# Prospectus

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

**https://beamsummit.org/**

# 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.

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

# 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

# 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

# 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.

# 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

## 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.

# 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.
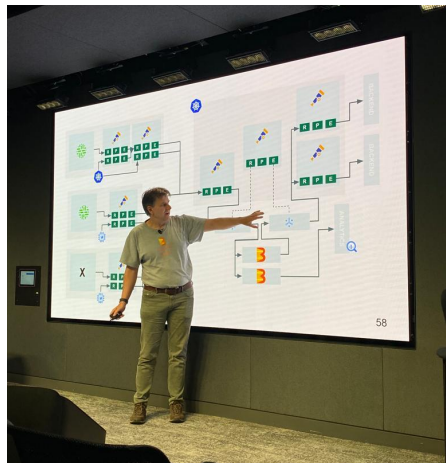
# Audience profile - 2022 attendance

## 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%

# 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.

*We are expecting +300 participants.*

# 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.
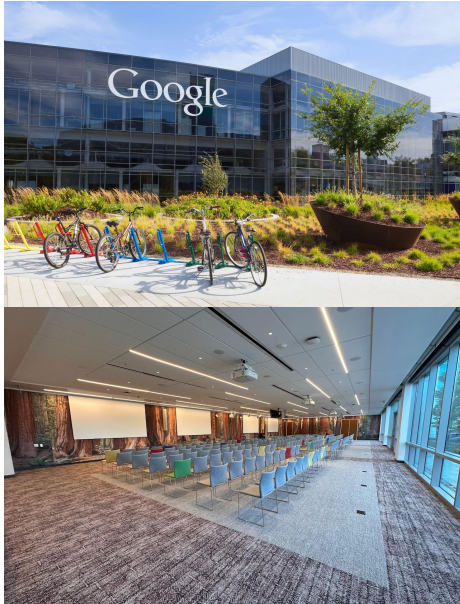
# Sponsorship opportunities

| 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<br>- Includes a 5mins message and brand presence | $6,000 |
| Offsite reception Day 1 or Day 2<br>(available only for Platinum or Gold sponsors) | 1 | - Off-site reception at the end of the sessions<br>- Opportunity to give a message and have brand presence | Sponsor will hire directly |

# 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)

# 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

# Contact us

contact@beamsummit.org
Linkedin: /beamsummit
Twitter: @BeamSummit

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