



Ann Arbor's Applied AI Conference

A2.AI Support Guide

Ann Arbor, MI | October 6th, 2021



Join us for A2.AI's third annual conference

Growth Marketing Intelligence

Learn how to apply

**Machine
learning**

**Artificial
intelligence**

**Business
intelligence**

**Data
science**

to grow your marketing funnel and bottom line



Ann Arbor, MI
October 6th, 2021



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About Us

A2.AI is Ann Arbor's applied artificial intelligence conference. Our mission is to educate professionals on the best AI, ML, and BI tools and strategies available today while providing networking opportunities in this space.

Our 2021 theme is Growth Marketing Intelligence, highlighting GMI tactics that improve customer relationships, expand the customer base, and grow the bottom line.

Participating in A2.AI equals engaging with hundreds of attendees, sponsors, and speakers interested in AI and growth marketing. Connect with your target demographic through the interactive presentations, panel discussions, sponsor booths, and post-event networking session.



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Where and When

Join us October 6th, 2021 at the
Junge Family Champions Center
In Ann Arbor, MI | Time TBA

We are excited to invite all attendees and support to a networking hour directly following A2.AI during a tour of the University of Michigan football stadium. Yes, you can walk on the field!

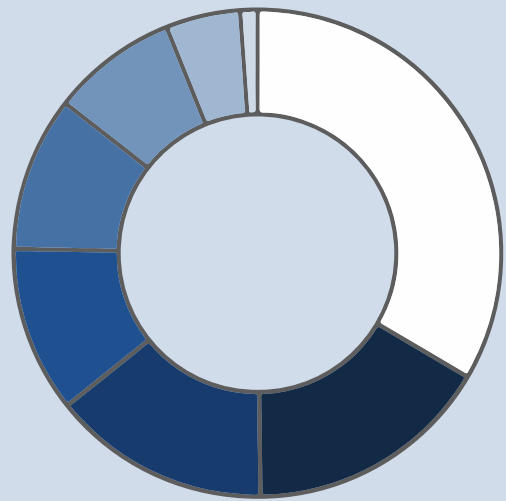
A virtual attendance option is also available. Those unable to make the trip to Ann Arbor are encouraged to view the presentations and panel discussion through our livestream platform.



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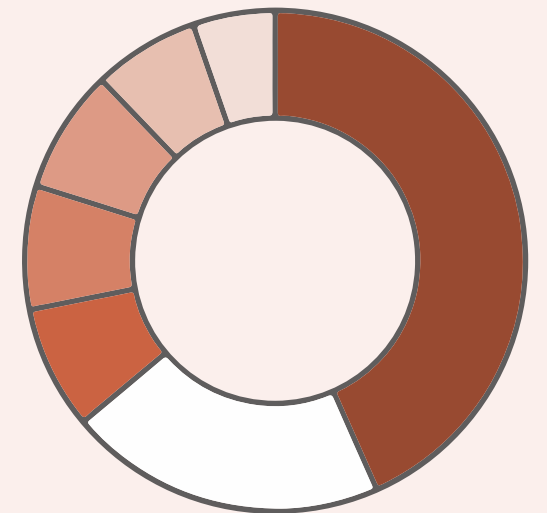
Audience

Job Level



Executive Management	16%
Manager	14%
C-Suite	11%
Director	10%
VP	8%
Student	5%
Board Level	1%
Other	33%

Industry



High Tech	43%
Financial Services	8%
Academia	8%
Automotive and OEM	8%
Marketing and Advertising	7%
Professional Services	5%
Other	21%

“It was refreshing to be there. The speakers/topics were in excellent step by step order. Very relevant ... Great conference.”

WITH REPRESENTATION FROM

26 US STATES

6 COUNTRIES



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Audience



We cater to a wide audience, including:

- Chief Marketing Officer
- Chief Analytics Officer
- Chief Technology Officer
- VP, Customer Experience
- VP, Business Intelligence
- VP, Business Development
- Chief Information Officer
- Chief Operations Officer
- Founder & CEO
- Marketing Manager
- Senior Data Scientist
- And Many More!

Great conference and opportunity to learn and network! Speakers seemed well-suited for the event. For the crowd that the conference gathered, the presentations were at an appropriate level.



Presentation Guide

Presentation Topics

Presentations cover a variety of topics around AI and its applications in growth marketing, including specific tools, strategies, and/or tactics for a successful growth marketing practice.

Presenters often provide examples of how they have used innovative growth marketing intelligence programs to add value to their customers and business. Presentations that explain an actionable topic and demonstrate a use case with tangible positive results are crowd favorites.

“Those practical examples, uses, and results from machine learning were the most interesting for me.”

“I thought the practical examples were really good. More of that next year supported by new technologies would be great.”

“I was very impressed by the diversity of companies/fields that shared how they incorporate AI into their work.”



2020 Presentations



Kristie Rowley

Principal Data Scientist
Manager of Data Science
Professional Services

**Automate the Boring Stuff: Building and
Monitoring Efficient Production Data Science
Pipelines**



John Larsen

Co-founder and CEO

**Harmonizing Workforce Schedules with
Uncertain Demand**



Jonathan Prantner

Co-founder & Chief
Analytics Officer

**Multitouch Attribution in the Age of Increased
Privacy**



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2020 Presentations



Heather Reed
Chief Experience Officer

Using Applied AI to Turn Real-time
Customer Insights into Action



Eric Green
Co-founder and CEO

More Accurately Predicting the Future -
A Ready Signal Introduction



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2020 Roundtable



LTG Reynold Hoover

Retired LTG
Principal, RNHoover Consulting LLC

RESET DIGITAL



Charles Cantu

CEO and Founder



Kristie Rowley

Principal Data Scientist | Manager of
Data Science Professional Services



Doug Kramon

Senior Director of Fan Support
and Customer Care Operations



Mike McFall

CEO and Co-founder



Jason Harper

CEO and Co-founder



Amy Klinke

Senior Director
Business Engagement Center



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General Sponsorship Plans

	Title	Premier	Supporting
Price	\$15,000	\$5,000	\$2,000
Marketing Materials Included			
Feature on website homepage	×	×	×
Logo featured at conference platform	×	×	×
Logo on attendee communications	×	×	×
Promotional post on social media	×	×	×
Included in press release	×	×	
On-premise booth	×	×	
Presentation slot	×		
Co-brand the non-profit venture	×		
	1 available	3 available	14 available



Additional Sponsorship Opportunities

Networking Hour

Sponsor and brand the networking hour and stadium tour, in addition to the benefits of a supporting sponsor.

1 available.

\$5000

Food and Beverage

Sponsor and brand the food and beverage areas, in addition to the benefits of a supporting sponsor.

2 available.

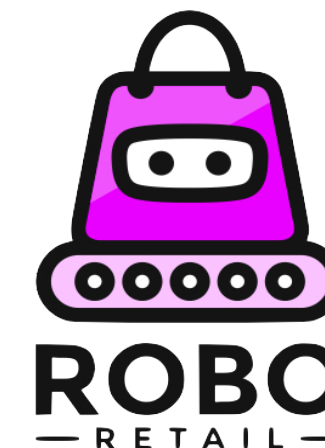
\$4000



2020 Sponsors



MENDOZA COLLEGE
OF BUSINESS



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How to Apply

Speaker Application

Visit <https://a2.ai/Speaker-Application>
Fill out and submit the requested information

Submission deadline: August 6th, 2021

Sponsorship Application

Visit <https://a2.ai/Sponsorship-Application>
Fill out and submit the requested information

Submission deadline: September 6th, 2021

Please reach out to Anna Schultz at anna.schultz@rxa.io with any questions



