

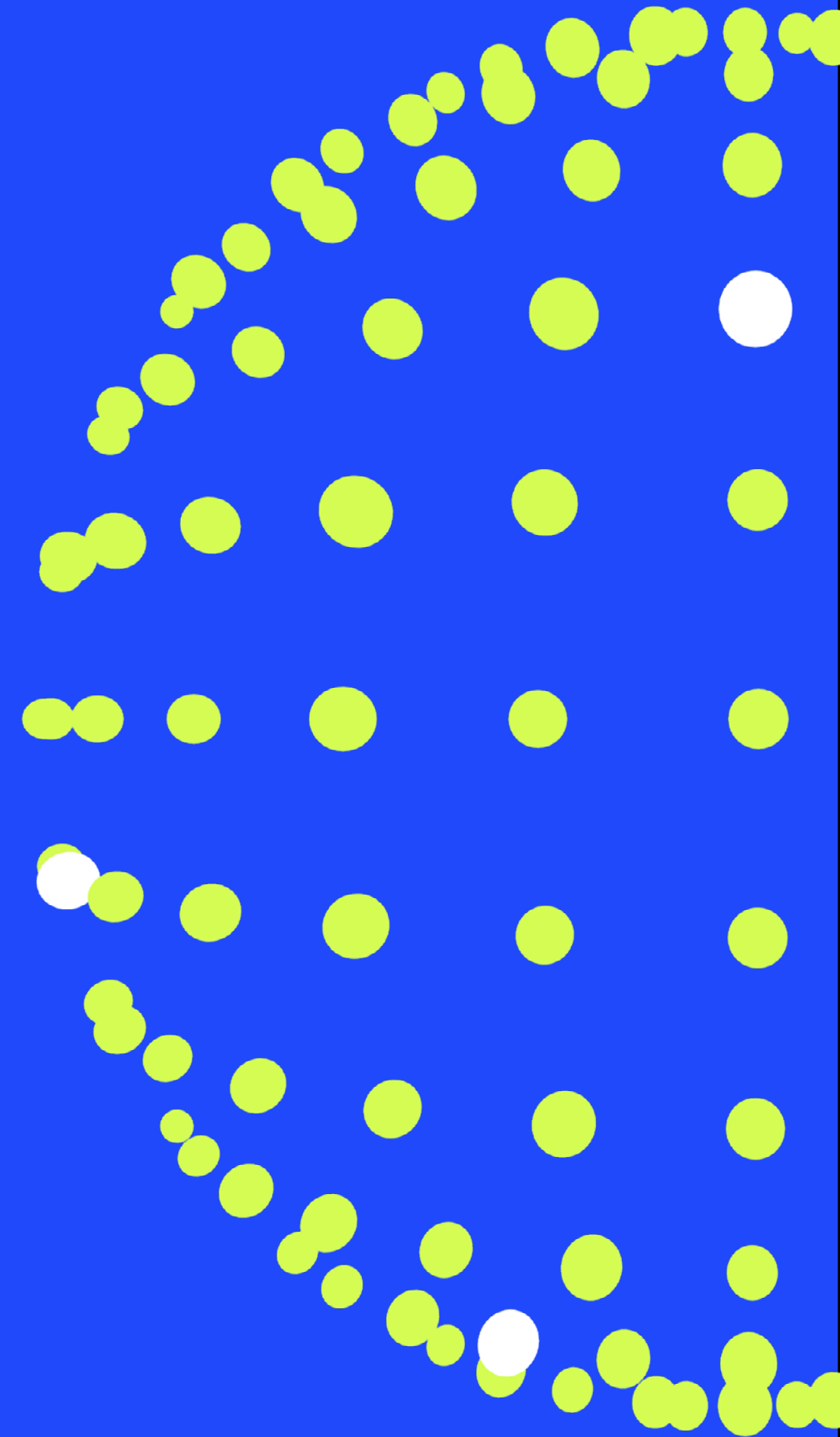
#SDSC21

Online<sup>•</sup>

# Spatial Data Science Conference 2021

1 year, 3 events

Sponsorship prospectus




## About the Spatial Data Science Conference


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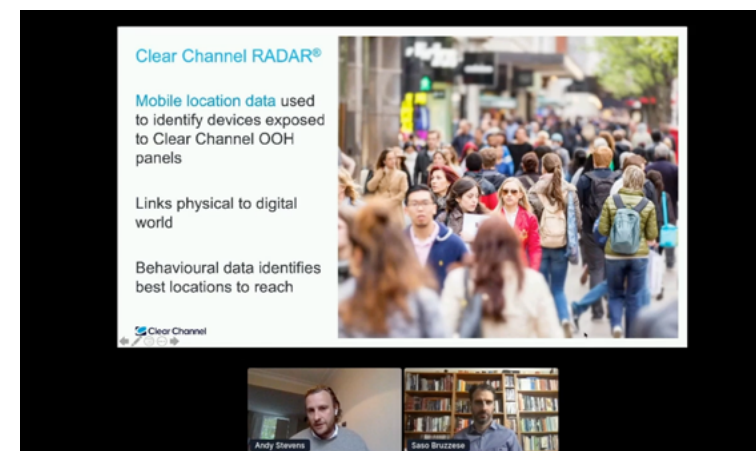
Having brought together more than 5,000 experts online in 2020, we're excited to announce 2021's online edition of the Spatial Data Science Conference, gathering Data Science, Advanced Analytics & GIS experts from across the globe. Further supporting the exponential growth of this community, we're excited to bring together businesses and organizations who need to ask important location-based questions to adapt to the new era we are living in.



October 25<sup>th</sup> to 28<sup>th</sup> 2021 – Online

Presentations via  hopin

Conversations via  slack



This year, as well as the main virtual event (October 25th - 28th) we will also be holding two more focused satellite events: the **Spatial Data Science in Financial Services Summit** & the **Spatial Data Science in CPG & Retail Summit**. Both of these industries are rapidly increasing their investment in location analytics and bringing experts together to discuss the latest use cases, datasets and methodologies in smaller events will provide a unique experience to continue conversations sparked at #SDSC20.

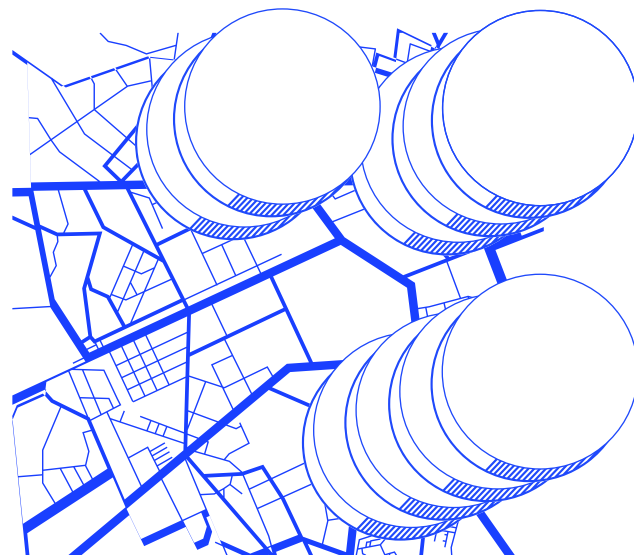
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# #SDSC21

## About the Spatial Data Science in Financial Services Summit

The Financial Services industry has become one of the leading verticals in Spatial Data Science in recent years – with a growing number of professionals ramping up their use of geospatial data for fraud detection, risk assessment, market analysis, branch & ATM site planning, catastrophe modelling, M&A analysis and much more.

This event will bring together Data Science and geospatial leaders from banks, credit card companies, PE and hedgefunds, insurers, and reinsurers to demonstrate the next-generation use cases they are working on to push the envelope in their respective areas.



March 24<sup>th</sup> & 25<sup>th</sup> 2021 – Online

## Examples of Previous Speakers from the Financial Services Industry:



**Tim Kiely**

Lead Data Scientist &  
Head of Research at  
Hodges Ward Elliott



**Angel Nguyen  
Swift**

VP of Compliance  
& Financial Crime  
Solutions at Enigma



**David Weis**

VP Location Intelligence  
at Mastercard



**Dr Tomas  
Holderness**

CTO at Addresscloud



**Iván Fanego**

Branded Content &  
Social Media Manager  
at ING



**Rayne Gaisford**

Head of Data Strategy  
at Jefferies



**Elena Rivas**

Head of Data Science  
at JLL



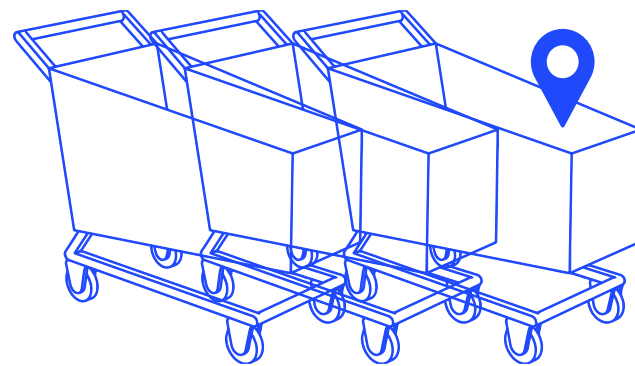


#SDSC21

About the

# Spatial Data Science in CPG & Retail Summit

Understanding consumers through the lens of location has never been more important, with leading CPG & Retail brands increasing their investment in Spatial Data Science to understand not only the "where" but the "why" behind consumer behavior.



At this event we'll bring together thought leaders in location-based analytics for use cases such as omnichannel planning, supply chain network design, white space analysis, revenue prediction and much more, looking at the new types of data and modelling being used across the industry and how this will enable the industry to adapt to a new normal for CPG and Retail.

May 19<sup>th</sup> & 20<sup>th</sup> 2021 – Online

## Examples of Previous Speakers from the CPG & Retail Industry:



**Tim Rains**

Spatial Data Scientist at Sainsbury's

Sainsbury's



**Shan He**

Senior Data Visualization Engineer at Uber

Uber



**LeeRyan Solomon**

Data Scientist at US Foods

US FOODS



**Enu Herzberg**

Product Director of Postmates

Postmates



**Neera Chatterjee**

Senior Product Manager at Instacart

instacart







**Chris Jenness**

Senior Data Scientist at Dstillery

dstillery

# Events Format

-  Presentations
-  Interactive panels
-  1-to-1 Meetings
-  Sponsors Exhibitor section

# Previous sponsors of the Spatial Data Science Conference









## Media Partners



# Timeline



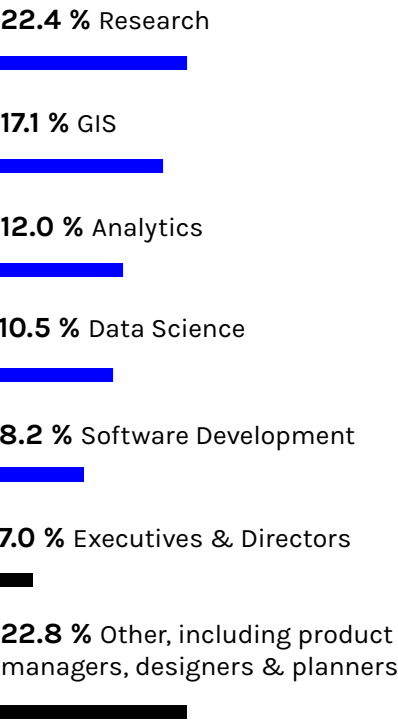
Spatial Data Science in CPG & Retail Summit

# Who attended our previous Spatial Data Science events?

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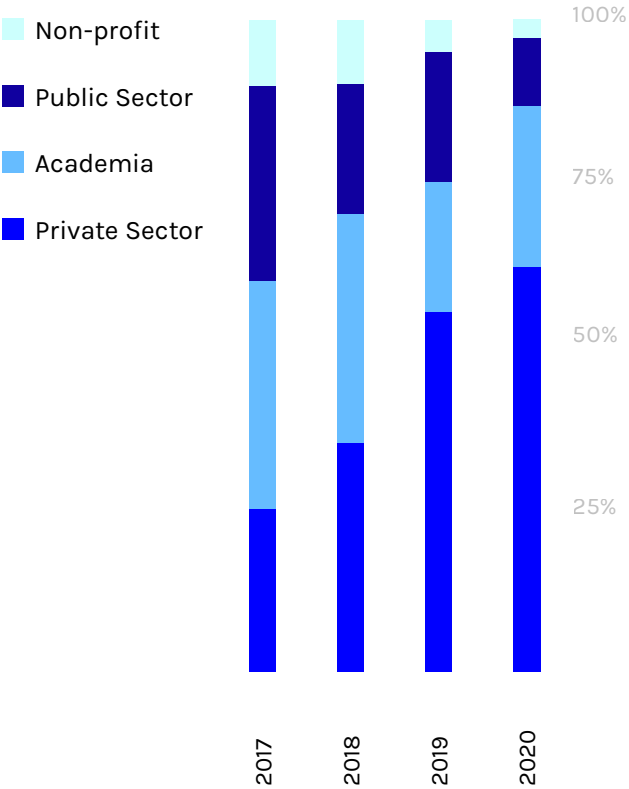
## Which profiles attended?

The Spatial Data Science Conference event series focuses on a predominantly technical audience, and, as you see can the bulk of our audience comes from a GIS, Analytics or Data Science background:



## What sectors attended?

We believe that to fully engage the Spatial Data Science community it is imperative to have a strong mix of private and public sector, as well as engaging academic and non-profits:



# Examples of last year's speakers & topics:



**Alex Singleton**  
Professor of Geographic Information Science at Uni. of Liverpool  
**Supporting the COVID-19 response with consumer data**



**Nombuyiselo Murage**  
Research and Development Lead at Women in GIS Kenya  
**Vocalizing gender-based statistics using spatial insights**



**Michele Ferreti**  
Data Scientist at Booking.com  
**Empowering travelers with Spatial Data Science**



**Fred Shone**  
Data Scientist at Arup  
**Building a massive agent-based transport model**



**Julie Price**  
Big Data & Analytics Customer Engineer at Google  
**Unthrottling your spatial analysis, no matter the scale**

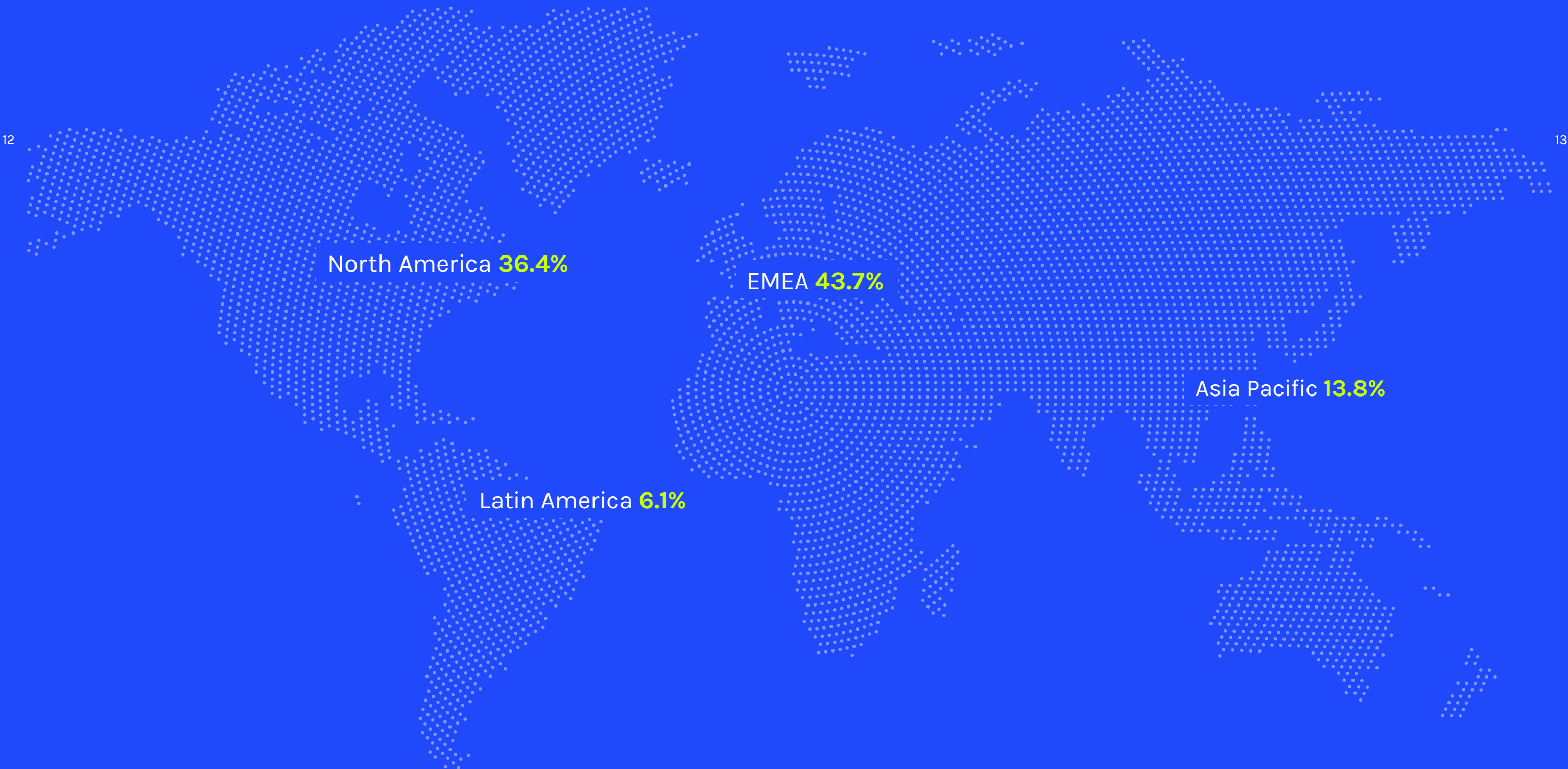


To see a full list of last year's speakers and talks, visit [www.spatial-data-science.com/2020](https://www.spatial-data-science.com/2020)



Where are most attendees from?

One of the big benefits of hosting #SDSC21 online, is the global audience of professionals we will continue to attract. Here you can see the breakdown of attendees by region in 2020:



## Why sponsor one of our spatial data science events?



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### Brand positioning

Leading organizations need to position their brand as leaders in spatial analysis in order to attract the right talent and clients, and it's more competitive than ever.



### Educational experience

With industry experts from across the globe, your team will be able to learn the latest spatial modeling techniques in hands-on workshops.



### Reach a global audience

We're sad we can't have our normal offline events in London and NYC, but by making this event online we're reaching a far more global audience of experts. This is a great way to engage with companies in a wide range of markets.



### Laser-focused networking

Enable your team members to liaise with other experts in the space, sharing experiences and techniques to help them in their day to day work - as well as forging new collaborations.



### Hiring spatial talent

If you're looking to hire Data Scientists with unique expertise in spatial analytics then this is a superb opportunity to engage with potential candidates.

## What our attendees say

Here's what some of the attendees had to say about last year's online event:

"I enjoyed having the ability to follow up with some of the speakers at their booth. I think the networking feature was also nice because it randomly assigns people to talk in 3 minutes, it was a fun addition to the platform."

"The separation between booths and the main stage made it feel more like a conference than any other post-covid."

"The organization was well thought out for a fair portion of the world and for those that couldn't join live they had everything available on-demand which is great. I liked that the presentations were back to back and I didn't have to make choices on who to watch. I also enjoyed the live chat stream which made it seem a bit more personable. The virtual breakouts were great, the live Q&A - perfect! I could go on, but will stop there."

"The presentations were amazing and I liked the networking break feature. Also, I could see the members who have joined the conference and connect with them on LinkedIn and the ability to drop in and out for the presentations was great."

"The UI of the website was mind-blowing. I liked the different sections like the stage, it made collaboration with experts easy. Expert talks are the key things of this event."

"The integrated live chat along with the video presentations was really nice and intuitive."

98% of attendees were satisfied with the event

92% would recommend the event to a colleague or friend



# Sponsorship levels

The prices below are per event:

	Bronze	Silver	Gold
Number of sponsorships available	6	4	2
Logo on event website, signage and screens	Yes	Yes	Yes
Social media & email promotion	Yes	Yes	Yes
Virtual expo booth on the Hopin platform	Small	Medium	Large
Speaking Opportunity	Panel appearance	Lighting Talk (15 minutes)	Keynote (30 minutes)
Cost for Online	\$3,000	\$5,000	\$7,000

## Bundles

Interested in sponsoring multiple events to grow your brand and presence further in the Spatial Data Science community? If you sponsor all 3 events (any package), then you can get a **20% discount**. If you sponsor 2 events (any package), then you can get a **10% discount**.

## Ready to sponsor?

If you would like to sponsor the Spatial Data Science Conference, one of our satellite events, or discuss packages for multiple events , then please drop us an email at [sponsors@spatial-data-science-conference.com](mailto:sponsors@spatial-data-science-conference.com)

# Sponsorship Terms & Conditions

A. Scope.

This agreement relates to the conference presented by CARTO as identified in the companion Sponsorship Prospectus. The term "Contract," as used herein, refers to the terms set forth in this Sponsor's Contract. "Event" refers to the referenced CARTO conference. "Sponsor" is the entity which will sponsor the Event at the sponsorship level it has indicated in the Sponsorship Prospectus. Subject to the availability of sponsorships at the level selected, the sponsorship for a particular Event becomes a binding contract upon CARTO's issuance of a confirmation notice after receiving a fully completed response and funds in the amount owed.

B. Terms of Sponsorship.

- (i) Sponsor agrees to sponsor the Event and to make a contribution in the amount and in the manner specified in the Application for the Sponsorship level selected by Sponsor. It is understood and agreed that Sponsor's sponsorship of the Event is not contingent upon any specific attendance levels or other manner of participation by CARTO customers and non-customers at the Event. The payment schedule for the sponsorship contribution is set forth in the Application.
- (ii) During the term of this Contract, CARTO hereby agrees to identify and acknowledge Sponsor as a sponsor of the Event at the level identified on the

Application. Such identification and acknowledgment may include displaying Sponsor's corporate logo and certain other identifying information on the CARTO Event website in connection with the Event, and on other appropriate promotional media and materials in connection with the Event, as set forth in the Application.

- (iii) For those sponsorship levels that include priority opportunity for exhibit space assignments, as stated in the Application, CARTO will process exhibit space requests on a first come/first serve and space-available basis. Availability will be limited.

C. Name and Logo Usage.

- (i) Sponsor hereby grants CARTO a limited, non-exclusive, revocable license to use Sponsor's name, acronym, and logo during the term of this Contract for the purpose of identifying and acknowledging Sponsor's sponsorship of the Event. The placement, form, content, appearance, and all other aspects of such identification and acknowledgement shall be determined by CARTO.
- (ii) On or before the applicable deadlines, Sponsor shall provide to CARTO all necessary logos and other information, content and materials (in electronic form) for use in connection with its sponsorship of the Event.

D. Cancellation and Force Majeure.

- (i) Notice of cancellation must be received in writing by September 1, 2020 (Online Event). Sponsor specifically recognizes that CARTO will be harmed if Sponsor cancels its sponsorship at any time after this Contract goes into effect. Should Sponsor cancel participation after September 1, 2020 (Online Event), Sponsor forfeits all monies paid and all right to sponsorship benefits. Upon CARTO's cancellation of the Event for any reason, the liability of CARTO shall be limited to a refund of fees paid by Sponsor.
- (ii) Neither CARTO nor Sponsor shall be liable for any delays resulting from circumstances or causes beyond its reasonable control, including, without limitation, fire or other casualty, act of God, strike or labor dispute, war, act of terrorism, or other violence, or any law, order or requirement of any governmental agency or authority.

E. Protection of Facility.

Sponsors shall not deface any part of the exhibit facility. The cost of repairing any damage done to the exhibit facility by the Sponsor, employees, representatives, or agents will be billed to and paid by the Sponsor. Nothing shall be taped, affixed, nailed, pinned, or attached in any manner to any surface in the facility. Banners, posters, and signs are not allowed to be rigged from any portion of the Facility without prior written approval.

F. General Terms.

- (i) (i) This Contract shall commence as specified in Section A above and will terminate at the conclusion of the parties' obligations pertaining to the Event.
- (ii) Sponsor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold harmless CARTO, and the Event facility, its officers, directors, owners; and affiliated companies; and all employees and agents of all of them against any personal injury to Sponsor or its officers, agents, employees or guest, or to any other person in attendance at the Event.
- (iii) This Contract and the rights granted to Sponsor are non-exclusive, and CARTO reserves the right to enter into similar agreements with third parties related to additional sponsorship opportunities for the Event.
- (iv) TThis Contract shall be governed by and enforced according to the laws of the State of New York. The parties hereby agree to submit themselves to the personal jurisdiction of the courts of New York, which shall be the exclusive venue for any disputes relating to this Contract.
- (v) This Contract may be amended or modified at any time.