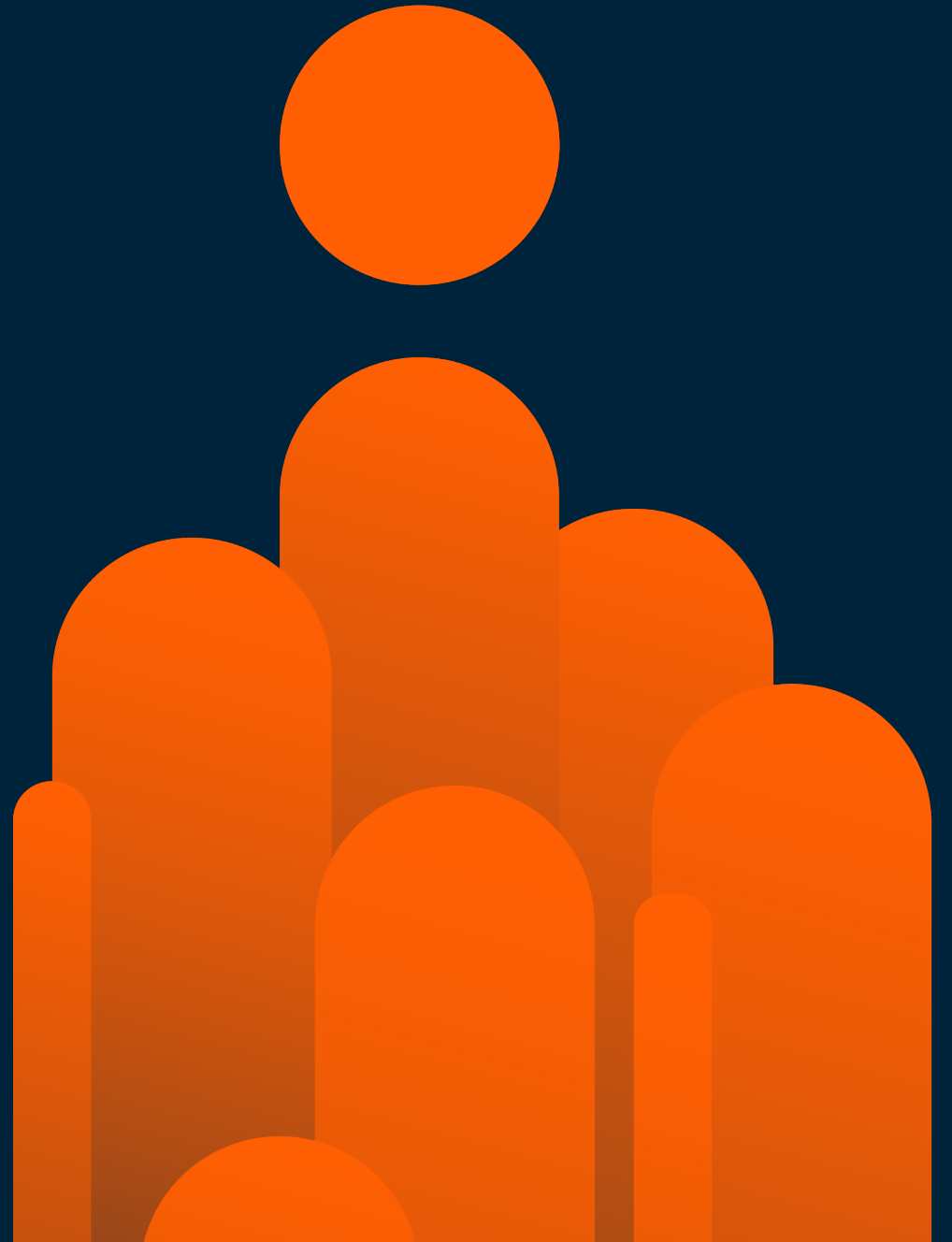


Teradata Possible 2024: We Make It Possible

Sponsorship Prospectus

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Dear valued partner,

As enterprises increasingly invest in the AI-driven future, the demand for data and analytics initiatives supported by AI/ML technology is on the rise. In fact, 69% of executive leaders anticipate such initiatives will be predominantly supported by AI/ML technology within the next three years.

At this critical juncture, organizations poised to drive AI innovation forward require the support of business, analytics, and technology partners like yourself to navigate and realize the possibilities of tomorrow's data landscape.

Your expertise and partnership are invaluable to us, which is why we are extending this special invitation for you to join us as a sponsor at Possible 2024, Teradata's premier global data and analytics event. This event is meticulously crafted to empower our esteemed customers, guiding them towards business confidence and value realization from Trusted AI today.

Participating as a sponsor offers a remarkable opportunity to forge meaningful connections with decision-makers, influencers, and leaders eager to enhance business performance using Teradata's unparalleled cloud analytics and data platform.

Are you ready to unlock what's Possible?

Join us alongside industry experts, thought leaders, and executive peers to tackle the most pressing issues in AI, data, and cloud technology facing enterprise businesses today. Through a series of immersive, personalized, and high-value face-to-face events, we will collectively chart the course toward AI innovation and success.

Together, let's make AI innovation a reality at Possible 2024.



Jacqueline Woods
Chief Marketing Officer,
Teradata

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Possible

Dates and locations

London

📅 September 16 – 18

📍 InterContinental London – The O2

Los Angeles

📅 October 7 – 10

📍 JW Marriott Los Angeles L.A. LIVE

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Possible Expected audience

Personas

- Line-of-business leaders
- Analytics leaders
- Technical leaders
- Analytical/technical influencers
- Data scientists and engineers
- Data architects
- DBAs
- Business analysts

Industries

- Financial services
- Healthcare
- Manufacturing
- Transportation
- Retail
- Telecommunications
- Government

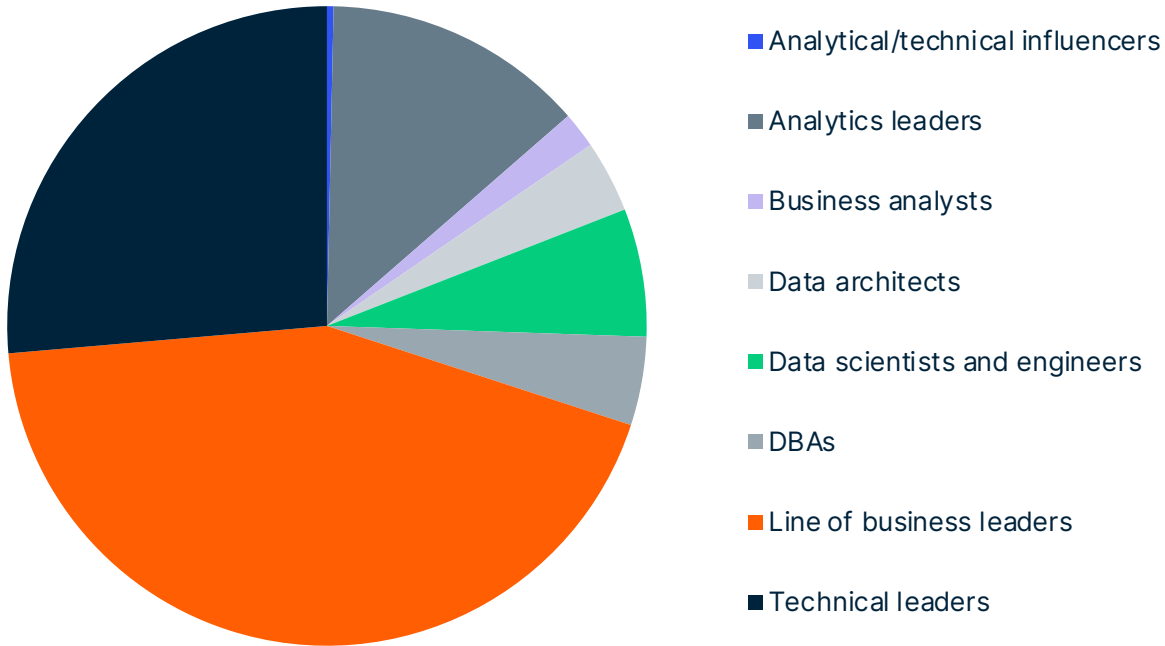
Expected attendance

- 450 attendees in London
- 550 attendees in Los Angeles

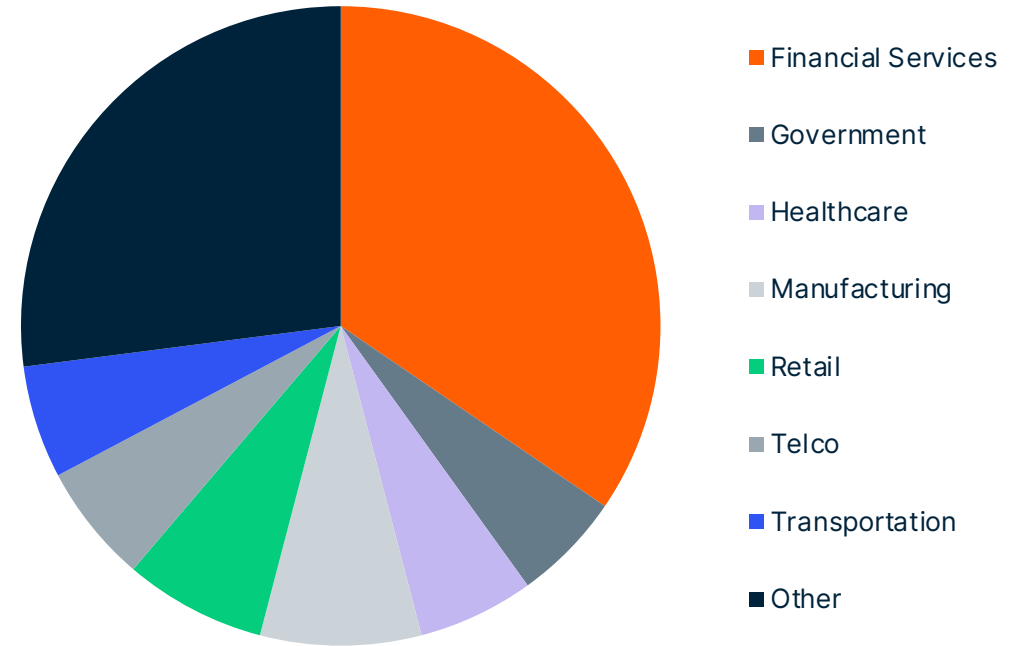
Possible

2023 Attendee Profiles

Personas



Industries



teradata.

Possible

2023 Sponsors

accenture

aws

EDGE SOLUTIONS

INGRAM MICRO

NetApp

ActionIQ

DELL Technologies

FICO

Microsoft

UiPath

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Day 1

Morning

- **Hands-on workshop:** Teradata VantageCloud Lake

Afternoon

- **Hands-on workshop:** ClearScape Analytics™
- **Expo hub opens**
- **Sponsor and Teradata experiences**
- **Opening keynote on hub stage**

Evening

- **Welcome reception in expo hub**

Day 2

Morning

- **Main-stage keynotes**
- **Expo hub**
- **Track sessions**
 - Accelerating Analytics AI/ML
 - Data Management/Governance
 - Modern Platform/Architecture

Afternoon

- **Mainstage keynotes**
- **Expo hub**
- **Track sessions**
 - Accelerating Analytics AI/ML
 - Data Management/Governance
 - Modern Platform/Architecture

Evening

- **Celebration and networking event**

Day 3

Morning

- **Main-stage keynotes**
- **Expo hub**
- **Track sessions**
 - Accelerating Analytics AI/ML
 - Data Management/Governance
 - Modern Platform/Architecture
- **Hands-on workshop:** Teradata VantageCloud Lake
- **Exam certification prep:** Teradata Vantage™ Enterprise Associate 2.4

Afternoon

- **Mainstage keynotes**
- **Expo hub**
- **Track sessions**
 - Accelerating Analytics AI/ML
 - Data Management/Governance
 - Modern Platform/Architecture
- **Hands-on workshop:** ClearScape Analytics™
- **Exam certification prep:** Vantage Enterprise Associate 2.4

Evening

- **Event closes**

Day 1

Morning

- **Hands-on workshop:** ClearScape Analytics™

Afternoon

- **Hands-on workshop:** Teradata VantageCloud Lake
- **Expo hub opens**
- **Sponsor and Teradata experiences**
- **Opening keynote on hub stage**

Evening

- **Welcome reception in expo hub**

Day 2

Morning

- **Main-stage keynotes**
- **Expo hub**
- **Track sessions**
 - Accelerating Analytics AI/ML
 - Data Management/Governance
 - Modern Platform/Architecture

Afternoon

- **Mainstage keynotes**
- **Expo hub**
- **Track sessions**
 - Accelerating Analytics AI/ML
 - Data Management/Governance
 - Modern Platform/Architecture

Evening

- **Celebration and networking event**

Day 3

Morning

- **Mainstage keynotes**
- **Expo hub**
- **Track sessions**
 - Accelerating Analytics AI/ML
 - Data Management/Governance
 - Modern Platform/Architecture

Afternoon

- **Expo hub**
- **Track sessions**
 - Accelerating Analytics AI/ML
 - Data Management/Governance
 - Modern Platform/Architecture

Evening

- **Main program closes**

Day 4

Morning

- **Hands-on workshops:** Teradata VantageCloud Lake
- **Certification exam prep:** VantageCloud Lake Associate 2.0

Afternoon

- **Peer-to-peer networking lunch**

Evening

- **Hands-on workshop:** ClearScape Analytics™
- **Certification exam prep:** Vantage Enterprise Associate 2.4 with ClearScape Analytics™

Possible Sponsorship tiers

Diamond

\$600,000 for global sponsorship

- 10% early bird discount (available until July 1, 2024)
- (1) Global Diamond sponsorship available
- Only available until August 16, 2024

Gold

\$250,000 for global sponsorship

- 10% early bird discount (available until July 1, 2024)
- (2) Global Gold sponsorships available
- Only available until August 16, 2024

Silver

\$35,000 for each location *or* \$60,000 for global sponsorship

- 10% early bird discount (available until July 1, 2024)
- (10) Silver sponsorships available per city
- Only available until August 16, 2024

Possible

Diamond Sponsorship: \$600,000

One Diamond sponsorship available for Teradata Possible event series (each benefit listed below available at both London and Los Angeles)

Speaking opportunities

- 1 main-stage speaking session*
- Customer speaker highly recommended
- 1 media interview with theCUBE*
- Select 2 of the following:
 - Breakout session*
 - Roundtable session
 - Hub Stage presentation*

Branding and promotions

- Welcome reception – exclusive sponsor branding
- Hub stage – exclusive sponsor branding
- Mobile app – sponsor profile
- Logo featured in:
 - Teradata Possible event page
 - Organic and paid social media and promotional emails
 - On-site digital signage and ads
- Sponsor promotional kit
 - Templated graphics and copy for LinkedIn, X, and Facebook

Lead generation and business development

- Premium turnkey solution kiosk
- First-choice opportunity to select kiosk location
- 1 lead scanner
- List of registered companies provided 2 weeks prior to event
- Opt-in attendee info provided from lead scanner, speaking session(s), and mobile app

Passes and hotel rooms

- 15 complimentary sponsor passes
- 15 complimentary customer passes
- Opportunity to purchase additional discounted passes
- Opportunity to reserve rooms within a dedicated room block (15 rooms)
 - Must be booked 21 days ahead of event
 - Sponsors responsible for cost

Meeting space

- 1 private meeting room available throughout the event for customer meetings

* Session will be recorded, and recordings to be provided to sponsor one week after the event ends.

Possible

Gold Sponsorship: \$250,000

2 Gold sponsorships available for Teradata Possible event series (each benefit listed below available at both London and Los Angeles)

Speaking opportunities

- 1 main-stage speaking session*
 - Customer speaker required for session
- Select 2 of the following:
 - Breakout session*
 - Roundtable session
 - Hub Stage presentation*

Branding and promotions

- Mobile app – sponsor profile
- Logo featured in:
 - Teradata Possible event page
 - Organic and paid social media & promotional emails
 - On-site digital signage and ads
- Sponsor promotional kit
 - Templated graphics and copy for LinkedIn, X, and Facebook

Lead generation and business development

- Premium turnkey solution kiosk
- Opportunity to select kiosk location
- 1 lead scanner
- List of registered companies provided 2 weeks prior to event
- Opt-in attendee info provided from lead scanner, speaking session(s), and mobile app

Passes and hotel rooms

- 10 complimentary sponsor passes
- 3 complimentary customer passes
- Opportunity to purchase additional discounted passes
- Opportunity to reserve rooms within a dedicated room block (10 rooms)
 - Must be booked 21 days ahead of event
 - Sponsors responsible for cost

* Session will be recorded, and recordings to be provided to sponsor one week after the event ends.

Possible

Silver Sponsorship: \$35,000 per city or \$60,000

10 Silver sponsorships available for Teradata Possible event series (each benefit listed below available at both London and Los Angeles)

Branding and promotions

- Mobile app – sponsor profile
- Logo featured in:
 - Teradata Possible event page
 - Organic and paid social media and promotional emails
 - On-site digital signage and ads
- Sponsor Promotional Kit
 - Templated graphics and copy for LinkedIn, X, and Facebook

Lead generation and business development

- Turnkey solution kiosk (assigned location)
- 1 lead scanner
- List of registered companies provided 1 week prior to event
- Opt-in attendee info provided from lead scanner and mobile app

Passes

- 4 complimentary sponsor passes
- 1 complimentary customer passes
- Opportunity to purchase additional discounted passes

Speaking opportunities

- Opportunity to purchase speaking opportunity (\$15K)
 - Roundtable session (5 total available) or
 - Hub-stage session (5 total available)*

* Session will be recorded, and recordings to be provided to sponsor one week after the event ends.

Possible

Add-ons

Unless otherwise indicated: Available at both London and Los Angeles;
Pricing per location; Must be combined with sponsorship

Thought leadership/engagement

- theCUBE media interview \$15,000 (x2) LA only
- Roundtable session \$15,000 (x5)
- Hub-stage presentation \$15,000 (x5)
- Private meeting room \$25,000 (x2)

Branding

- Hydration stations with co-branded water bottles \$40,000
- Welcome reception \$30,000
- Hub activation \$25,000
 - Zen Zone
 - Recharge Café
- AM/PM Break specialty food/beverage station \$15,000
- Wellness yoga activity \$10,000

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Possible



Please reach out to Sponsorship.Info@Teradata.com
with any questions.

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