



**SPONSORING
BROCHURE**

5-9 JULY 2021



■ IN A FEW WORDS...

The “**R Project for Statistical Computing**” (<https://www.r-project.org/>) is a free, robust, popular software environment for statistical computing and graphics. R is used in all areas of data analysis, statistics and visualization. Standing the test of time in the past 20 years, the R programming language has become a dynamic and exciting entity that is contributed to by thousands of developers and users across the world, in academia and industry alike. It draws its strength from a global and active community of users and contributors.

The **useR! conference** annually brings together R users and developers from around the world. In 2021, the conference will be entirely virtual for the first time making the creation of a truly global, community-based, inclusive and innovative experience its number one priority.

The organization committee has reimagined what can be, and is aiming to set a new bar for what should be. You as a sponsor have the opportunity to be a part of this R-evolution.



■ YOUR SPOT AT useR!

In various combinations and packages, we offer the following benefits to our sponsors:

- Free conference and/or tutorial attendees
- Logo in website footer
- Logo on website, mentioning the sponsorship level
- Company profile on website
- Virtual Booth for interaction with participants
- Sponsor a Session or a Tutorial (Logo on slides between talks, mention at the beginning and end of Session/Tutorial)
- Day Sponsor: Banner/slide on screen during breaks, mentioned before keynotes
- Prime Time Sponsored Lightning Talk (<5min, just before the keynote)
- Sponsored Talk in Session (marked as sponsored)
- Recruitment or company video in virtual booth
- Social Media Posts (Twitter, LinkedIn)

Fully virtual events are new to most of us. We leverage the virtual nature of the event to make it more accessible and more global. We want to make sure that you get the best out of your sponsoring engagement of this virtual event and are happy to discuss your suggestions. In any case, you have the

opportunity to demonstrate commitment to talented R users that have had limited opportunities to bring their expertise to the global stage. You will have the chance to stand with a conference committed to ensuring accessibility and inclusion in as many ways as possible.

■ THE R LANGUAGE

R is one of the most powerful analytics tools available. It has extensive capabilities such as statistics, forecasting, natural language processing, GIS, machine learning and AI. It is a dynamic entity that is contributed to by thousands of developers and users across the world. Anything that R cannot do today, someone will write a package for it tomorrow. It reads from a wide variety of input types (e.g., text files, csv files, SAS files) and writes to almost any output document (e.g., Word, PDF, html). R also integrates seamlessly with many other languages and tools, e.g., C++, Java and Python. R's accessibility and versatility makes it one of the most widely adopted languages used in data science with one of the fastest growing communities of users in the world.

■ THE useR! CONFERENCE

useR! conferences are non-profit conferences organized by community volunteers for the community, supported by the R Foundation. Attendees include R developers and users who are data scientists, business intelligence specialists, analysts, statisticians from academia and industry, and students. In 2019, more than 1000 participants (20% students, 30% academics, 50% attendees from private companies) from 47 countries travelled to Toulouse, France. The 2020 Edition was hit hard by the pandemic and had to go virtual on the fly. In 2021 we strive to leverage the full potential of a global virtual event. The conference is global by design, both in audience and leadership. Leveraging a diversity of experiences and backgrounds helps us to make the conference more accessible and inclusive. A virtual event offers new opportunities to minoritized individuals, giving new talents access to this amazing ecosystem. We pay special attention to the needs of people with a disability to

ensure that they can attend and contribute to the conference as conveniently as possible. Going fully virtual and global allows us to reimagine what an R conference can offer to presenters and attendees from across the globe and from diverse backgrounds.

By sponsoring useR! 2021 you support the global R community and contribute to its ongoing development. It is an outstanding opportunity to reach a large group of highly talented data science professionals.



■ A GLOBAL TEAM FOR A GLOBAL EVENT

useR! 2021 is organized by a global team. We are from 12 different time zones and 22 countries. What unites us is the desire to make this a unique global conference. The strong support from local and global R Communities (R user groups, AfricaR, R-Ladies, MiR, Forwards) is the foundation of our team. Five global coordinators mentor the different areas and ensure overall coordination. A high level Program Committee will ensure the excellency of the scientific content.



■ SPONSORSHIP PACKAGES

Numbers represent counts, e.g., number of free attendees, number of sponsored sessions. The maximum number of Sponsors is five for each sponsorship level (Platinum, Gold, etc.). The number of Networker Sponsors is not limited.

	Platinum	Gold	Silver	Bronze	Networker
Free conference attendees	5	3	2	2	2
Free slots to attend tutorials	1	1	1		
Logo in website footer	1				
Listed with Logo on website	1	1	1	1	
Company profile on website	1	1			
Virtual Booth	1	1	1	1	1
Sponsored Sessions or Tutorials	3	2	1		
Main sponsor of the day	1				
Sponsored Content					
Prime Time Sponsor Lightning Talk (<5min)	1				
Sponsor Talk in Session (marked as sponsored)	1	1	1		
Recruitment or Company profile video for virtual booth	1	1	1	1	
Communication					
Social Media Post	5	3	2	1	1

■ PRICING

Prices are adapted to the country of your company's headquarters. The cost conversion was done according to GDP and Purchasing Power Parity criteria. We want companies from different parts of the world to be able to sponsor useR! and believe that this is a fair way to do so. It also reflects the fact

that the share of attendees from High Income countries is higher and thus the price per person is different. The categories are listed here:

Low and Lower middle Income Countries fall into the same category for sponsoring. Please get in touch if your company is from a Low Income Country and if this might prevent the deal.

Prices in US\$	High Income Country	Upper middle Income Country	Lower middle and Low Income Country
Platinum	\$15,000	\$5,100	\$2,100
Gold	\$10,000	\$3,400	\$1,400
Silver	\$7,500	\$2,550	\$1,050
Bronze	\$3,000	\$1,020	\$420
Network	\$1,000	\$340	\$140

■ CONTACT INFORMATION

Please contact us at:
user2021-sponsoring@r-project.org



■ R FOUNDATION

- Founded by R Core Development Team
- Not for profit organization working in public interest, and in this case global public interest
- Committed to the sustainable development of the R Project and future innovation in software for statistical and computational research
- Dedicated to development of the broad and talented community of R users by supporting the teaching of statistical computing and organization of meetings and conferences like useR! 2021