

**SAVE  
THE  
DATES**

**4th to 7th  
October 2022**

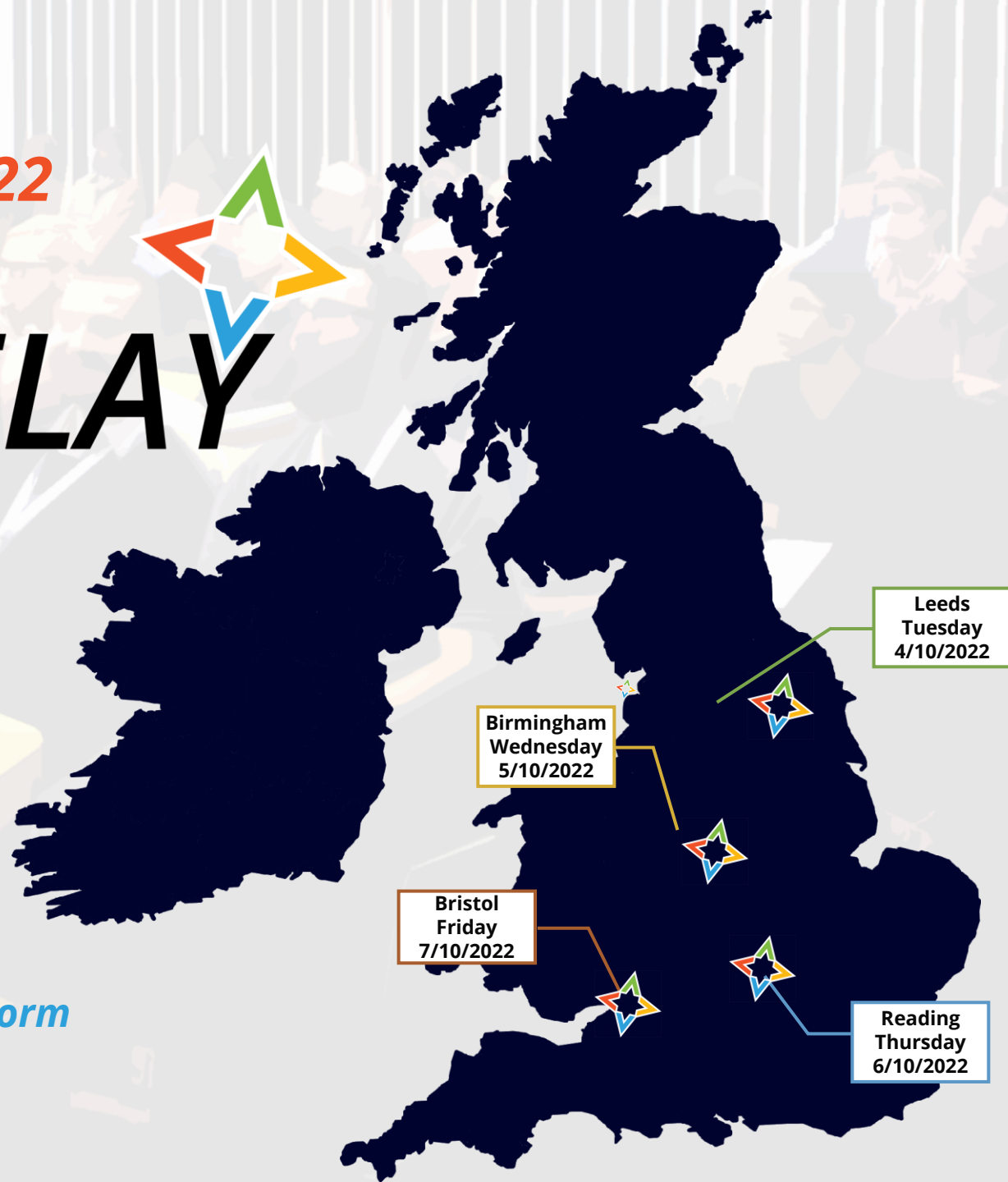
# **DATA RELAY**

**IS BACK!**



**@DataRelay\_UK**  
**DataRelay.co.uk**

**A UK Wide Microsoft Data Platform  
Community Initiative**



# DATA RELAY

## Sponsor Pack

1 week

4 venues

80 sessions

~1000 attendees

In 2019 **749** of our attendees explicitly opted-in to our sponsors' email marketing campaigns

Seniority of attendees



- Senior/Exec
- Mid
- Junior
- Consultant

**The best value UK Data Platform conf**

~1000 attendees

~£5/attendee for GOLD tier

Enough time to maximise every opportunity

## Target the right leads

Attendees state their role and seniority in their raffle data



- DBA
- Dev
- BI

I enjoyed the day...



## New faces

For 44% of our 2016 attendees Data Relay was their first or second ever conference

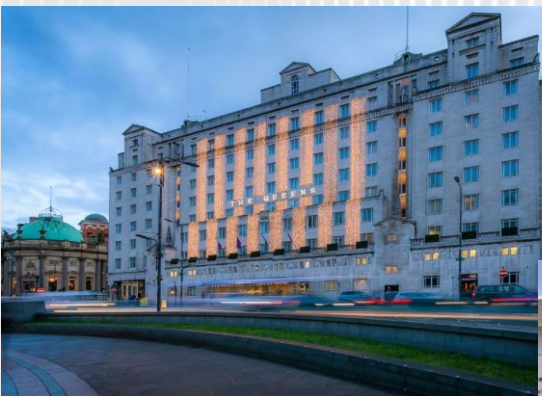
## Attendees love Data Relay

99% of attendees would recommend SQL Relay to a colleague

I learned...



< Tuesday  
The Queens Hotel



Wednesday >  
The Odeon Cinema,  
Broadway

< Thursday  
Microsoft, Thames Valley Park



Friday >  
The Bristol Hotel





# Restarting Data Relay

We are really keen to make 2022 a success following the pandemic, which is why we are using established venues with excellent facilities and strong connections to the local data platform community.

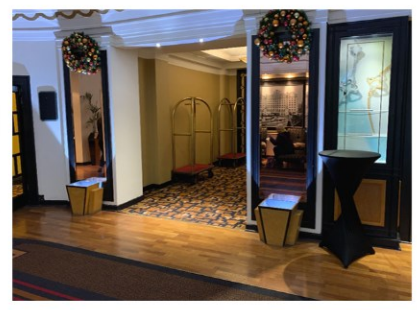


Leeds  
Tuesday  
4/10/2022

Birmingham  
Wednesday  
5/10/2022

Bristol  
Friday  
7/10/2022

Reading  
Thursday  
6/10/2022





Benefit	Bronze (x3) £1,095 + VAT	Silver (x3) £3,495 + VAT	Gold (x6) £5,495 + VAT
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## On the day - non-human presence

Video during keynote - ensuring all ~1000 attendees hear your message (1 min)			✓
Logo on all event materials	✓	✓	✓
Pop-up banners displayed around the venues with your logo	✓	✓	✓

## On the day - human presence

Number of Active Staff *		2	Unlimited
Seats of Data Bus		2	4
Booth Size	Pop Up Banner Only	0.5m x 1.5m	1.5m x 2.5m
Dedicated Session			1

## Data

Run a competition to gain data **	£500 surcharge	✓	✓
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## eMarketing

Tweets per Month	1	2	4
LinkedIn & Facebook Posts per Month		1	2
Inclusion in Mail Shot to Attendees			✓

## Extras

Lanyards - Data Relay + Your Logo	£1,500		
"Refreshments provided by [your name]" signs	£250 per event	£250 per event	£250 per event
Insert your ideas here... (Let's talk!)	*	*	*
Extra bus seats		£50	£50

• Active staff are folks standing at banners/booths and/or wearing branded clothes and/or performing any visible sales/marketing activity. Speakers only considered "active staff" if they meet that criteria.

\*\* Sponsors must provide a raffle prize for each event they attend, suggested value £100

Our goal is to grow the Microsoft Data Platform community in the UK by providing high quality, free training to new audiences.

This year we plan deliver 4 full day conferences in 4 UK cities in 4 days:

To provide the best training for our attendees, the best results for our sponsors and the biggest reach for our speakers we run Data Relay on a tight budget.

The result: the best value sponsorship options of any comparable Microsoft Data Platform conference in the UK based on a £:attendee ratio. In 2019 all of our sponsors received 750 leads from Data Relay. More than they did from any other UK Data Platform conference.

What's more, with Data Relay spread over 4 days, sponsors have enough time to talk with every attendee.

## Sign up early!

**Booth locations:**  
Allocated on a first signed, first served basis!

**Partner sessions:**  
Allocated on a first paid, first served basis!

## Interested?

Want to sign up?:  
[sponsors@datarelay.co.uk](mailto:sponsors@datarelay.co.uk)

# What Next?

- ✧ Once your involvement has been confirmed, we'll issue a contract to sign and request funding.
- ✧ We'll request logo's and marketing information to be included as part of our social media campaigns.
- ✧ Leading up to the event we'll communicate details of logistics and support arrangements for your equipment to be included on the Data Bus.
- ✧ Stand placement will be confirmed at each venue based on floor plans.
- ✧ We'll request video content to be included in the key notes.
- ✧ Sponsorship session titles and abstracts will be requested for inclusion in the event agenda and booklet.



# ***DATA RELAY***

Thank You!

[sponsors@datarelay.co.uk](mailto:sponsors@datarelay.co.uk)

We can't do it without you.