



analytics conference  
**A2009**  
THRIVING IN TODAY'S ECONOMY

## Sponsorship and Exhibitor Prospectus

### Inaugural A2009 Analytics Conference

Copenhagen, Denmark

1-2 July 2009

[www.sas.com/a2009](http://www.sas.com/a2009)

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The A2009 Analytics Conference brings together the intelligence, innovation and leadership of the analytics profession, in one place, at one time, covering all the key areas associated with analytics: **data mining, forecasting, operations research and statistical analysis.**

Analytics allows organisations to transform data into a competitive advantage – enabling strategic decisions that ultimately optimise performance. At the highest levels of organisations – across all industries – analytics addresses the needs of executives faced with the unique challenges of a volatile economy, regulations, talent shortages and increased competition.

Attending corporate and academic organisations will showcase their analytics innovation and expertise, and learn how to best use analytical skills to improve company performance.

Ensure that your business solutions or academic analytics programmes achieve leadership recognition and credibility by displaying your work at the inaugural A2009 Analytics Conference.

Presented by



### **A2009 Industries and Business Areas Represented**

Academics  
Banking  
Energy  
Finance  
Healthcare  
Insurance  
Logistics  
Manufacturing  
Media  
Pharma  
Public  
Retail  
Sales and Marketing  
Telecommunications  
Transportation

### **A2009 Analytics Areas Represented**

Data Mining  
Forecasting  
General Analytics  
Optimisation  
Six Sigma  
Text Mining

### **A2009 Business Functions Represented**

Air Traffic Management  
Budget Planning  
Business Operational Decision Making  
Business Analytics  
Capacity Planning  
Customer Relationship Management  
Customer Retention  
Direct Marketing  
Early-Warning Indicators  
Fact-Based Decision Making  
Fraud Detection  
Managing Forecasts  
Marketing Campaigns  
Marketplace Optimisation  
Missing Data  
Predictive Modelling  
Quality Control  
Resource Planning  
Risk  
Supply Chain  
Survival Analysis  
Unobserved Components

### **A2009 Papers: Countries Represented**

Austria  
Belgium  
Denmark  
Germany  
Italy  
Norway  
Poland  
Portugal  
Sweden  
Switzerland  
UK  
USA



## Sponsor A2009 and:

- **Connect** with hundreds of analytics professionals from all over the world.
- **Network** with representatives from a variety of business, academic and government organisations.
- **Promote** your analytic solutions to attendees from a variety of industries.
- **Increase** your organisation's exposure at the conference.

## Available Sponsorship Opportunities

If you have the goal to raise awareness of your corporate organisation or academic programme, don't miss the opportunity to participate as a sponsor of the A2009 Analytics Conference:

<b>Networking Reception</b>	Premier networking event on 1 July from 17:30 – 19:30 p.m.	<b>€4,000</b>
<b>Session Speaking Opportunity</b>	Raise awareness of your work in analytics by presenting abstract content.	
<b>Conference Bag Handout</b>	Extend your event presence by including an item in the conference bag that every attendee will receive.	<b>€2,000</b>
<b>Half-Page Ad in Conference Programme</b>	Increase your conference exposure by advertising in the full-colour A2009 conference programme.	<b>€2,000</b>
<b>Customised Conference Item</b>	Customise your conference identity with an item of your choosing. Examples include T-shirts, lanyards, pens, etc.	<b>€2,000</b>
<b>Evening at Tivoli Garden</b>	Sponsor a delightful summer evening for conference attendees on 1 July at the world-famous Tivoli Gardens.	<b>€2,000</b>

*\*All sponsorships include logo placement in the conference programme.*

For more information on sponsorship packages, contact Georg Morsing at +45 70 28 28 87 or [Georg.Morsing@sdk.sas.com](mailto:Georg.Morsing@sdk.sas.com).