

Please fill out this Google Form to register: [Sponsor Registration Form](#)

WHAT: Call for Sponsorship – 2026 Data Driven Wisconsin Conference

The 2026 Data Driven Wisconsin Conference (<https://www.datadrivenwi.org/>) will attract over 200 business leaders, data science and analytics practitioners, technologists, and other professionals working to bring data-driven strategies and capabilities to their business and research efforts. Back for our seventh holding!

VALUE PROP:

In addition to sponsorship benefits (see below), your organization will contribute to the advancement of the technology ecosystem within Wisconsin, and have the opportunity to network, promote, and build your talent pipeline in this rapidly growing field.

WHY: Our Mission

Data-Driven Wisconsin Conference cultivates and advances the applied AI, data science, analytics and technology ecosystem in Wisconsin, creating a network of talent with the tools and techniques to develop their careers. We will be a conduit for translating best practices to industries and organizations across the Midwest by:

- Building strong connections among the region's talent
- Offering learning opportunities around the latest AI and data technology trends
- Providing access to subject matter experts and real-life case studies

WHEN: Wed, August 12, 2026

Includes registration and breakfast, a regionally recognized keynote speaker, and a day full of sessions focusing on business application, data science, data management and platforms, and security/privacy/compliance. After the sessions, a late afternoon networking reception and early-evening dinner for attendees, speakers, and sponsors.

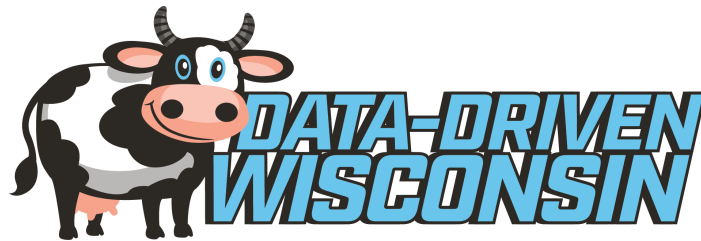
WHERE: Downtown Milwaukee, WI

- MSOE University's Dwight & Dian Diercks Computational Science Hall (1025 N Milwaukee St)
- Direct Supply Innovation & Technology Center (ITC) at MSOE (1020 N Broadway)

Sponsorship Overview:

- MSOE University and Direct Supply are Hosting Sponsors, providing use of their facilities and related in-kind support.
- All sponsors are mentioned by name and thanked from the podium at least two times during the conference.

Please fill out this Google Form to register: [Sponsor Registration Form](#)



- An organized scavenger hunt encourages each attendee to visit participating sponsors – open to all exhibiting sponsor levels (all but Petabyte / Silver) who contribute a gift with retail value over \$100 as one of the prizes – sponsor will be recognized and able to speak to attendees when gift is awarded.
- Attendee t-shirts (in varied sizes) feature sponsor recognition in order of sponsorship on the back.

Zettabyte / Platinum – Most prestigious sponsorship - 3 available

- One each of sponsorship of our keynote speaker and networking dinner:
 - **Keynote sponsor (\$6,500)** introduces Keynote Speaker at the beginning or ending of conference and receives more prominent exhibit space in the Dierck's Hall Atrium. Pick specific keynote in order of commitment.
 - **Networking Dinner sponsor (\$8,000)** exhibits at the conference plus is the sole exhibitor at the networking reception and dinner in the Direct Supply Innovation and Technology Center (ITC)
- Full sized exhibit space with large table and up to two chairs on Conference Day, power available on request (spaces picked in order of sponsorship submission), setup 6:30 - 7:30 am Wed, August 12 before Registration and Breakfast.
- Most prominent branding on conference website, sponsorship posters, handouts, mobile app, and attendee t-shirts (your logo on t-shirt).
- Participation in Scavenger Hunt (requires supporting gift).
- 7 full conference passes (includes networking dinner).

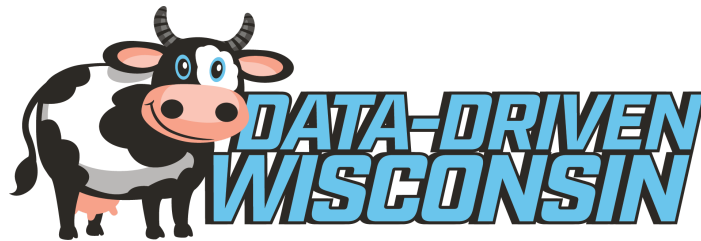
Exabyte / Gold – Premium exhibiting sponsorship at \$3,500 - up to 5 available

- Full sized exhibit space with large table and up to two chairs on Conference Day, power available on request (spaces picked in order of sponsorship submission), setup 6:30 - 7:30 am Wed, August 12 before Registration and Breakfast.
- More prominent branding on conference website, sponsorship posters, handouts, mobile app, and attendee t-shirts (name on t-shirt).
- Participation in Scavenger Hunt (requires supporting gift).
- 4 full conference passes (Includes networking dinner).

Petabyte / Silver – Supporter of Data-Driven Wisconsin at \$1,000 - up to 12 available

- Branding on conference website, sponsorship posters, handouts, mobile app, and attendee t-shirts (name on t-shirt).
- 1 full conference pass (includes networking dinner).

Please fill out this Google Form to register: [Sponsor Registration Form](#)



Scavenger Hunt Details - Exhibiting Sponsors (Hosting, Zettabyte, Exabyte) have the option to provide a gift valued at \$100 or more and participate in Scavenger Hunt. Attendees receive a card at check-in and must visit each participating sponsor to receive their “mark”. Completed cards are dropped at registration. At afternoon break, each sponsor draws a completed card and announces the winner. Attendees must be present to win. Drives sponsor table visits and attendee retention through afternoon break.

Attendee Contact Lists. All exhibiting sponsors (Hosting, Zettabyte, Exabyte) receive a list of attendees’ names, titles, companies/institutions, and email addresses. Sponsors agree to do reasonable direct contact and not resell this contact data. Any email outreach will abide by legal solicitation requirements for permitting opt-out.

Time in Schedule for Sponsor Visits. Sponsors exhibit in the Atrium - where registration, breakfast, and lunch are served. Ample time for meals and breaks gives attendees time to interact with sponsors. This time includes one hour during registration and breakfast, 30 minutes during the break after the keynote, and one hour over lunch. Only the keynote (one hour at start of day following registration and breakfast) is simulcast with audio into the Atrium sponsor area. The rest of the day only moderate background music and the din of attendee networking competes with sponsor discussions. Attendees are encouraged from the podium to visit sponsors who are thanked for their support which makes this event possible for a reasonable attendee cost.

New in 2026 - MiDDA. Our volunteer organizers established the Midwest Data-Driven Association Inc (MiDDA). MiDDA is now the legal entity which plans and conducts the Data-Driven Wisconsin annual conference. We are a small, all-volunteer, Wisconsin nonstock nonprofit corporation pursuing 501(c)(3) status based on our community enriching, data-driven technology educational mission. Details on all our past events reside at <https://datadrivenwi.org/pages/past-events.html>

Treasury Services. In prior years, one of our hosting sponsors (Direct Supply, Inc.) provided treasury services. MiDDA has its own banking relationship. MiDDA co-founder and Officer Randy Kirk serves as MiDDA’s Treasurer and can be reached at facilitator@kirk.org. Randy has worked at Direct Supply since 1987 and oversaw treasury activity since our founding conference event in 2016.

Your Sponsorship Contract includes an invoice with MiDDA’s Federal EIN noted. Our Wisconsin Certificate of Status and other legal formation information about MiDDA is available electronically upon request.

Please fill out this Google Form to register: [Sponsor Registration Form](#)