BEAM SUMMIT

"Expanding the Data Ecosystem"

Prospectus
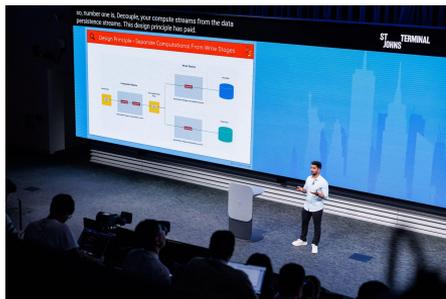
What is Beam Summit 2026?

Beam Summit is a highly expected event by data & AI/ML professionals.

Beam Summit is the premier conference dedicated to Apache Beam, the unified programming model for batch and stream data processing.

This year's summit will focus on "Expanding the Data Ecosystem" which empowers users to seamlessly integrate and process data from disparate sources.

We'll showcase how seamless integration with Apache Kafka, Apache Iceberg, and Machine Learning (ML) empowers data engineers to build next-generation data solutions.

Reasons to sponsor:

In Beam Summit you will contact +300 participants from +170 organizations, representing a diverse range of industries.

Participating in Beam Summit will allow you to reach a highly targeted audience, and you will get other benefits like:

- **Share case studies** with your product over an audience of relevant customers and leads.
- Connect with data professionals who **use data tools day to day**, and are avid for new products and services.
- Contact a **specialized audience** of data engineers, data scientists, and other technical professionals interested in Apache Beam, and other technologies like AWS, GPC, Iceberg, Kafka, and Flink, among others.
- By sponsoring Beam Summit you will also have **access to +300 qualified Beam College graduates with ML/data background**, giving you the opportunity to find the talent you are looking for.

About Beam Summit previous editions

Beam Summit 2024 numbers

Photo album

"Beam Summit is a great way to interact with contributors, early adopters, and the general community to exchange experiences, approaches and battle stories".

370
Registered participants

47
Sessions

50
Speakers

20
Participant Countries

9
Sponsors and Partners

15.7k
X reach

46k
Linkedin Impressions

4.6/5
Satisfaction score

Beam Summit 2025 (NYC) numbers

Photo album

"From the very first keynote to the final session, I found myself constantly asking, "Wait, can we really do that with Beam?"

341
Registered participants

33
Sessions

42
Speakers

29
Participant Countries

9
Sponsors and Partners

57k
Linkedin Impressions

557
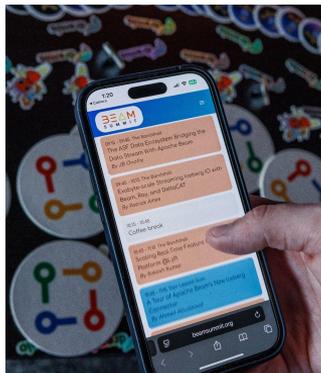Online Extension views

2
Hours of content

Our participants had a blast! 🚀

"Incredible to hear from the engineers shaping our modern economy."

"Beyond the sessions, what I'll remember most is the energy."

2025 video recap ➡️

Participating organizations:

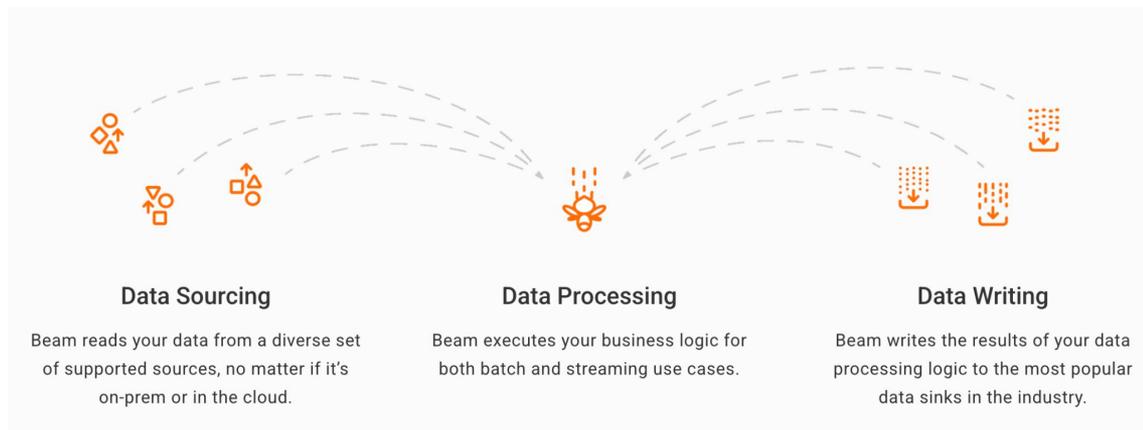|		
Accenture	Fluentdata	New York Public Library
Amazon	Google	NJCCIC
Amex	Helio Switch	Oden Technologies
Apple	Home Depot	One Door
Blue Yonder	Intel	Quantum Computer
Box	Intuitive Cloud	Consulting
Charles Schwab	JP Morgan	PepsiCo
Credit Karma	LinkedIn	Schrödinger
CUNY	Lyft	Spotify
CVS Health	MavenCode	TRM Labs
Datadog	Meta	Verizon
Dremio	ML6	Wayfair
Equifax		
Exabeam		

Why Apache Beam?

Apache Beam is an open-source, unified programming model for batch and streaming data processing pipelines that simplifies large-scale data processing dynamics. Thousands of organizations around the world choose Apache Beam due to its unique data processing features, proven scale, and powerful yet extensible capabilities. **https://beam.apache.org/**

"Beam brings together a global community of builders shipping new capabilities across languages and execution engines."

Data Sourcing

Beam reads your data from a diverse set of supported sources, no matter if it's on-prem or in the cloud.

Data Processing

Beam executes your business logic for both batch and streaming use cases.

Data Writing

Beam writes the results of your data processing logic to the most popular data sinks in the industry.

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

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-

credit karma

Self-service Machine Learning Workflows and Scaling MLOps with Apache Beam

Apache Beam has future-proofed Credit Karma's data and ML platform for scalability and efficiency, enabling MLOps with unified pipelines, processing 5-10 TB daily at 5K events per second, and managing 20K+ ML features.

INTUIT

Powering Streaming and Real-time ML at Intuit

We feel that the runner agnosticism of Apache Beam affords flexibility and future-proofs our Stream Processing Platform as new runtimes are developed. Apache Beam enabled the democratization of stream processing at Intuit and the migration of many batch jobs to streaming applications.

Look at more Apache Beam case-studies.

2026 Theme: Expanding the Data Ecosystem

In today's data-driven world, organizations grapple with an ever-increasing volume and variety of data. Beam Summit 2026 will explore how Apache Beam empowers users to seamlessly integrate and process data from disparate sources, including real-time streams, batch repositories, and emerging data platforms to power applications in areas like ML.

We will delve into topics such as:

- **Unified Data Processing with ML Integration.**
- **Agentic Architectures.**
- **Connecting Disparate Systems with Modern Data Lakehouses.**
- **Real-time ML-Driven Data Insights.**
- **Scalability and Performance with Optimized Storage.**
- **Ecosystem and Community with Modern Data Tools.**
- **Emerging Trends (AI/ML and Lakehouse Architectures).**

Structure

- This on-site event will consist of a 2 days program, conformed by:
  - Keynotes
  - Panels
  - Talks
  - Workshops
- Content will be focused on sharing:
  - New use cases from companies using Apache Beam
  - Community driven talks
  - Technical deep dives
- Networking spaces:
  - Event reception
  - Coffee break and lunch in Exhibition area

Day 3: Dataflow Workshops

The Dataflow workshops will be presented by Google's PMs and Engineers.

The workshop are intended for participants familiar with building and using basic Apache Beam / Dataflow.

01   Dataflow Technical Deep Dive

02   Intro to Beam SDK

03   Beam YAML & Dataflow Job Builder

04   Dataflow ML & Turnkey Transformations

05   *Lunch break*

06   How to optimize Dataflow (lightning talk)

07   How to operate Dataflow (lightning talk)

08   How to troubleshoot Dataflow

This agenda is subject to updates.

Target Audience

Beam Summit 2026 caters to a diverse audience, including:

- **Data Engineers:** Responsible for building and maintaining data pipelines.
- **Machine Learning Practitioners:** Responsible of data collection, model selection, training, evaluation, and deployment of ML algorithms.
- **Data Scientists:** Use data to extract insights and build predictive models.
- **Software Developers:** Engineers who develop applications that interact with data.
- **Architects:** Design and implement data infrastructure.
- **Researchers:** Academics exploring the frontiers of data processing.
- **Business Leaders:** Executives and managers interested in the value of data and how Beam can help their organizations.

Reach

+300 Beam Summit participants from +170 different organizations. +400 Beam college graduates

- The event will be free access
  - Registration restricted to participant profile evaluation.
- The promotion campaign will be segmented for 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.

About NYC's St. Johns Terminal

- The event venue will be located in St. Johns Terminal, Google's NYC HQ, a beautifully designed and modern space located in Manhattan's West Village.
- This stunning venue reflects the spirit of innovation, collaboration, and openness that defines the Apache Beam community.
- Capacity of +250 for plenary sessions.
- Several rooms will be available for simultaneous sessions, additional to conference rooms and phone booths.

Sponsorship packages

Benefits	Gold $ 8,000	Silver $ 5,000	Talent* $2,000	Community Free**
Branded talk	Simultaneous talk	-	-	-
Participants contact data (opt-ins only)	Session participants	-	-	-
Opportunity to include swag in kit	Yes	Yes	Yes	Yes
Space at the networking area	Table w/ 2 chairs	Table w/ 2 chairs	Table w/ 2 chairs	Shared table
Brand presence on recordings	Gold level	Silver level	-	-
Brand presence on signage	Gold level	Silver level	Talent level	Community level
Brand presence on website and communication	Gold level	Silver level	Talent level	Community level
Social media mentions	2	1	1	Group posts
Job offers promotion	Up to 3	Up to 3	Up to 3	-

*Limited to companies with job opportunities

** Limited to non-profits and communities. Commitment to promote the event in their communication channels.

Beam Summit sponsors will also be recognized in Beam College.

Additional opportunities

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

* Option to sponsor in-kind

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

Beam College

Beam College is a free online educational program that provides a hands-on training to solve data processing use cases using Apache Beam. This year's tracks combine a beginner foundation, the latest Beam feature advancements, and real-world tips and tricks.

This year Beam College will take place from April 21 to 23, having an estimated attendance of:
+ 600 registered participants
+ 200 live participants

https://beamcollege.dev/

Beam College provides access to +600 qualified professionals with ML/data background.

Beam College Impact

Over 4 editions Beam College has trained more than 3,200 data professionals from all over the world.

Beam College playlist
Apache Beam Youtube

3,283
Participants

+50
Participant countries

1.6k
Organizations

+2k
Live views

+5.7k
On demand views

61
Talks

61.5%
Beginners

31%
Intermediate

7.5%
Advanced

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 (Opt-ins only for Platinum and Gold levels)

Contact us

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X: @ApacheBeam

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