



October 25–27, 2018



RESEARCH AND EXPERTISE CENTRE FOR SURVEY METHODOLOGY (RECSM)
AT THE UNIVERSITAT POMPEU FABRA (UPF)

Hosted by



BARCELONA

www.bigsurv18.org

Follow us on  @BigSurv18

or join the conversation
with #BigSurv18





Support efforts to solve the challenge of combining Big Data and Survey Science.

BigSurv18 will bring together more than 300 leading international researchers, practitioners, and experts to address how promising technologies and methodologies for using massive datasets and state-of-the art analytical techniques can improve, supplement, or replace data and estimates from complex surveys and censuses.

This conference will provide you with an opportunity to connect with individuals from around the globe who work in survey, market, and opinion research; statistics; data science; and computer science. You will also have the chance to show these experts how you support innovation and data quality.

Presentations and short courses will cover tools and approaches for understanding the role and potential of Big Data to replace or complement some traditional data collections or to provide new kinds of information that will improve data quality and increase their utility. And we will compile the conference's best papers into a published monograph volume to help carry these insights beyond the event.

We are on the precipice of a major paradigm shift in how social and statistical data are collected, analyzed, and used. Be a part of this groundbreaking opportunity to help establish that new future.

**Exploring new statistical frontiers
at the intersection of survey science and big data**

www.bigsurv18.org

Follow us on  @BigSurv18

or join the conversation
with #BigSurv18

Sponsorship Opportunities

Select from a wide range of affordable sponsorship and advertising opportunities to increase your organization’s visibility and expand your market into this new arena. BigSurv18’s multi-tiered approach provides you flexibility to best connect with your audience. All prices displayed below are in U.S. dollars.

Sponsorship packages

Sponsorship packages offer the best value and maximal presence by providing several advertising and outreach opportunities, as well as conference registration.

Select the level of sponsorship that best fits your needs. Conference sponsors receive conference registrations or short course registrations (or both), as well as advertising on conference signage, on the conference website, in the conference app, and in the conference program. Furthermore, Gold sponsors receive three 30-minute time slots during the conference to present on a topic of their choosing (e.g., software solutions).

Sponsorship Level	Conference Registrations	Short Course Registration	Advertisement in Conference App* and Program**	One Pre-Conference Registration Mailing List***	Recognition (Signage, Program Book, Web Site)	Take-One Table	Demo-Track (30 minutes each)
Platinum—Platino—Platf \$ ++,+++	□—————□			Negotiable	—————□		
Gold—Oro—Or \$10,000	4	2	Full Page	1	✓	✓	3
Silver—Plata—Plata \$5,000	2	1	Half Page	1	✓	✓	
Bronze—Bronce—Bronze \$2,000	1	0	Quarter Page	1	✓	✓	

* Please see the Conference App and Program Advertising section on page 6.

** Advertisement must be received by June 30, 2018, to be included in the conference program. BigSurv18 aims to be environmentally friendly. While there will be a PDF program, we will provide printed programs only to attendees who explicitly request them on the registration form.

***Sponsors will provide HTML files for distribution.

www.bigsurv18.org

Follow us on  @BigSurv18

or join the conversation
with #BigSurv18



Underwriting Opportunities

Choose an underwriting item or event at an additional cost.

Take advantage of exceptional underwriting opportunities reserved exclusively for conference sponsors.

Underwriters receive recognition in the following:

■ Conference signs

■ Conference program

■ BigSurf18 Web site

To secure one of these items and enhance your conference sponsorship, contact Antje Kirchner at info@bigsurf18.org or +1.919.316.3328.

Priority is based on sponsorship level and the date the request is received. BigSurf18 will attempt to meet your first available choice. You supply your high resolution digital logo artwork and we will handle the rest! All sponsor logos will be accompanied by the BigSurf18 logo.

1 Sponsor the Student Rate—\$5,000

Help students attend BigSurf18. Student registration is discounted 50% to enable students, our future, to attend the conference. Your organization's name will be on the registration form and will also appear during the online registration process as the sponsor of the student registration rate.

2 Student/Young Professional Scholarship (2 available)—\$3,500 each

Underwrite the travel costs for students and young professionals to attend the conference. BigSurf18 is offering five scholarships to students or young professionals who are beginning their careers. These scholarships cover travel to the event as well as registration. Your organization's name will be included in the conference program, slides, and signs as a student/young professional scholarship supporter.

3 Conference App—\$3,000

Provide conference attendees a mobile tool to navigate the conference. With the conference app, attendees can view all the courses, sessions, exhibitors, venue maps, and general information available for partnered events. This app will serve

as the main conference program and will allow attendees to set up favorites to streamline their conference experience.

4 Audio and Visual Support—\$3,000 for the entire conference!

Make sure everything can be seen and heard, and put your name front and center by underwriting the conference's audio and visual needs. With your logo displayed on the screen in all breakout rooms immediately before and after each session, your organization will receive widespread recognition. This opportunity spans the entire conference (excluding the Hackathon).

5 Charging Stations —\$900

Charging stations allow attendees to stay connected and charge their phones or laptops. Your organization's logo will be placed on signage displayed at the stations.

6 Reception—\$5,000

Keep the discussion going after the conference. The Thursday evening reception allows attendees to mingle and network with old and new friends over drinks and hors d'oeuvres. Your logo will be displayed on cocktail napkins at the reception.

www.bigsurf18.org

Follow us on  @BigSurf18

or join the conversation
with #BigSurf18

Underwriting Opportunities *continued*

7 Lanyards—\$750

Let everyone know who you are by sponsoring the conference lanyard. Every attendee will be wearing a lanyard with your company's logo.

8 Keynote Speaker Expenses (2 available)—\$2,000

Take center stage by supporting BigSurf18's slate of keynote speeches and the concluding panel discussion. Your sponsorship helps defray speaker expenses, and your logo will be displayed during the keynote session.

9 Short Course Sponsorship (4 available)—\$1,000 per course

Create learning opportunities. BigSurf18 will feature renowned experts teaching short courses on topics such as distributed computing, analyzing digital-trace data, or Web scraping. These short courses supplement the already robust conference experience with in-depth educational sessions on timely and innovative topics. Your sponsorship helps defray instructor expenses and provides refreshments during the short course sessions, and your logo will be placed on signs displayed outside each short course session.

10 Hackathon—\$1,000 (Multiple Opportunities)

Foster creative thinking. The BigSurf18 Hackathon allows attendees to collaborate and gain hands-on experience on timely and innovative topics challenging local entities (e.g., the interplay and development of neighborhood characteristics/infrastructure and demographic changes with a focus on data visualization in Barcelona). Your logo will appear as the sponsor of

the Hackathon during the online registration process, on the registration form, and on screens immediately before and after the presentation of the results.

In addition, funds will be used to cover a portion of student travel and participation in the Hackathon.

11 Refreshment Break (4 available)—\$750 each

What better way to connect with colleagues than over coffee? Help keep attendees refreshed as they enjoy conversation before dashing to their next session. This is an exceptional opportunity to place your logo on signs displayed during the refreshment break.

12 Lunch Break (2 available)—\$2,500 each

Help colleagues to connect and continue their discussions over lunch. This is an exceptional opportunity to place your logo on signs displayed during the lunch breaks.

13 Commemorative Item—\$500 each or \$1,000 for non-sponsors

Put something in the hands of every attendee at the conference. Attendees will be handed your goodies when picking up their registration materials. Sponsors provide the branded product (subject to BigSurf18 approval) or BigSurf18 can provide the branded item with your logo at an additional cost.

14 Custom Sponsorship (Market Value)

If you have an idea for an exclusive underwriting opportunity that is not listed, contact Antje Kirchner at info@bigsurf18.org or +1.919.316.3328.



www.bigsurf18.org

Follow us on  @BigSurf18

or join the conversation
with #BigSurf18



Advertising Opportunities

BigSurf18 Conference Program

Share more about your organization with conference attendees by advertising in the conference program and the conference app. Advertising space is available in black and white or color, and in full-, half-, and quarter-page sizes; this advertising opportunity is open to corporations, agencies, universities, individual BigSurf18 members, and groups of individuals.

Conference App and Program Advertising**

Back cover full page	\$ 1,250
Inside front cover full page	\$ 750
Inside back cover full page	\$ 750
Full page	\$ 500
Half page	\$ 250
Quarter page	\$ 150

Full-color or black-and-white print-ready PDF. Images 300 dpi. Allow 6mm live area (from trim edge) on full-page bleed ads. All full- and half-page ads are bleed, all quarter page ads are non-bleed. All program advertisements include advertising in the conference app.

Advertising Specs

Back cover, inside front cover, full page

Trim: 210mm W x 297mm H
Bleed: 216mm W x 303mm H (3mm Bleed)

Half-Page Horizontal

Trim: 210mm W x 145mm H
Bleed: 216mm W x 151mm H (3mm Bleed)

Half-Page Vertical

Trim: 102mm W x 145mm H
Bleed: 108mm W x 303mm H (3mm Bleed)

Quarter Page: 96mm W x 104mm H (non-bleed)

To participate, send the send the Support Contract, payment, and digital artwork to **BigSurf18 Headquarters by June 30, 2018.** The program is prepared in full-size A4 format with a glossy cover and matte text pages.

**** BigSurf18 aims to be environmentally friendly. While there will be a PDF program, we will provide printed programs only to attendees who explicitly request them on the registration form.**

Take-One Table—\$150

Share your brochures and educational materials. Take-One is an unsupervised literature table where attendees can browse at their leisure. Use this opportunity to share brochures, educational materials, publications, newsletters, and surveys.

Organizations interested in participating in the Take-One table must ship materials to BigSurf18 Headquarters or UPF to arrive by Friday, September

28, 2018. BigSurf18 staff members will see that materials are displayed in the Take-One area during the conference. Unused materials will not be returned.

Accompanying Registration Materials—\$300

Companies are invited to include company or product information (fliers, postcards, etc.) to be handed out as part of every registration package.

www.bigsurf18.org

Follow us on  @BigSurf18

or join the conversation
with #BigSurf18