

E-Commerce & E-Marketing 2.0

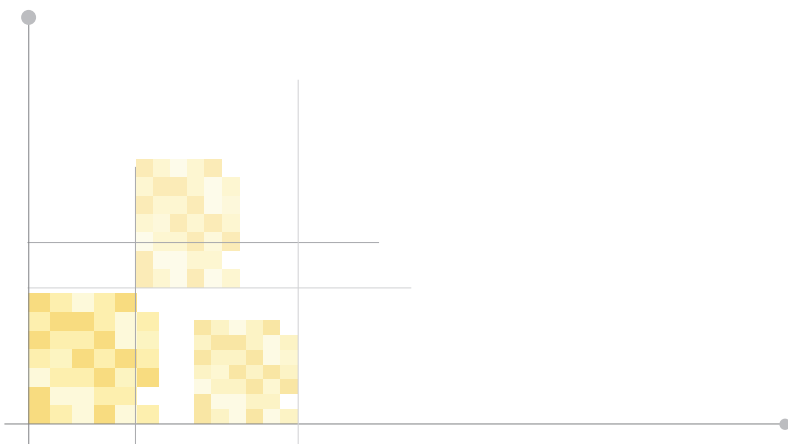
GLOBAL BIG DATA CONFERENCE

Your Big Data Connection

E⁵

EVANGELIZE
EDUCATE
ENLIGHTEN
EMPOWER
ENTERTAIN

HADOOP SCOOP
Storage "BIG DATA" parallelization
Avro HDFS NoSQL HBase
Predictive Pig A/B testing
TO S M Z
Java MapReduce



Organized by



AMERICAN INSTITUTE
OF
BIG DATA PROFESSIONALS

Powered by





Our Mission

The Big Data Connection Conference is to bring all stakeholders of big data including customers, vendors, practitioners, system integrators together along E-Commerce & E-Marketing vertical to share, contribute and understand big data insights along e-Business vertical.

We want to Evangelize, Educate, Enlighten, Empower, Entertain on Big data. The Conference aims to create business value around Big Data.

Facts about the conference:

Expected

Attendees: 200-300 people

Breakfast, Lunch and Drinks networking session will be provided for both the days.

Expected audience:

- Management decision makers
- Technology executives
- Practitioners/ Developers/Data Scientists
- Business-side data end-users
- Start-up founders
- Investors
- Media and Consultants

About the Conference

The Global Big Data Conference is a 2-day conference. It was created and organized by the AIBDP and powered by Data-Magnum. The conference is focused around Big Data solution for E-commerce & E-marketing 2.0 business.

This Big Data conference is unique as it is focused specifically on the E-Commerce & E-Marketing verticals – bringing together leading Big Data Vendors with e-Commerce and e-Marketing Practitioners, Developers, and Thought Leaders to discuss, share, find solutions, and gain valuable insights.

Tentative Schedule

- This 2-day Global Big Data Conference schedule is designed in such a way that an attendee can get valuable and sensible output from their time invested.
- The sessions will include Speakers, Panel Discussions, Hands-on Big Data Workshops, Hadoop & Big Data Boot Camp for Management Professionals and an Investor Panel for Start-ups & networking for all.

Day	Time	Agenda Item	Speakers
Day 1 - Conference	8:00	Registration & networking breakfast Lightning	
	9:00	Opening keynote	
	9:30	Lightning Talk	1
	9:45	Panel Discussion	4
	10:30	Speakers	2
	11:00	Networking coffee break	2
	11:15	Start up pitch	4
	11:30	Panel Discussion	4-5
	12:30	Networking lunch	
	1:00	Panel Discussion	4-5
	1:45	Workshop	1
	2:30	Lightning Talk	1
	2:45	Snack & Networking break Startup pitch	2



Day	Time	Agenda Item	Speakers
	3:00	Speakers	2-3
	3:45	Start up Pitch & Product Demo	2
	4:15	Closing Key note speech	2
	5:00	Big Data Beer bash/Networking	

Day	Time	Agenda Item	Speakers
Day 2 - Boot Camp	8:00	Registration & networking breakfast	
	9:00	Opening Talk	
	9:30	Boot camp for Business Executives -Big Data	1
	11:00	Coffee & Networking Break	3
	11:15	Boot camp -Big Data	4
	12:30	Networking Lunch	
	1:30	Hadoop-Hands on sessions for managers	4-5
	4:00	Coffee & Networking break	
	4:15	Startup pitch	2
	4:30	Panel Discussion	1
	5:00	Closing Keynote/Talk- Future of Data	3
	5:30	Conference Happy Hour	3

Potential Speakers (so far):

Companies

- NetFlix
- Google
- MapMyFitness
- BloomReach
- Intel
- Cloudera
- Splunk
- Ayasadi
- ParStream

- SiSense
- Blue Kai
- Terracotta
- MarkLogic
- Saffron
- 451 Group
- Wikibon
- SAP



Example Topics – all related to e-Commerce or e-Marketing & Big Data Solutions

- Real time Analytics
- Demystifying Big Data
- Seizing the Big Data Opportunity to target customers
- How Do E-Commerce Companies Use Big Data?
- How can E-Commerce companies generate valuable pricing model using Big data
- How is Ecommerce-Big Data- Search Engine interlinked
- Dynamic Pricing for ecommerce
- Predictive Analytics for Ecommerce
- Web Apps & Ecommerce
- Help Shape the Future of Search Marketing
- Business Intelligence/ Data Science
- Customer Insights/CRM
- Marketing and Marketing Analytics
- Finding an Intelligent Market: Quality and Value In Offline and Online Data
- Adaptive learning methods/Application models for ecommerce
- Ecommerce Cloud Computing ,map-reduce, MPI
- Large scale data optimization
- Fraud Detection
- Data streams
- Design of experiments and sample survey
- Economy, Markets-Viral Marketing, Online advertising
- 12. Graph mining & Information extraction
- Data Management in the Social Web
- Crowdsourcing
- Security and privacy related to Emarketing

Frequently Asked Questions – Sponsors:

Do Sponsors get a Speaking opportunity?

- Yes, depending on the sponsorship level, a sponsor can get 15 minutes to present their product, or an individual case-study presentation, or participation on a Panel Discussion (on relevant pre-approved topics)

Can we conduct our own mini-Webinar on Big Data-related topic?

- Please contact The Big Data Connection organizers.

Can we have an exclusive Panel Discussion with attendees?

- One panel discussion will be exclusively sponsored by a Cornerstone/Gold sponsor.

Can we have a slot for start-up pitch?

- Start-up companies will be allotted 5 minutes for a presentation and a 5 minute Q&A session with the audience. This will provide an opportunity to attract potential customers, employees, & investors and to receive valuable feedback.



What is the “Recognition Award”for the best Start-up?

- This award is for the start-up deemed to have the most potential according to our panel of judges.
 The ‘Start-up Recognition Award’ Sponsor can have an exclusive mini-event around the awards presentation.

What is the Investor Panel?

- The Investor Panel is made up of keen Angel investors and Venture Capitalists.
 They will be available to network with start-ups for investment opportunities.

Sponsorship packages

- The sponsorship packages are designed to create maximum engagement through marketing collaterals with the e-Commerce & e-Marketing industry’s most influential buyers, decision makers, leaders, vendors, start-ups,and investors.

Global Big Data Conference- Ecommerce 2.0

Sponsorship Deliverables

More sponsorship titles available- Big data Sponsor / E commerce Sponsor

Particulars	Collaterals	Sponsor Titles						
		Corner stone sponsor	Diamond sponsor	Gold sponsor	Silver sponsor	Panel sponsor	Award sponsor	Booth sponsor
Pre-Event								
Website								
	Sponsor Logo included on the website homepage with sponsorship title	✓	✓	✓	✓	✓	✓	✓
	Direct Web link to sponsor website	✓	✓	✓	✓	✓	✓	✓
	Sponsor Facebook and LinkedIn group link for viewers to join the community	✓	✓	✓	✓	✓	✓	✓
Social Platforms								
	Target platforms-Facebook, LinkedIn, Pinterest, Twitter, YouTube groups	✓	✓	✓	✓	✓	✓	✓
	Sponsor logo included on the group pages	✓	✓	✓	✓	✓	✓	✓
	Special offer message on LinkedIn page	✓						
	Special offer message on Facebook page	✓						
	Thank you message on Twitter	✓	✓	✓				
Meet Up group session								
	Event & Sponsors mention meet up group	✓	✓	✓	✓	✓	✓	✓
	Email to Meet-up group members to have sponsors logo	✓	✓	✓	✓	✓	✓	✓
	Sponsor website link in mails	✓	✓	✓	✓	✓	✓	✓
	Promote Conference on more than 150 meet up groups in related verticals	✓	✓	✓	✓	✓	✓	✓
Web Banners								
	Web banners on AIBDP site	✓	✓	✓	✓	✓	✓	✓
	Web banners on Data Magnum site	✓	✓	✓	✓	✓	✓	✓
	Web banners on media partners site	✓	✓	✓	✓	✓	✓	✓
	Web banner on sponsor website	✓	✓	✓	✓	✓	✓	✓



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Newsletter								
	Newsletter to our database of more than 5000 executives from the industry	✓	✓	✓	✓	✓	✓	✓
	Newsletter to database of meet up group	✓	✓	✓	✓	✓	✓	✓
	Exclusive and Dedicated Email Blast	✓	✓	✓	✓	✓	✓	✓
	Post event group email blast	✓	✓	✓	✓	✓	✓	✓
VIP Passes								
	VIP passes to sponsors	✓	✓	✓	✓	✓	✓	
During the Event								
Exhibitor Space								
	Exhibition booth space	✓	✓					
	Distribute leaflets and promotional material	✓	✓					
	Demo at the booth	✓	✓					
	Collect attendee data and contacts	✓	✓					
Workshop /Demo time								
	Demo of the products on stage	✓						
	Presentation slot for sponsor brands on stage	✓	✓					
Banners								
	Exclusive banner for the sponsor	✓	✓	✓				
	Logo on exhibit hall entrance unit	✓	✓	✓	✓	✓	✓	✓
	Logo placement on entrance photo shoot backdrop wall	✓	✓	✓				
	Logo presence on Welcome banner at the entrance	✓	✓	✓	✓			
	Event banners- Sponsor logo presesnce							
Presentation Slides								
	Logo on opening slide of each presenatation	✓	✓	✓				
	Sponsors logo on big screen during lunch & networking breaks	✓	✓		✓	✓	✓	✓
Webinar Opportunity								
	Opportunity to co-host a pre- or post-event webinar (details)	✓						
	60-minute webinar presentation to Eommerce2.0 attendees	✓						
	Co-branded with AIBDP, plus thank you message	✓						
	Can be available online at AIBDP.org for 1 year	✓						
Award- Best Start up								
	Start-ups competition to have exclusive mention of the sponsor	✓					✓	
	Attracting more start ups related to Big data	✓					✓	
	Award will have sponsor logo. Sponsor will get the trophy and the prize	✓					✓	
	Sponsor can do PR activity for the award and post pictures on websites and socail sites	✓					✓	
Investor Panel								
	Sponsor logo on screen during investor panel discussions	✓	✓					
	Special access to sponsor during investor panel discussion	✓	✓					
Track Sponsorship								
	Branding on speaker podium, onsite signage and opening slide on given conference day					✓		
	Distribute literature or promotional item	✓				✓		
	Thank you message by track moderator	✓				✓		



Particulars	Collaterals	Sponsor Titles						
		Corner stone sponsor	Diamond sponsor	Gold sponsor	Silver sponsor	Panel sponsor	Award sponsor	Booth sponsor
Lobby Cat								
	Hand-distribute sponsor provided promotional material to attendees in the registration area	✓	✓					
Attendee List								
	Attendee name, company, title	✓	✓					
	Attendee email address	✓	✓					
Event Booklet								
	Dedicated full ad page for sponsor event booklet	✓	✓					
	Logo presence in the booklet plus sponsorship title	✓	✓	✓	✓	✓	✓	✓
Welcome Kit								
	Sponsor leaflet and promotional material	✓	✓					
	Event Booklet with sponsors logo	✓	✓	✓	✓	✓	✓	✓
	Event folder to have sponsor logo	✓	✓	✓				
Carry Bags/ Stationary								
	Sponsor can provide personalised carry bags or stationary like pens/ memory stick etc	✓	✓	✓				
Attendee Batch								
	Attendee and volunteer batches to have sponsor logo	✓	✓					
Press Media								
	Press Releases to have mentions of sponsors	✓						
Others								
	Time to speak during networking lunch	✓	✓	✓	✓			
	Conference passes	✓	✓	✓	✓			
	Main stage talk	✓						

Sponsorship rates and limits:

Corner stone sponsor	Diamond sponsor	Gold sponsor	Silver sponsor	Panel sponsor	Award sponsor	Booth sponsor
\$ 20,000	\$ 16,000	\$ 14,000	\$ 12,000	\$ 9,000	\$ 11,000	\$ 6,000
Limit : 1	Limit : 1	Limit : 2	Limit : 2	Limit : 3	Limit : 2	Limit : 9

Contact Details:

For Marketing, Logistics & Media:

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