Tableau Conference 2019
Sponsorship Prospectus
November 12-15, 2019
Reach decision makers and influencers
Tableau Conference is the place to be when it comes to building relationships that translate into new partnerships and sales. This is where the data community comes together to get inspired, empowered, energized, and educated. Tableau Conference brings together thousands of data enthusiasts, hundreds of partners, and thought leaders from a vast number of industries, ranging from CIO’s, to data scientists, to data analysts.

Lead generation
Ultimately, it’s all about the bottom line and generating quality leads to help drive business growth and revenue. Lead generation is one of the main metrics our sponsors define as a goal and why they invest. Whether you’re a new emerging partner to TC or an established veteran, we provide a platform where you can showcase your business. We help drive traffic to your on-site activation. Whether you sponsor a booth, session or something custom, our vizzes have given us insight into peak times for lead acquisition and channels to help promotion. Additional pre-show and post-show sponsorship opportunities make it possible to connect all year long.

Face-to-face engagement
You can network with some of the best in the industry. We help you connect with prospects and customers through our main hub Data Village, in our sessions, keynotes, and parties. We deliver a platform that helps you engage with your target audience and meets your business needs. Grow your brand, grow your business, and harness the power of face-to-face engagement at TC.

Why invest in sponsoring Tableau Conference?

Thought leadership
Thought leadership is one of the most valuable assets to your brand, giving you the opportunity to educate your prospects in the early stages of the buying cycle. Position your brand as a category leader and a trusted resource through one of our speaking opportunity packages. Deliver insights that matter through a marketing promotional opportunity. Options are endless, what better way to cultivate thought leadership and elevate your brand against your competitors?

Build buzz and excitement
Launching a new product? Refreshing your brand? Enhancing an existing solution? Make a splash at TC by showcasing your product or solution to 18,000 attendees. Leverage social media tactics to connect with attendees and build your brand. Target your influencers through emails to drive them to your sponsored event, blog post, or post-show webinar.

Talent sourcing
The BI industry is brimming with fresh and exciting opportunities for professionals in a variety of emerging roles. Leverage a great opportunity to network and engage with the most sought-after talent in the job market today, right here at Tableau Conference. From a small meet-up to meeting with top candidates in your booth, there are several ways to interact with professionals from all fields including data scientists, data analysts, and experts in big data at Tableau Conference.
We are data people. So let’s talk numbers.

Attendees interact with decision makers in all lines of business

Attendees span a variety of industries
SPONSORSHIP LEVEL

**Yottabyte**

Move and shake with the best of them! Our Yottabyte sponsorship package ensures you have the ultimate visibility within our conference ecosystem. Enjoy access to an executive audience and engage with attendees from your centralized 30’ x 30’ booth location. Conduct private meetings within a dedicated space located in Data Village. Utilize session speaking opportunities and your Hands-on Training to position your brand as a thought leader. Expect to see your brand on the big stage during our pre-keynote slideshow. This package provides the ultimate brand exposure through digitally displayed ads, our website, mobile app, and more. Only two will be offered, so take advantage of all this package has to offer.

**Exhibit Hall**
- 30’ x 30’ booth space
- 2 tables, 4 chairs, 2 10-amp electrical drops, 3 hard-wired internet connections, carpet
- Option to rig hanging banner
- 6 lead retrieval devices
- Access to sponsor staff lounge in Data Village
- Dedicated 10’ x 10’ private meeting space in Data Village

**Conference Passes**
- 16 full conference passes
- 10 expo-only passes
- 1 full conference pass for session speaker
- Option to purchase full conference passes at the discounted rate of $1,195
- Option to purchase expo-only passes at the rate of $795 (Limit 16)
- 16 reserved seats at keynote for full conference pass holders

**Executive Experience**
- 2 executive track passes
- Opportunity to provide 1 custom slide during breaks between executive track

**Conference Engagement**
- 60-minute speaking session
- 60-minute sponsor led Hands-on Training workshop

**Branding and Communications**
- Logo to be displayed on keynote pre-show slide
- Digital ad displayed on select monitors
- Premier placement of sponsor logo and link on TC19 website
- Sponsor logo and 200-word description in the TC19 website sponsor page
- Mobile app recognition in sponsor section
- 1 push notification to all conference attendees
- 2 Sponsor tweets from @tableau account
- Sponsor logo in the footer of pre-event conference communications
- Sponsor logo in the footer of post-event conference communications
- TC social promotional kit with social banners and bitly link
- Opportunity to issue a press release

**Hospitality**
- Space to hold one breakfast
- Hotel suite (4 nights)
- Opportunity to reserve a hotel room block of up to 10 rooms at Mandalay Bay

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1 Additional costs associated for rigging of banner payable by sponsor directly to vendor
2 Executive track passes are by invite only to C-suite or VP level leadership submitted
3 All incidental, food and beverage responsibility of sponsor
4 Rooms subject to availability and adherence to submission deadlines. All room cost plus taxes and resort fees are the responsibility of the Sponsor.
Looking to stand out against the crowd, but not able to commit to a Yottabyte sponsorship level? Consider the Terabyte package as the product for you. Engage with your brand’s fan base through your expanded booth space and shake hands with the C-suite in the executive track. The Terabyte package offers pre-event visibility and gives you the opportunity to showcase your brand and host meaningful conversations in a dynamic way.

Exhibit Hall
- 20’ x 20’ booth space
- 2 tables, 4 chairs, 2 10-amp electrical drops, 2 hard-wired internet connections, carpet
- Option to rig hanging banner\(^1\)
- 4 lead retrieval devices
- Access to sponsor staff lounge in Data Village
- Dedicated 10’ x 10’ private meeting space in Data Village

Conference Passes
- 14 full conference passes
- 8 expo-only passes
- 1 full conference pass for session speaker
- Option to purchase full conference passes at the discounted rate of $1,195
- Option to purchase expo-only passes at the rate of $795 (Limit 10)
- 14 reserved seats at keynote for full conference pass holders

Executive Experience
- 2 executive track passes\(^2\)

Conference Engagement
- 60-minute speaking session
- 60-minute sponsor led Hands-on Training workshop

Branding and Communications
- Logo to be displayed on keynote pre-show slide
- Digital ad on select monitors
- Premier placement of sponsor logo and link on TC19 website
- Sponsor logo and 100-word description in the TC19 website sponsor page
- Mobile app recognition in sponsor section
- 1 sponsor tweet from @tableau account
- Sponsor logo in the footer of pre-event conference communications
- Sponsor logo in the footer of post-event conference communications
- TC social promotional kit with social banners and bitly link
- Opportunity to issue a press release

Hospitality
- Hotel suite (4 nights)\(^3\)
- Opportunity to reserve a hotel room block of up to 5 rooms at Mandalay Bay\(^3\)

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\(^1\) Additional costs associated for rigging of banner payable by sponsor directly to vendor

\(^2\) Executive track passes are by-invite only to C-suite or VP level leadership submitted

\(^3\) Rooms subject to availability and adherence to submission deadlines. All room cost plus taxes and resort fees are the responsibility of the Sponsor.
Gigabyte

Have the best of both worlds! Generate quality leads and share insights with TC attendees. With our Gigabyte package, you’ll enjoy a 10’ x 20’ booth, ideal for engaging with new and current customers. You’ll have access to private meeting space to set those important sales and client meetings. Inspire attendees and be seen as a trusted source by sharing best practices and insights through your 60-minute session. We’ll be sure to drive traffic to your booth and sessions by showcasing your brand and content through various promotional vehicles that include digital ads, TC19 website, mobile app, and more.

**Exhibit Hall**
- 10’ x 20’ booth space
- 1 table, 2 chairs, 1 10-amp electrical drop, 2 hard-wired internet connections, carpet
- 3 lead retrieval devices
- Dedicated 10’ x 10’ private meeting space in Data Village
- Access to sponsor staff lounge in Data Village

**Conference Passes**
- 10 full conference passes
- 4 expo-only passes
- 1 full conference pass for session speaker
- Option to purchase full conference passes at the discounted rate of $1,195
- Option to purchase expo-only passes at the rate of $795 (Limit 8)

**Conference Engagement**
- 60-minute speaking session

**Branding and Communications**
- Digital ad displayed on select monitors
- Sponsor logo and 75-word description on the TC19 website sponsor page
- Mobile app recognition in sponsor section
- TC social promotional kit with social banners and bitly link
- Opportunity to issue a press release

**Hospitality**
- Opportunity to reserve a hotel room block of up to 5 rooms at Mandalay Bay

Rooms subject to availability and adherence to submission deadlines. All room cost plus taxes and resort fees are the responsibility of the Sponsor.
**Megabyte**

Ready to elevate your brand and take that next step to go beyond the booth? The Megabyte package gives you plenty of opportunities to raise brand awareness, position your brand as a thought leader, and connect with your target audience.

**Exhibit Hall**
- 10’ x 10’ booth space
- 1 6-ft table, 2 chairs, 1 5-amp electrical drop, 1 hard-wired internet connection, carpet
- 2 lead retrieval devices
- Access to sponsor staff lounge in Data Village

**Conference Passes**
- 6 full conference passes
- 2 expo-only passes
- Option to purchase full conference passes at the discounted rate of $1,195
- Option to purchase expo-only passes at the rate of $795 (Limit 6)

**Conference Engagement**
- 30-minute speaking session

**Branding and Communications**
- Digital ad displayed on select monitors
- Sponsor logo and 50-word description in the TC19 website sponsor page
- Mobile app recognition in sponsor section
- TC social promotional kit with social banners and bitly link
- Opportunity to issue a press release

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**Kilobyte**

Amplify your brand presence in one easy sponsorship. Our Kilobyte package ensures a stellar 10’ x 10’ space in Data Village, two full conference passes, and plenty of opportunities to place your logo. We’ll show-off your brand on our website sponsor page, mobile app, and offer the option to issue a press release as well.

**Exhibit Hall**
- 10’ x 10’ booth space
- 1 6-ft table, 2 chairs, 1 5-amp electrical drops, 1 hard-wired internet connection, carpet
- 1 lead retrieval device
- Access to sponsor staff lounge in Data Village

**Conference Passes**
- 2 full conference passes
- 1 expo-only pass
- Option to purchase full conference passes at the discounted rate of $1,195
- Option to purchase expo-only passes at the rate of $795 (Limit 2)

**Branding and Communications**
- Sponsor logo and link in the TC19 website sponsor page
- Mobile app recognition in sponsor section
- TC social promotional kit with social banners and bitly link
- Opportunity to issue a press release

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**Byte**

New to Tableau? Not sure at what level to invest? Get your feet wet with our Byte package. It’s a great way for new partners to experience first-hand what Tableau Conference has to offer. We will make the work easy for you. We offer a 5’ x 5’ turnkey kiosk with all the bells and whistles, all you have to do is provide creative and show up! From attending sessions to engaging with data enthusiasts from around the globe, the Byte package will provide your team access to the conference, ability to generate leads, and showcase your product solution. It’s easy, it’s fast, and it’s affordable.

**Exhibit Hall**
- 5’ x 5’ turnkey kiosk
- 1 5-amp electrical drop, 1 hard-wired internet connection, carpet
- 46” monitor with mount
- 1 lead retrieval device
- Access to sponsor staff lounge in Data Village

**Conference Passes**
- 1 full conference pass
- 1 expo-only pass
- Option to purchase full conference passes at the discounted rate of $1,195
- Option to purchase expo-only passes at the rate of $795 (Limit 2)

**Branding and Communications**
- Sponsor logo and link on TC19 website sponsor page
- Mobile app recognition in sponsor section
- TC social promotional kit with social banners and bitly link
- Opportunity to issue a press release
Iron Viz

Connect with Tableau Team for more details

Iron Viz is the world’s premiere visualization showdown featuring three contestants (cherry-picked from highly competitive feeder competitions throughout the year) as they face off before an eager TC crowd. Yielding identical datasets and a set amount of time, each contestant will battle to build the finest visualization in the arena. The all-time reigning champ walks with cash, prizes, and eternal glory.

2019 Iron Viz Presenting Sponsor
• Presented by inclusion on TC19 website promotion of Iron Viz
• Presented by inclusion in all Iron Viz pre-promotion leading up to the event, including pre-event emails
• Presented by inclusion on in-app discover tile promoting the event
• Presented by inclusion in 1-push notification to attendees
• Sponsor logo featured on Iron Viz keynote screen pre-event
• Sponsor logo featured in the Iron Viz introduction video
• Thank you shout to sponsor on-stage during welcome and awards presentation

Iron Viz Post Conference
• Iron Viz featured on TC Live stream
• Iron Viz full video on TC Live watch page post-event
• Behind-the-scenes interview with sponsor included in Iron Viz Recap Sizzle Video, to be circulated via various social channels by Tableau post-event

Exhibit Hall
• 20’ x 20’ booth space
• 2 tables, 4 chairs, 2 10-amp electrical drops, 2 hard-wired internet connections, carpet
• 4 lead retrieval devices
• Access to sponsor staff lounge in Data Village
• Dedicated 10’ x 10’ private meeting space in Data Village

Conference Engagement
• 60-minute speaking session

Branding and Communications
• Digital ad displayed on select monitors
• Premier placement of sponsor logo and link on TC19 website
• Sponsor logo and 100-word description in the TC19 website sponsor page
• Mobile app recognition in sponsor section
• 1 sponsor tweet from @tableau account
• TC social promotional kit with social banners and bitly link
• Ability to issue a press release

Conference Passes
• 15 full conference passes
• 8 expo-only passes
• Option to purchase full conference passes at the discounted rate of $1,195
• Option to purchase expo-only passes at the rate of $795 (Limit 10)
• 15 reserved seats at Iron Viz

Executive Experience
• 2 executive track passes1

1 Executive track passes are by invite only - C-suite or VP level attendee

2 Rooms subject to availability and adherence to submission deadlines. All room cost plus taxes and resort fees are the responsibility of the Sponsor.
## Package overview

<table>
<thead>
<tr>
<th>Yottabyte</th>
<th>Terabyte</th>
<th>Gigabyte</th>
<th>Megabyte</th>
<th>Kilobyte</th>
<th>Byte</th>
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### EXHIBIT HALL

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<td>1 table (6ft), 2 chairs, 2 electrical drop (5amps), 2 internet hardline, standard carpet, waste basket</td>
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<td>1 table (6ft), 2 chairs, 1 electrical drop (5amps), 1 internet hardline, standard carpet, waste basket</td>
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<td>Option to Rig Hanging Banner</td>
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<td>Lead Retrieval Devices</td>
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<td>10x10 Dedicated Room</td>
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<tr>
<td>Access to Sponsor Staff Lounge in Expo Hall</td>
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### CONFERENCE PASSES

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<tr>
<th></th>
<th>Full Conference Registration</th>
<th>Expo-Only Registration</th>
<th>Customer Speaker Pass (Full Conference registration)</th>
<th>Option to Purchase Additional Full Conference Passes at the Discounted Rate of $1,195</th>
<th>Option to Purchase Additional Expo-Only passes at the rate of $795</th>
<th>Reserved Seating for Keynote</th>
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## Package overview (continued)

<table>
<thead>
<tr>
<th>Executive Experience</th>
<th>Yottabyte</th>
<th>Terabyte</th>
<th>Gigabyte</th>
<th>Megabyte</th>
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<td>One custom slide between leadership track</td>
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<table>
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<th>Conference Engagement</th>
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<th>Megabyte</th>
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<tr>
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<td>60-Minute Hands-on Training Workshop</td>
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<td>30-Minute Session in Expo Hall</td>
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<table>
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<th>Hospitality</th>
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<th>Megabyte</th>
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<td>Hotel Room Block</td>
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<td>Suite Parlor</td>
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## Package overview (continued)

<table>
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<th>BRANDING &amp; COMMUNICATIONS</th>
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<th>Gigabyte</th>
<th>Megabyte</th>
<th>Kilobyte</th>
<th>Byte</th>
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<tbody>
<tr>
<td>Logo and name inclusion on Expo Hall Map</td>
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<td>✔</td>
<td>✔</td>
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<td>Access to Social Promotional Kit</td>
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<tr>
<td>Conference Website Recognition on Homepage</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
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<tr>
<td>Conference Website Recognition on Expo Page</td>
<td>Logo, Link + 200-word description</td>
<td>Logo, Link + 100-word description</td>
<td>Logo, Link + 75-word description</td>
<td>Logo, Link + 50-word description</td>
<td>Logo + Link</td>
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<tr>
<td>Inclusion on Email Footer for Pre-Event Attendee Communications</td>
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<tr>
<td>Conference Digital Ad</td>
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<tr>
<td>Keynote Recognition (Logo Shown During Pre-Keynote Show)</td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Keynote Verbal Recognition</td>
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<td>✔</td>
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<tr>
<td>Ability to Issue Press Release (Required to use Tableau PR Template)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Social Media</td>
<td>2 Tweets</td>
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</tbody>
</table>
MARKETING PROMOTIONAL OPPORTUNITIES

Hospitality Venues

Mandalay Bay Palm Room Breakfast/Lunch
Capacity 130  |  4 Available  |  $6,500

What better way to engage and inspire event attendees than over a meal? Reserve the Palm Room - located within the Mandalay Bay Convention Center and impress team members and executives, or woo new clients. Host a meal that inspires networking - we’ll even help spread the word via a promotional email to a targeted group of conference attendees. Must commit by September 27, 2019.

Includes:
• Venue rental
• Tables and chairs set-up in rounds
• Basic AV set up
• Email blast pre-show for registration
• Available Wednesday 11/13, Thursday 11/14 and Friday 11/15

** Food and beverage is at the expense of the sponsor.

Keynote Viewing Suites
Capacity 15  |  5 Available  |  $15,000

Host customers or executives in your very own reserved VIP viewing suite in the Tableau Keynote Arena. Must commit by September 27, 2019.

Includes:
• Venue rental
• Suites are as is
• Furniture may not be removed from the suites or added
• Available Tuesday 10/23 and Wednesday 10/24 from 7:00am to 8:00am

** Food and beverage is at the expense of the sponsor.
MARKETING PROMOTIONAL OPPORTUNITIES

Meeting Spaces

10x10 Private Meeting Room in Data Village
Capacity 4 | 5 Available | $12,000
Dedicated Meeting Space sets the stage for stellar conversations. This space is all yours, all conference. Space is ideal for sales meetings. Limited number available, must commit by July 1, 2019.

Includes:
• 10’x10’ dedicated meeting space
• Standard table and chairs

** Monitor not included. Food and beverage is at the expense of the sponsor.

Delano Classroom
Capacity 30 | 11 Available | $7,500
Host a training for your team in a classroom setting a short walking distance from all the action at Mandalay Bay. Choose your date Wednesday 11/13, Thursday 11/14 and Friday 11/15. Must commit by September 27, 2019.

Includes:
• Single day room rental
• Classroom set-up for 30
• Basic AV set up

** Food and beverage is at the expense of the sponsor.

Delano Boardroom
Capacity 8-10 | 4 Available | $20,000
Host sales meetings or a quiet work space for your executives in an exclusive and intimate environment within short walking distance of Mandalay Bay. Must commit by September 27, 2019.

Includes:
• Venue rental
• Boardroom style set-up for 8
• Basic AV set up

** Food and beverage is at the expense of the sponsor.
MARKETING PROMOTIONAL OPPORTUNITIES

Data Village

Welcome Reception Shout Out
4 Available | $2,500

Gain attention with a voice from above! Write a customized, 15-second shout-out for your brand—set to be announced during the already-amped Welcome Reception. Must commit by September 27, 2019.

Includes:
• One Welcome Reception shout out
** Tableau reserves final approval on content.

Data Square Digital Ad
4 Available | $10.000

Snag the attention spans of TC data fans! Design your own digital ads to be rotated regularly on the big screen in Data Square. We’ve added a second cube for double the exposure and fun! Must commit by September 27, 2019.

Includes:
• Sponsor Ad included in rotation with other content on Data Square screens
** Sponsors Ad included in Data Square screen rotation between keynote and streaming content.
MARKETING PROMOTIONAL OPPORTUNITIES

Digital

**Rotating Mobile App Banner on Schedule Screen**
4 Available | $7,500

Drive booth traffic from our app’s own schedule screen. Banner rotates with 3 other ads and appears on top of attendee schedule screen. Must commit by August 30, 2019.

Includes:
• Sponsor banner included in rotation in app on the schedule screen
** Tableau to provide specs and reserves final approval on ad design. Limited 1 per sponsor.

**Mobile App Welcome Screen**
1 Available | $20,000

They say you only get one chance to make a first impression—we’re giving you four. Each day, mobile app users will be greeted by your ad when they enter the app. Must commit by August 30, 2019.

Includes:
• Sponsors pop up ad will appear on the TC19 app welcome screen once per day
** Tableau to provide specs and reserves final approval on ad design

**Mobile App Feature Tile**
4 Available | $7,500

Enhance brand awareness from our app’s own launch screen. Feature tiles link directly to your sponsor page, ensuring all attendee eyes are drawn to your business. TC18’s app saw over 279,000 views of the feature tile page and 17,800 active users in the app (defined as an attendee who signed into the app) over 90% of attendees. Must commit by August 30, 2018.

Includes:
• Sponsors custom tile included in app
** Tableau to provide specs and reserves final approval on ad design

**Mobile App Push Notification**
5 Available | $15,000

Now this is an attention getter! Stop TC attendees in their tracks via an app-embedded, branded push notification that promotes your booth. Encourage conference goers to swing by and say hi, or simply drive awareness. Must commit by August 30, 2019.

Includes:
• One mobile app push notification
** Tableau reserves final approval on push notification copy and timing of send. Limit 1 per sponsor.
MARKETING PROMOTIONAL OPPORTUNITIES

30 Minute Speaking Session  SOLD OUT
10 Available | $10,000

Ready, set…impress! This 30-minute speaking session is all you. From new products you’re stoked to share about, to specific stories that truly highlight your brand—this is your chance to chat up an all-ears audience. Tableau will further showcase your half-hour of honor as part of our overall breakout session track via the website and app. Must commit by July 27, 2019.

Includes:

• One 30-minute speaking session and lead scans of all session attendees

** Available for Megabyte packages and above. Speaker must participate with Tableau’s content review process and meet Tableau content review deadlines. Limit 1 session per sponsor.

60 Minute Speaking Session
4 Available | $20,000

From customer success stories, to case studies of your choosing—this 60-minute segment is all you! Connect with conference audiences, drive demand, and position your brand. Tableau will further showcase your hour of honor as part of our overall breakout session track via the website and app. Must commit by July 27, 2019.

Includes:

• One 60-minute speaking session and lead scans of all session attendees
• One full conference pass for session speaker

** Available for Gigabyte packages and above. Speaker must participate with Tableau’s content review process and meet Tableau content review deadlines. Limit 1 session per sponsor.

60 Minute Hands-On Training Session  SOLD OUT
2 Available | $25,000

Walk attendees through your latest and greatest products via this 60-minute Hands-on Training session. Highlight the data that drives true excitement and engage with an audience that’s eager to learn more. Tableau will further showcase your hour of honor as part of our overall breakout session track via the website and app. Must commit by July 27, 2019.

Includes:

• One 60-minute hands-on training session and lead scans of all session attendees

** Available for Gigabyte packages and above. Speaker must participate with Tableau’s content review process and meet Tableau content review deadlines. Limit 1 session per sponsor.