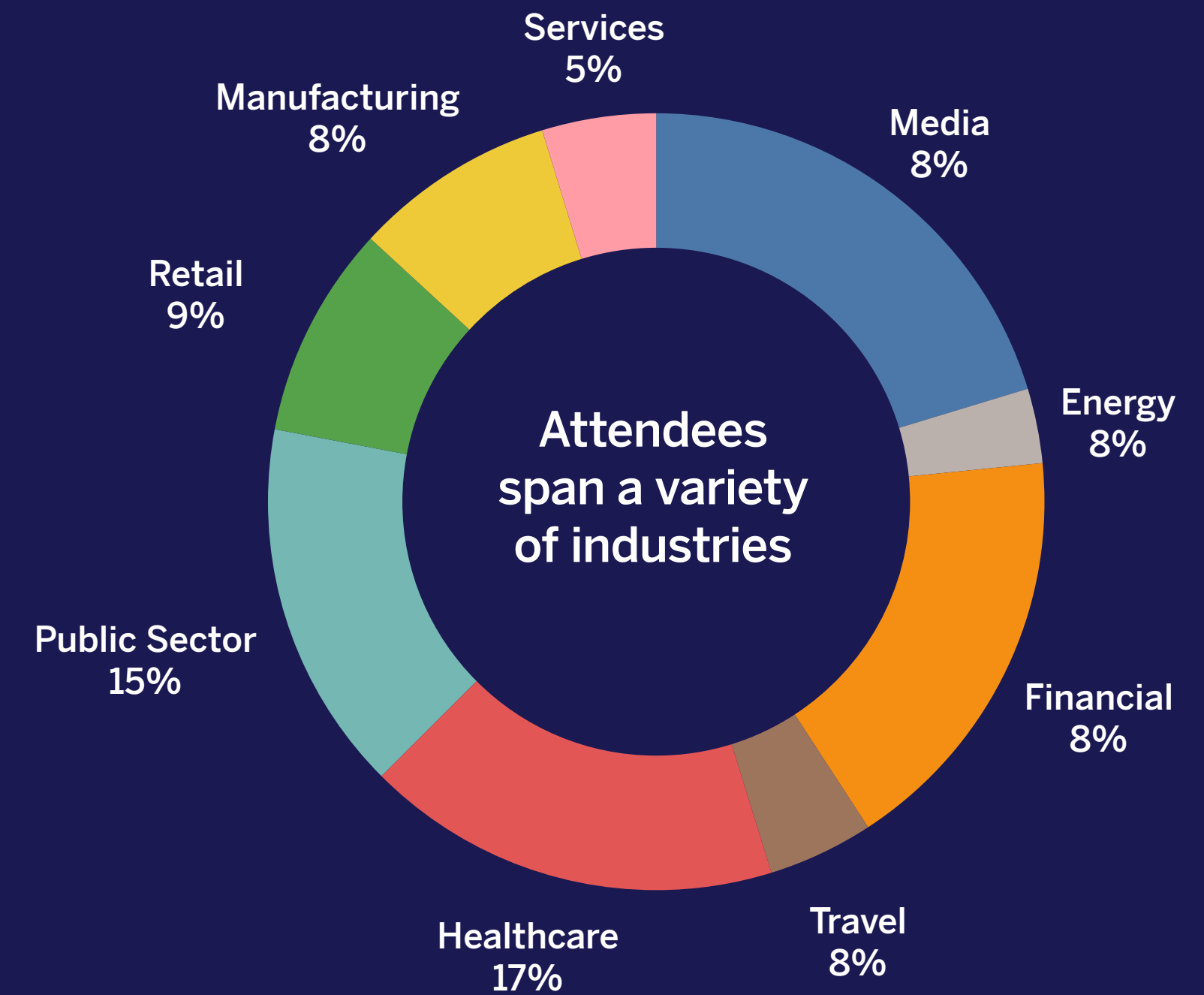
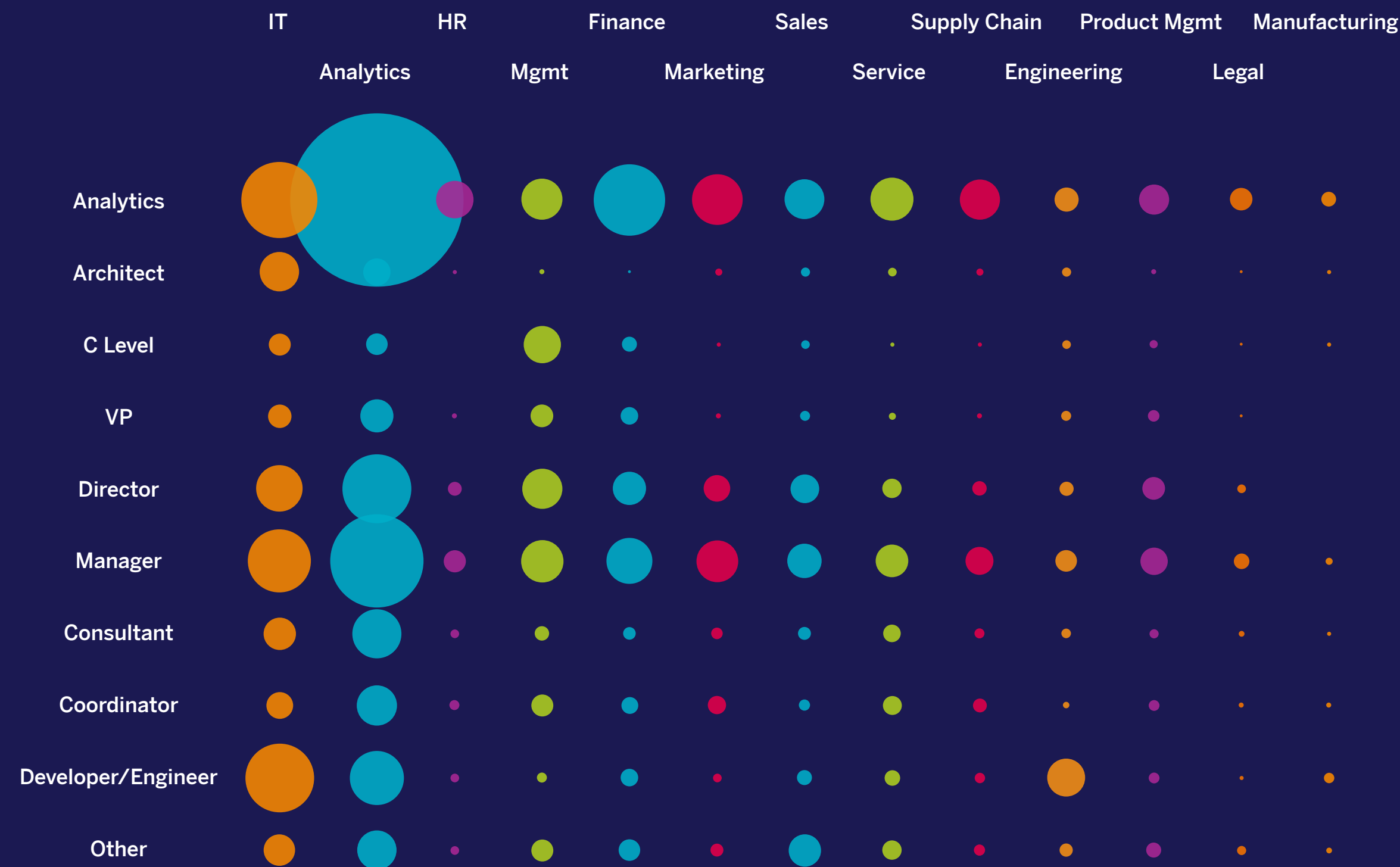
Launching a new product? Refreshing your brand? Enhancing an existing solution? Make a splash at TC by showcasing your product or solution to 18,000 attendees. Leverage social media tactics to connect with attendees and build your brand. Target your influencers through emails to drive them to your sponsored event, blog post, or post-show webinar.

TALENT SOURCING

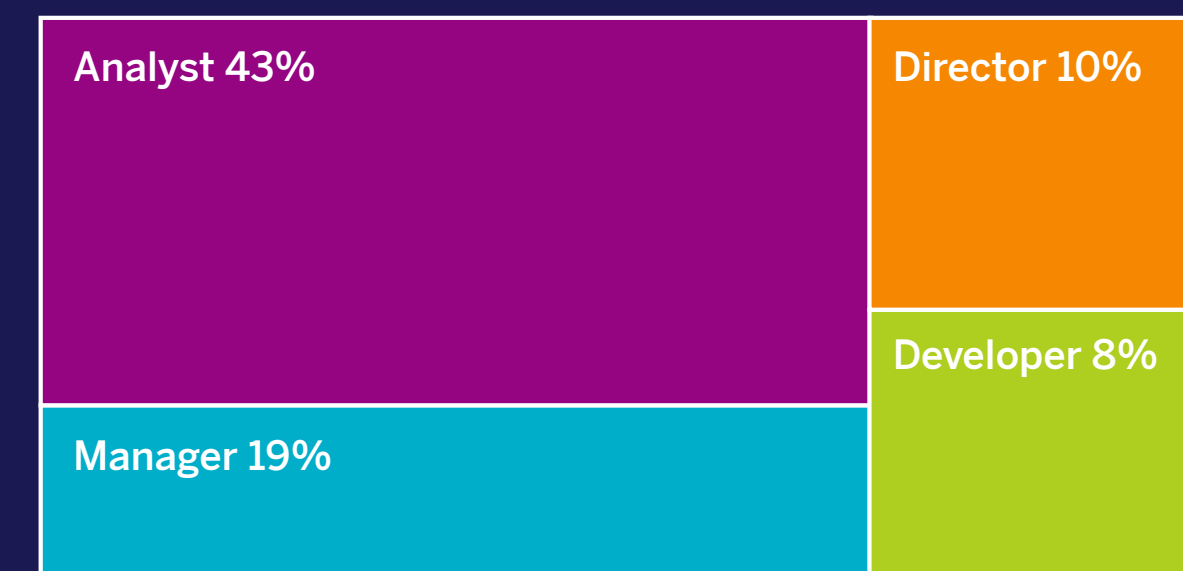
The BI industry is brimming with fresh and exciting opportunities for professionals in a variety of emerging roles. Leverage a great opportunity to network and engage with the most sought-after talent in the job market today, right here at Tableau Conference. From a small meet-up to meeting with top candidates in your booth, there are several ways to interact with professionals from all fields including data scientists, data analysts, and experts in big data at Tableau Conference.

WE ARE DATA PEOPLE. SO LET'S TALK NUMBERS.

Attendees interact with decision makers in all lines of business



Attendees company size by annual revenue



SPONSORSHIP LEVEL

YOTTABYTE

Move and shake with the best of them! Our Yottabyte sponsorship package ensures you have the ultimate visibility within our conference ecosystem. Enjoy access to an executive audience and engage with attendees from your centralized 30' x 30' booth location. Conduct private meetings within a dedicated space located in Data Village. Utilize session speaking opportunities and your Hands-on Training to position your brand as a thought leader. Expect to see your brand on the big stage during our pre-keynote slideshow. This package provides the ultimate brand exposure through digitally displayed ads, our website, mobile app, and more. Only two will be offered, so take advantage of all this package has to offer.

EXHIBIT HALL

- 30' X 30' booth space
- 2 tables, 4 chairs, 2 10-amp electrical drops, 3 hard-wired internet connections, carpet
- Option to rig hanging banner¹
- 6 lead retrieval devices
- Access to sponsor staff lounge in Data Village
- Dedicated 10' x 10' private meeting space in Data Village

CONFERENCE PASSES

- 16 full conference passes
- 10 expo-only passes
- 1 full conference pass for session speaker
- Option to purchase full conference passes at the discounted rate of \$1,195
- Option to purchase expo-only passes at the rate of \$795 (Limit 16)
- 16 reserved seats at keynote for full conference pass holders

EXECUTIVE EXPERIENCE

- 2 executive track passes²
- Opportunity to provide 1 custom slide during breaks between executive track

CONFERENCE ENGAGEMENT

- 60-minute speaking session
- 120-minute sponsor led Hands-on Training workshop

BRANDING AND COMMUNICATIONS

- Logo to be displayed on keynote pre-show slide
- Digital ad displayed on select monitors
- Premier placement of sponsor logo and link on TC19 website
- Sponsor logo and 200-word description in the TC19 website sponsor page
- Mobile app recognition in sponsor section
- 1 push notification to all conference attendees
- 2 Sponsor tweets from @tableau account
- Sponsor logo in the footer of pre-event conference communications
- Sponsor logo in the footer of post-event conference communications
- TC social promotional kit with social banners and bitly link
- Opportunity to issue a press release

HOSPITALITY

- Space to hold one breakfast³
- Hotel suite (4 nights)³
- Opportunity to reserve a hotel room block of up to 10 rooms at Mandalay Bay⁴

¹ Additional costs associated for rigging of banner payable by sponsor directly to vendor

² Executive track passes are by invite only to C-suite or VP level leadership submitted

³ All incidentals, food and beverage responsibility of sponsor

⁴ Rooms subject to availability and adherence to submission deadlines. All room cost plus taxes and resort fees are the responsibility of the Sponsor.

SPONSORSHIP LEVEL

TERABYTE

Looking to stand out against the crowd, but not able to commit to a Yottabyte sponsorship level? Consider the Terabyte package as the product for you. Engage with your brand's fan base through your expanded booth space and shake hands with the C-suite in the executive track. The Terabyte package offers pre-event visibility and gives you the opportunity to showcase your brand and host meaningful conversations in a dynamic way.

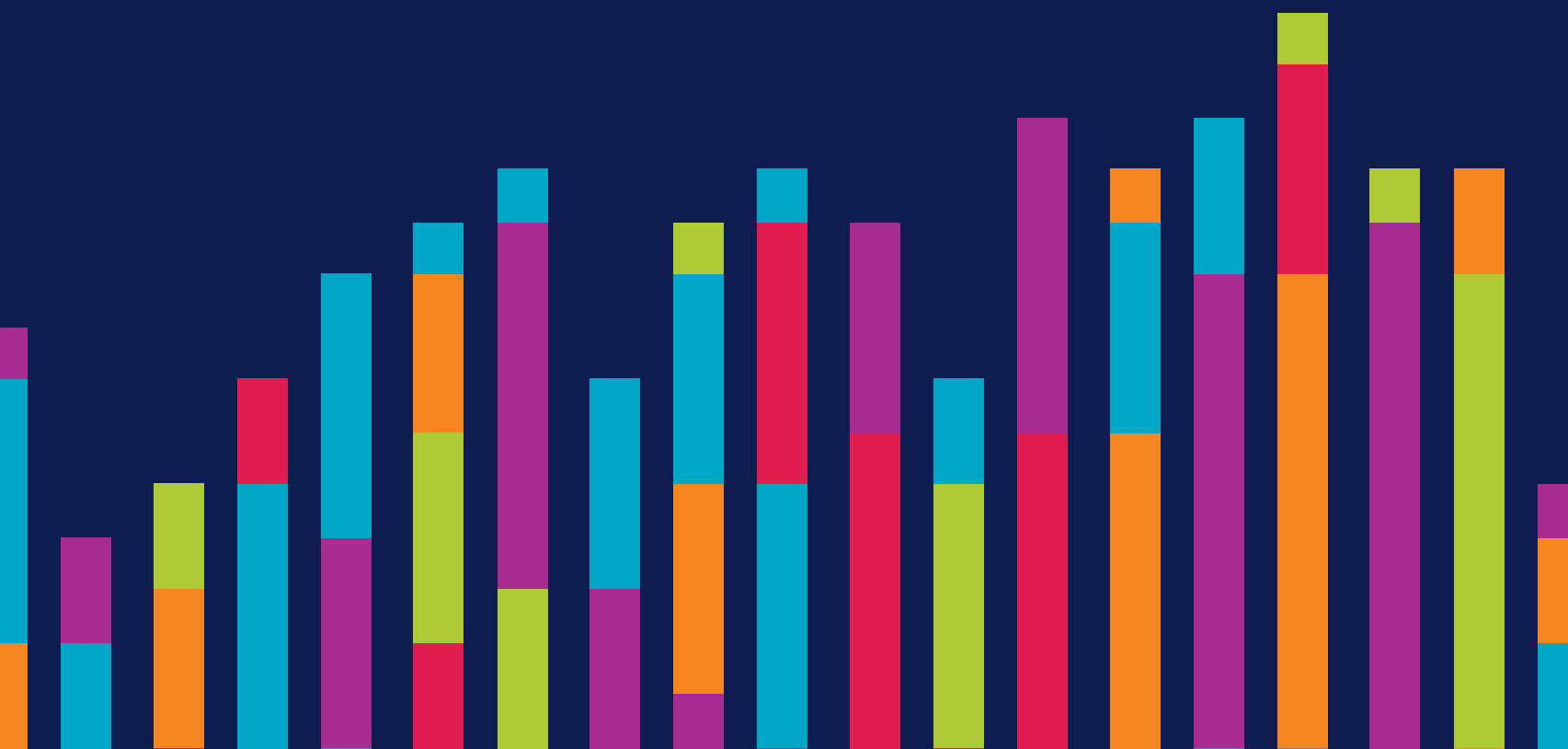


EXHIBIT HALL

- 20' x 20' booth space
- 2 tables, 4 chairs, 2 10-amp electrical drops, 2 hard-wired internet connections, carpet
- Option to rig hanging banner¹
- 4 lead retrieval devices
- Access to sponsor staff lounge in Data Village
- Dedicated 10' x 10' private meeting space in Data Village

CONFERENCE PASSES

- 14 full conference passes
- 8 expo-only passes
- 1 full conference pass for session speaker
- Option to purchase full conference passes at the discounted rate of \$1,195
- Option to purchase expo-only passes at the rate of \$795 (Limit 10)
- 14 reserved seats at keynote for full conference pass holders

EXECUTIVE EXPERIENCE

- 2 executive track passes²

CONFERENCE ENGAGEMENT

- 60-minute speaking session
- 120-minute sponsor led Hands-on Training workshop

BRANDING AND COMMUNICATIONS

- Logo to be displayed on keynote pre-show slide
- Digital ad on select monitors
- Premier placement of sponsor logo and link on TC19 website
- Sponsor logo and 100-word description in the TC19 website sponsor page
- Mobile app recognition in sponsor section
- 1 sponsor tweet from @tableau account
- Sponsor logo in the footer of pre-event conference communications
- Sponsor logo in the footer of post-event conference communications
- TC social promotional kit with social banners and bitly link
- Opportunity to issue a press release

HOSPITALITY

- Hotel parlor suite (4 nights)³
- Opportunity to reserve a hotel room block of up to 5 rooms at Mandalay Bay⁴

¹ Additional costs associated for rigging of banner payable by sponsor directly to vendor

² Executive track passes are by invite only to C-suite or VP level leadership submitted

³ All incidentals, food and beverage responsibility of sponsor

⁴ Rooms subject to availability and adherence to submission deadlines. All room cost plus taxes and resort fees are the responsibility of the Sponsor.

SPONSORSHIP LEVEL

GIGABYTE

Have the best of both worlds! Generate quality leads and share insights with TC attendees. With our Gigabyte package, you'll enjoy a 10' x 20' booth, ideal for engaging with new and current customers. You'll have access to private meeting space to set those important sales and client meetings. Inspire attendees and be seen as a trusted source by sharing best practices and insights through your 60-minute session. We'll be sure to drive traffic to your booth and sessions by showcasing your brand and content through various promotional vehicles that include digital ads, TC19 website, mobile app, and more.

EXHIBIT HALL

- 10' x 20' booth space
- 1 table, 2 chairs, 1 10-amp electrical drop, 2 hard-wired internet connections, carpet
- 3 lead retrieval devices
- Dedicated 10' x 10' private meeting space in Data Village
- Access to sponsor staff lounge in Data Village

CONFERENCE PASSES

- 10 full conference passes
- 4 expo-only passes
- 1 full conference pass for session speaker
- Option to purchase full conference passes at the discounted rate of \$1,195
- Option to purchase expo-only passes at the rate of \$795 (Limit 8)

CONFERENCE ENGAGEMENT

- 60-minute speaking session

BRANDING AND COMMUNICATIONS

- Digital ad displayed on select monitors
- Sponsor logo and 75-word description on the TC19 website sponsor page
- Mobile app recognition in sponsor section
- TC social promotional kit with social banners and bitly link
- Opportunity to issue a press release⁴

HOSPITALITY

- Opportunity to reserve a hotel room block of up to 5 rooms at Mandalay Bay¹

⁴ Rooms subject to availability and adherence to submission deadlines. All room cost plus taxes and resort fees are the responsibility of the Sponsor.



SPONSORSHIP LEVEL

MEGABYTE

Ready to elevate your brand and take that next step to go beyond the booth? The Megabyte package gives you plenty of opportunities to raise brand awareness, position your brand as a thought leader, and connect with your target audience.

EXHIBIT HALL

- 10' x 10' booth space
- 1 6-ft table, 2 chairs, 1 5-amp electrical drop, 1 hard-wired internet connection, carpet
- 2 lead retrieval devices
- Access to sponsor staff lounge in Data Village

CONFERENCE PASSES

- 6 full conference passes
- 2 expo-only passes
- Option to purchase full conference passes at the discounted rate of \$1,195
- Option to purchase expo-only passes at the rate of \$795 (Limit 6)

CONFERENCE ENGAGEMENT

- 30-minute speaking session

BRANDING AND COMMUNICATIONS

- Digital ad displayed on select monitors
- Sponsor logo and 50-word description in the TC19 website sponsor page
- Mobile app recognition in sponsor section
- TC social promotional kit with social banners and bitly link
- Opportunity to issue a press release

SPONSORSHIP LEVEL

KILOBYTE

Amplify your brand presence in one easy sponsorship. Our Kilobyte package ensures a stellar 10' x 10' space in Data Village, two full conference passes, and plenty of opportunities to place your logo. We'll show-off your brand on our website sponsor page, mobile app, and offer the option to issue a press release as well.

EXHIBIT HALL

- 10' x 10' booth space¹
- 1 6-ft table, 2 chairs, 1 5-amp electrical drops, 1 hard-wired internet connection, carpet
- 1 lead retrieval device
- Access to sponsor staff lounge in Data Village

CONFERENCE PASSES

- 2 full conference passes
- 1 expo-only pass
- Option to purchase full conference passes at the discounted rate of \$1,195
- Option to purchase expo-only passes at the rate of \$795 (Limit 2)

BRANDING AND COMMUNICATIONS

- Sponsor logo and link in the TC19 website sponsor page
- Mobile app recognition in sponsor section
- TC social promotional kit with social banners and bitly link
- Opportunity to issue a press release

SPONSORSHIP LEVEL

BYTE

New to Tableau? Not sure at what level to invest? Get your feet wet with our Byte package. It's a great way for new partners to experience first-hand what Tableau Conference has to offer. We will make the work easy for you. We offer a 5' x 5' turnkey kiosk with all the bells and whistles, all you have to do is provide creative and show up! From attending sessions to engaging with data enthusiasts from around the globe, the Byte package will provide your team access to the conference, ability to generate leads, and showcase your product solution. It's easy, it's fast, and it's affordable.

EXHIBIT HALL

- 5' x 5' turnkey kiosk
- 1 5-amp electrical drop, 1 hard-wired internet connection, carpet
- 46" monitor with mount
- 1 lead retrieval device
- Access to sponsor staff lounge in Data Village

CONFERENCE PASSES

- 1 full conference pass
- 1 expo-only pass
- Option to purchase full conference passes at the discounted rate of \$1,195
- Option to purchase expo-only passes at the rate of \$795 (Limit 2)

BRANDING AND COMMUNICATIONS

- Sponsor logo and link on TC19 website sponsor page
- Mobile app recognition in sponsor section
- TC social promotional kit with social banners and bitly link
- Opportunity to issue a press release

IRON VIZ

Connect with Sponsor Team for more details

Iron Viz is the world's premiere visualization showdown featuring three contestants (cherry-picked from highly competitive feeder competitions throughout the year) as they face off before an eager TC crowd. Yielding identical datasets and a set amount of time, each contestant will battle to build the finest visualization in the arena. The all-time reigning champ walks with cash, prizes, and eternal glory.



2019 IRON VIZ PRESENTING SPONSOR

- Presented by inclusion on TC19 website promotion of Iron Viz
- Presented by inclusion in all Iron Viz pre-promotion leading up to the event, including pre-event emails
- Presented by inclusion on in-app discover tile promoting the event
- Presented by inclusion in 1-push notification to attendees
- Sponsor logo featured on Iron Viz keynote screen pre-event
- Sponsor logo featured in the Iron Viz introduction video
- Thank you shout to sponsor on-stage during welcome and awards presentation

IRON VIZ POST CONFERENCE

- Iron Viz featured on TC Live stream
- Iron Viz full video on TC Live watch page post-event
- Behind-the-scenes interview with sponsor included in Iron Viz Recap Sizzle Video, to be circulated via various social channels by Tableau post-event

EXHIBIT HALL

- 20' x 20' booth space
- 2 tables, 4 chairs, 2 10-amp electrical drops, 2 hard-wired internet connections, carpet
- 4 lead retrieval devices
- Access to sponsor staff lounge in Data Village
- Dedicated 10' x 10' private meeting space in Data Village

CONFERENCE ENGAGEMENT

- 60-minute speaking session

BRANDING AND COMMUNICATIONS

- Digital ad displayed on select monitors
- Premier placement of sponsor logo and link on TC19 website
- Sponsor logo and 100-word description in the TC19 website sponsor page
- Mobile app recognition in sponsor section
- 1 sponsor tweet from @tableau account
- TC social promotional kit with social banners and bitly link
- Ability to issue a press release

CONFERENCE PASSES

- 15 full conference passes
- 8 expo-only passes
- Option to purchase full conference passes at the discounted rate of \$1,195
- Option to purchase expo-only passes at the rate of \$795 (Limit 10)
- 15 reserved seats at Iron Viz

EXECUTIVE EXPERIENCE

- 2 executive track passes¹

¹ Executive track passes are by invite only C-suite or VP level attendee

² Rooms subject to availability and adherence to submission deadlines. All room cost plus taxes and resort fees are the responsibility of the Sponsor.

PRESENTING

CLOUD SPONSOR

Connect with Sponsor Team for more details

Companies are moving their data to the Cloud and are looking to purchase a solution that minimizes time to value. What better platform to position your brand as a category leader, showcase your product, and help attendees migrate their data to the Cloud? With this sponsorship package, be the presenting sponsor of the Cloud category promoted on website, in app, and via signage. Your brand will be featured as a Cloud sponsor in daily conference emails and much more.

PRESENTING CLOUD SPONSOR

- Presenting sponsor of the Cloud category promoted on website, in app, signage
- Company featured as Cloud sponsor in conference daily emails
- Keynote slide logo inclusions and verbal recognition as TC19 Cloud sponsor
- One sponsor tweet from @tableau account
- Sponsor logo and 100-word description on the TC19 website sponsor page
- Digital ad on select monitors recognizing sponsor as the TC19 Cloud sponsor
- Mobile app ad recognizing sponsor as the TC19 Cloud sponsor
- Welcome reception shoutout as the TC19 Cloud sponsor
- Opportunity to issue a press release
- One push notification from conference app to all attendees
- Sponsor logo with Cloud sponsor recognition in the footer of pre-event conference communications

CONFERENCE ENGAGEMENT

- 120-minute Hands-On Training session
- 60-minute Meetup

CONFERENCE PASSES

- 14 full conference passes
- 8 expo-only passes
- 1 full conference pass for customer speaker
- Option to purchase full conference passes at the discounted rate of \$1,195
- Option to purchase expo-only passes at the rate of \$795 (Limit 10)

EXECUTIVE EXPERIENCE

- 2 executive track passes¹

HOSPITALITY

- Opportunity to reserve a hotel room block of up to 5 rooms at Mandalay Bay²

¹ Executive track passes are by invite only C-suite or VP level attendee

² Rooms subject to availability and adherence to submission deadlines. All room cost plus taxes and resort fees are the responsibility of the Sponsor.

MEETUP

Connect with Sponsor Team for more details

Looking to engage with a specific target audience? This is an opportunity to organically integrate your company within a select group of attendees as the presenting sponsor of a conference Meetup around an industry hot topic. Enjoy the chance to ignite conversations, network, and interact with attendees. Present an hour-long Meetup and expect to see your brand's logo present in our mobile app and company name in website session catalog.

MEETUP ENGAGEMENT

- Presenting sponsor of 60-minute Meetup
- Sponsor logo presence in mobile app and company name in website session catalog
- Sponsor company name on Meetup signage
- 10-minute opening of meetup for presentation
- 1 segmented push notification promoting Meetup
- Opportunity to provide attendee seat drops, handouts, and/or prizes
- Opportunity for scanned leads

CONFERENCE PASSES

- 3 full conference passes
- Option to purchase full conference passes at the discounted rate of \$1,195
- Option to purchase expo-only passes at the rate of \$795 (Limit 2)

BRANDING AND COMMUNICATIONS

- Sponsor logo and link in the TC19 sponsor page
- Mobile app recognition in sponsor section
- TC social promotional kit with social banners

Package overview

	Yottabyte 1	Terabyte 4	Gigabyte	Megabyte	Kilobyte	Byte
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EARLY BIRD RATE VALID 11/26/18-5/31/19	\$245,000	\$157,500	\$80,000	\$32,000	\$16,000	\$11,000
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EXHIBIT HALL

Booth Space	30x30	20x20	10x20	10x10	10x10	5x5
Booth Amenities	2 tables (6ft), 4 chairs, 2 electrical drops (10amps), 3 internet hardline, standard carpet, waste basket	2 tables (6ft), 4 chairs, 2 electrical drops (10amps), 2 Internet hardline, standard carpet, waste basket	1 table (6ft), 2 chairs, 2 electrical drop (5amps), 2 internet hardline, standard carpet, waste basket	1 table (6ft), 2 chairs, 1 electrical drop (5amps), 1 internet hardline, standard carpet, waste basket	1 table (6ft), 2 chairs, 1 electrical drop (5amps), 1 internet hardline, standard carpet, waste basket	Turnkey kiosk, 46" monitor, 1 electrical drop (5amps), 1 internet hardline, standard carpet, waste basket
Option to Rig Hanging Banner	✓	✓				
Lead Retrieval Devices	6	4	3	2	1	1
Private Meeting Space	10x10 Dedicated Room	10x10 Dedicated Room	10x10 Dedicated Room			
Access to Sponsor Staff Lounge in Expo Hall	✓	✓	✓	✓	✓	✓

CONFERENCE PASSES

Full Conference Registration	16	14	10	6	2	1
Expo-Only Registration	10	8	4	2	1	1
Customer Speaker Pass (Full Conference registration)	1	1	1			
Option to Purchase Additional Full Conference Passes at the Discounted Rate of \$1,195	No Limit	No Limit	No Limit	No Limit	No Limit	No Limit
Option to Purchase Additional Expo-Only passes at the rate of \$795	Limit 16	Limit 10	Limit 8	Limit 6	Limit 2	Limit 2
Reserved Seating for Keynote	16	14				

Package overview (continued)

Yottabyte

Terabyte

Gigabyte

Megabyte

Kilobyte

Byte

EXECUTIVE EXPERIENCE

Executive Track Passes	2	2				
One custom slide between leadership track	✓					

CONFERENCE ENGAGEMENT

60-Minute Speaking Session (Customer Speaker Required)	✓	✓	✓			
60-Minute Hands-on Training Workshop	✓	✓				
30-Minute Session in Expo Hall				✓		

HOSPITALITY

Host 1 Breakfast at Convention Center	✓					
Hotel Room Block	Up to 10 Rooms	Up to 5 Rooms	Up to 5 Rooms			
Suite Parlor	✓	✓				

Package overview (continued)

Yottabyte | Terabyte | Gigabyte | Megabyte | Kilobyte | Byte

BRANDING & COMMUNICATIONS

Logo and name inclusion on Expo Hall Map	✓	✓	✓	✓	✓	✓
Access to Social Promotional Kit	✓	✓	✓	✓	✓	✓
Conference Website Recognition on Homepage	Logo	Logo				
Conference Website Recognition on Expo Page	Logo, Link + 200-word description	Logo, Link + 100-word description	Logo, Link + 75-word description	Logo, Link + 50-word description	Logo + Link	Logo + Link
Mobile App Inclusion	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page
Mobile App Push Notification	1 Push Notification					
Inclusion on Email Footer for Pre-Event Attendee Communications	✓	✓				
Inclusion on Email Footer for Post-Event Attendee Communications	✓					
Conference Digital Ad	✓	✓	✓	✓		
Keynote Recognition (Logo Shown During Pre-Keynote Show)	✓	✓				
Keynote Verbal Recognition	✓					
Ability to Issue Press Release (Required to use Tableau PR Template)	✓	✓	✓	✓	✓	✓
Social Media	2 Tweets	1 Tweet				