

DOES YOUR BUSINESS HAVE ALL THE TALENT YOU NEED?

BACon 2023

ANNUAL BUSINESS ANALYSIS CONFERENCE

NOVEMBER 3, 2023

AMC THEATER | EASTON TOWN CENTER

COLUMBUS, OH



WHY SPONSOR BACon?

Previous BACon Sponsors made over 16k impressions, received nearly 1000 attendee information files. These results facilitated in part by the passport program, which enters attendees in prize drawings if they receive stamps from all sponsors.



HIGH-QUALITY TALENT

In addition to attracting talented BA's, BACon is also drawing Project Managers, Scrum Masters, Architects, Testers and Product Owners.

Prior BACon, 17 organizations (including Nationwide, State Auto, Huntington, State of Ohio, Alliance Data, Chase Bank) sent 10 or more employees to BACon. These organizations look to BACon to share and grow their knowledge and to contribute to the analytical community.

<https://www.iibacolumbus.org/2022-bacon-information>

Since its inception, the conference has grown from an initial idea among a few passionate analysts, to a regional conference attended by thousands over the years. Each year, we strive to provide thought leadership and exceptional presenters, as well as, the highest quality conference experience for the attendees and sponsors.



SPONSORSHIP OPTIONS AVAILABLE



Social from past BACon



Floor Advertisement with Sponsorship from last BACon

PLATINUM SUPPORTER \$3500

(6 Available)

- Choice of (first paid, first pick):
 - Candied Bacon Break, with your logo on each yummy bag of goodness
 - Your logo with conference logo on notepad & pen supplied by conference
 - Logo on conference bags to be designed and supplied by conference
 - Badge naming with logo on back of the badge designed and supplied by conference
 - Lanyard naming with conference logo designed and supplied by conference
 - Salty & Sweet Break, your logo on each sugar cookie
- 2 total Complimentary registrations
- The Platinum Level Sponsorship also includes all of the Supporter Benefits listed below

THEATRE SUPPORTER \$2800

(6 available)

- Your sponsor table outside the theatre and your logo on the screen all day
- The Theatre Level Sponsorship also includes all of the Supporter Benefits listed below

SUPPORTER \$2500

(15 Available)

- Floor advertisements
- Placement of company logo on conference website
- Sponsor table with linen
- Lunch included for your booth workers
- 1 Complimentary registration
- Attendee scan and prize giveaway
- An advertisement on the conference app

For More Information or to discuss our sponsorship packages in more detail, please contact Erin McMichael BACon Event Coordinator at 614.738.0924

