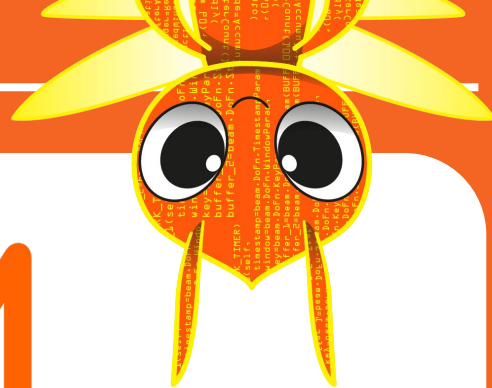


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# BEAM SUMMIT



## Prospectus

September 4-5, 2024. Sunnyvale, CA  
In-person experience only

<https://beamsummit.org/>

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*Beam Summit 2024 will be the 7th edition of this awaited event by professionals in real-time processing, data and AI/ML engineering.*

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## What is Beam Summit 2024?

The goal of Beam Summit 2024 is to connect a community of professionals around the world that use, contribute and are learning Apache Beam.

The event will be a space to share use cases, performance and resource optimizations, discuss pain points, and talk about the benefits of implementing Apache Beam in organizations.

The event aims to bring together the Apache Beam community to discuss the status of the project, technical advances, and build the future of it.

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# Some numbers from Beam Summit 2023

**540**

Onsite participants  
(270% increase  
from 2022)

**58**

Onsite talks

**76**

Speakers

**6**

Workshops

**9**

Sponsors and  
Partners

**658**

Online registrations

**1,446**

Unique live views

**66**

Countries  
reached

**1.7k**

Recordings  
views

**96k**

Twitter reach

**5.5k**

Linkedin reach

**4.6/5**

Satisfaction score

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# Some numbers from Beam Summit 2022

**200+**

Onsite participants  
(16.4% increase  
from 2019 at 170)

**51**

Onsite talks

**7**

Keynotes

**32**

End-user  
presentations

**4**

Workshops

**4.6/5**

Satisfaction  
score

**3,012**

Online registrations  
(66.6% increase  
from 2021 at 1,795)

**1,390**

Remote live  
attendees

**84**

Countries

**62**

Streamed  
sessions

**2.7k**

Live session views

**2.6k**

Recordings  
views

**21k**

Twitter reach

**25k**

LinkedIn reach

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# What participants say...

*"Apache Beam is one of the hottest open source big data frameworks. It has a community of builders that creates new features in different languages and for different runners"*

*"Beam inference has matured a lot and I think there's a lot of potential for future ML use cases"*

**Our participants had a blast!** 🚀

Take a look at our [2023](#) and [2022](#) photo albums.

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# Apache Beam powers many of today's leading projects, industries, and startups.



## Revolutionizing Real-Time Stream Processing: 4 Trillion Events Daily at LinkedIn

Apache Beam serves as the backbone of LinkedIn's streaming infrastructure, handling the near real-time processing of an astounding 4 trillion events daily through 3,000+ pipelines and thus powering personalized experiences for LinkedIn's vast network of over 950 million members worldwide. The adoption of Apache

## Booking.com

### Mass Ad Bidding With Beam at Booking.com

Apache Beam powers Booking.com's global ads bidding and performance infrastructure, supporting 1M+ queries monthly for workflows across multiple data systems scanning 2 PB+ of analytical data and terabytes of transactional data. Apache Beam accelerated processing by 36x and expedited time-to-



### High-Performance Quantitative Risk Analysis with Apache Beam at HSBC

HSBC finds Apache Beam to be more than a data processing framework. It is also a computational platform and a risk engine that allowed for 100x scaling and 2x faster performance of HSBC's XVA pipelines, accelerated time-to-market by 24x, and simplified data distribution for modeling future

Look at more [Apache Beam case-studies](#).

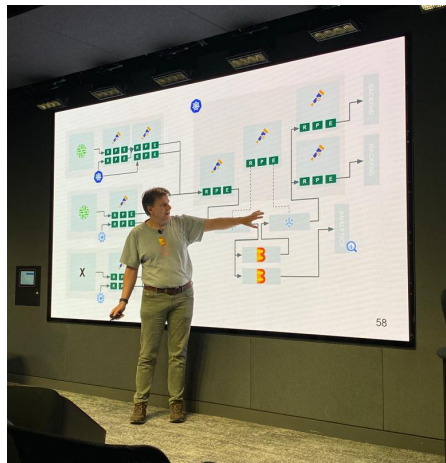
# Announcing New Tools and Features

1. **Machine Learning Made Easy:** Streamline your ML workflows with new and improved turnkey transforms for:
  - a. **Large Model Serving:** Effortlessly integrate powerful pre-trained models into your pipelines.
  - b. **Embeddings Generation:** Generate rich vector representations of your data for machine learning tasks.
  - c. **Data Preparation:** Clean and transform your data efficiently with pre-built tools.
  - d. **Feature Store Integration:** Seamlessly connect your pipelines with popular feature stores.
2. **Break Language Barriers:** Develop pipelines in any language with automatic cross-language wrappers for transforms. Write once, run anywhere!
3. **Local Development Revolution:** Introducing Prism, a brand new local development experience that works across all Beam SDKs. Simplify your workflow and iterate faster.
4. **Introducing YAML for Beam:** Write data processing pipelines in a familiar and concise format with the all-new YAML SDK.

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# Structure & Content

- This on-site event will consist of a 2 days program, conformed by:
  - Keynotes
  - Talks
  - Workshops
- Content will be focused on sharing:
  - New use cases from companies using Apache Beam
  - Community driven talks
  - Technical deep dives
  - In-depth workshops.
- The event will also include different spaces for networking and contacting with the participants.





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# Audience profile - 2022 attendance

## Profile

46% Data engineer

25% Tech manager

18% Data scientist

5% Business leader

4% Student

2% Other

## Geography

North America 87%

Europe 12%

Asia & Oceania 1%



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*We are expecting  
+300 participants.*



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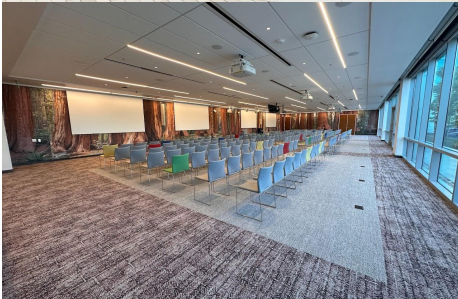
## Reach

- The event will be free access
    - (registration restricted to participant profile evaluation).
  - We will run a global promotion campaign segmented on the different audiences:
    - Professionals involved in data processing, AI/ML engineering, real-time AI/ML, stream processing
    - Organizations implementing large-scale data and AI/ML workflows in batch and real-time
    - Current Apache Beam users and contributors
  - Local promotion between tech communities focused on Data engineering, AI, ML, and Open Source.
  - Direct invitations to local organizations.
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## About the venue

- The event will be held in Sunnyvale, CA situated within Silicon Valley, the global epicenter of technology as a donation from Google's sponsorship. This iconic location offers an aura of cutting-edge advancement and entrepreneurial spirit.
- From its sleek and modern design to its state-of-the-art facilities, the venue embodies a commitment to pushing boundaries and fostering creativity focusing on immersive brand experiences with unparalleled sponsorship signage opportunities.
- Surrounded by like-minded individuals passionate about technology and progress, attendees are inspired to think big and explore new ideas.
- Capacity of +300 for plenary sessions, engaging talks, immersive demos, or hands-on workshops giving attendees tools and technologies to drive their own projects forward.



# Sponsorship opportunities

Benefits	Platinum \$ 20,000	Gold \$ 10,000	Silver \$ 5,000	Community Partner Free***
Branded talk at plenary room	Yes	Yes	-	-
Workshop	Yes	-	-	-
Participants contact data*	Event participants	Session participants	-	-
Opportunity to include swag in kit for participants	Yes	Yes	Yes	Yes
Space at the networking area	Table x/ 2 chairs	Table w/ 2 chairs	Table w/ 2 chairs	-
Brand presence on recordings	Platinum level	Gold level	Silver level	-
Brand presence on signage	Platinum level	Gold level	Silver level	Partner level
Brand presence on website and communication	Platinum level	Gold level	Silver level	Partner level
Social media mentions	3	2	1	Group posts
Conference passes (secure conference access)**	10	5	3	2

\* Personal data of participants who accept to share, \*\* Additional passes available subject to approval, \*\*\* Commitment to promote the event.

# Other sponsorship opportunities

- Additional sponsorships will receive Silver level benefits
- 10% discount if a Platinum, Gold or Silver sponsorship is acquired

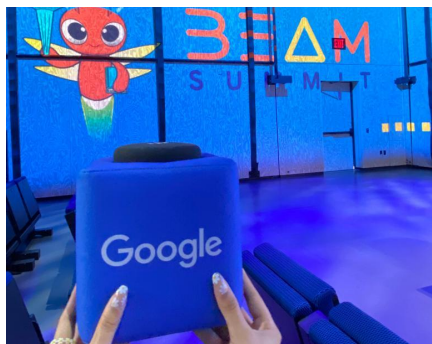
Sponsorship	Available	Description	Price (usd)
Lanyards	1	- Includes event logo and sponsor's logo	\$1,200
Attendee T-shirt	1	- Includes Event logo at the front and sponsor logo at the back	\$4,800
Participants kit tote bag	1	- Canva tote bag with event logo and sponsor's logo	\$5,300
Attendee Hat	1	- Includes event logo at the front and sponsor logo at the back	\$5,500
Speaker gifts	1	- Includes event logo and sponsor's logo	\$2,800
Coffee break 1 day of the event	2	- Brand presence at coffee area	\$4,000
Lunch 1 day of the event	2	- Brand presence at lunch area	\$4,000
Speakers reception	2	- Reception night - Includes a 5mins message and brand presence	\$6,000
Offsite reception Day 1 or Day 2 (available only for Platinum or Gold sponsors)	1	- Off-site reception at the end of the sessions - Opportunity to give a message and have brand presence	Sponsor will hire directly

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# Deliverables

For all the sponsorships we will deliver:

- Guide pre-event
- Final report including:
  - Reach results
  - Participants profile and demographics
  - Website analytics
  - Promotion campaign
  - Social media promotions
- In-person talks recordings
- Social media promotion for Sponsors
- Contact database (Only Platinum and Gold levels)



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## Reasons to sponsor:

- Reactivate in-person presence
- Reach technical decision makers in key companies
- Increase your brand's awareness
- Connect with a specialized audience
- Reach out to a global audience
- Contact directly with online participants through the event app



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# Contact us

[contact@beamsummit.org](mailto:contact@beamsummit.org)

Linkedin: /beamsummit

Twitter: @BeamSummit

*Prospectus is subject to reviews by the Organizer Committee, and might be updated as needed.*

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