

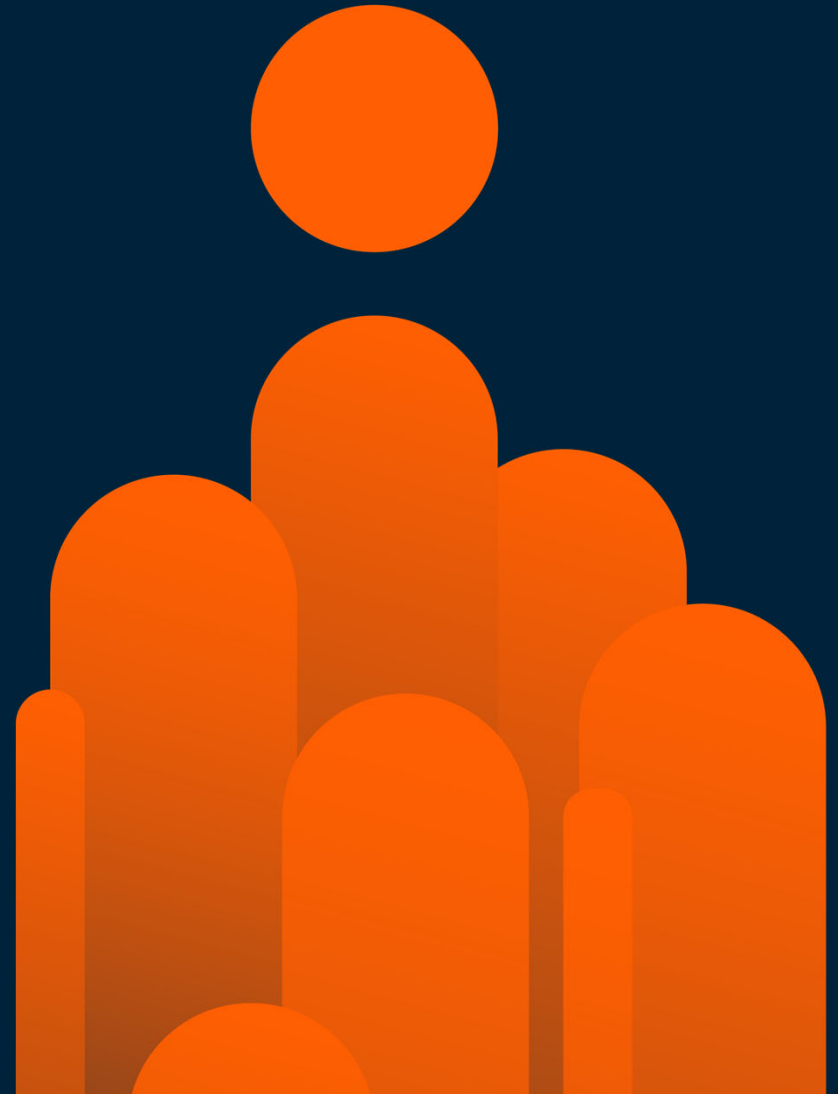
02/21/2024

Teradata Possible 2024: Be Business Confident

Sponsorship Prospectus

teradata.

© 2024 Teradata. All rights reserved.



Dear Valued Partner,

As enterprises increasingly invest in the AI-driven future, the demand for data and analytic initiatives supported by AI/ML technology is on the rise. In fact, 69% of executive leaders anticipate such initiatives will be predominantly supported by AI/ML technology within the next three years.

At this critical juncture, organizations poised to drive AI innovation forward require the support of business, analytics, and technology partners like yourself to navigate and realize the possibilities of tomorrow's data landscape.

Your expertise and partnership are invaluable to us, which is why we extend this special invitation for you to join us as a sponsor at Possible 2024, Teradata's premier global data and analytics event. This event is meticulously crafted to empower our esteemed customers, guiding them towards business confidence and value realization from Trusted AI today.

Participating as a sponsor offers a remarkable opportunity to forge meaningful connections with decision-makers, influencers, and leaders eager to enhance business performance using Teradata's unparalleled cloud analytics and data platform.

Are you ready to unlock what's Possible?

teradata.

© 2024 Teradata. All rights reserved.

teradata.

Possible

Join us alongside industry experts, thought leaders, and executive peers to tackle the most pressing issues in AI, data, and cloud technology facing enterprise businesses today. Through a series of immersive, personalized, and high-value face-to-face events, we will collectively chart the course towards AI innovation and success.

Together, let's make AI innovation a reality at Possible 2024.



Jacqueline Woods
Chief Marketing Officer,
Teradata

Internal use only

3



Dates and Locations

London

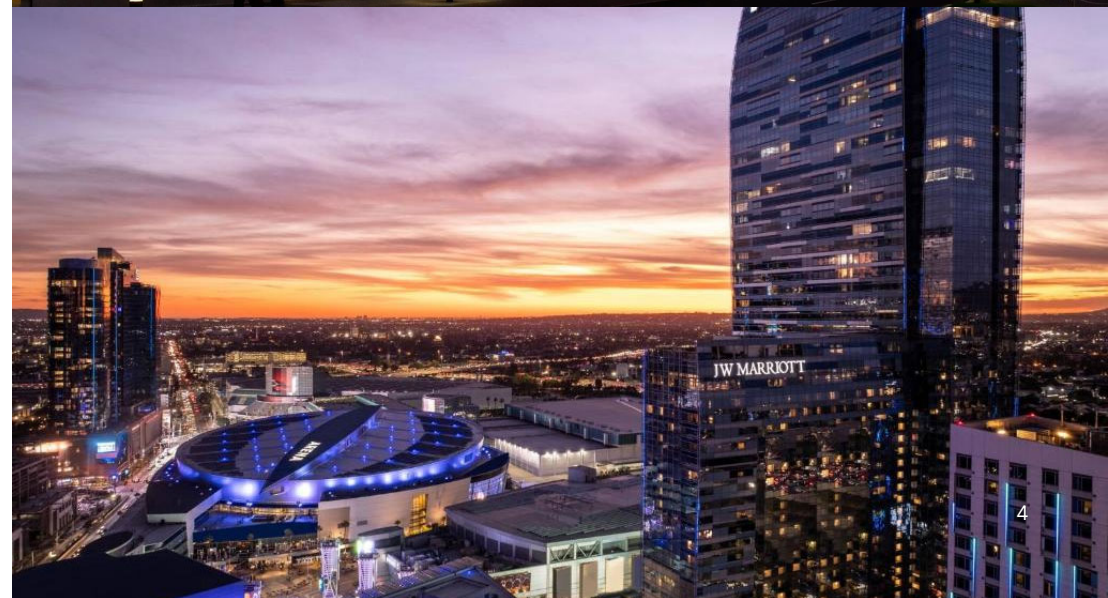
September 16-18
Intercontinental London – the O2

Los Angeles

October 7-10
JW Marriott Los Angeles – L.A. Live



© 2024 Teradata. All rights reserved.



Possible 2024 Sponsorship Tiers

Diamond

\$600,000 for Global Sponsorship

- 10% Early Bird Discount (available until July 1, 2024)
- (1) Global Diamond Sponsorship Available
- Only Available Until August 16, 2024

Gold

\$250,000 for Global Sponsorship

- 10% Early Bird Discount (available until July 1, 2024)
- (2) Global Gold Sponsorships Available
- Only Available Until August 16, 2024

Silver

\$35,000 for each location OR \$60,000 for Global Sponsorship

- 10% Early Bird Discount (available until July 1, 2024)
- (10) Silver Sponsorships Available Per City
- Only Available Until August 16, 2024



Diamond Sponsorship

1 Diamond Sponsorship Available for Teradata Possible Event Series – each benefit listed below available at each London and Los Angeles

Speaking Opportunities

- 1 Mainstage Speaking Session *
- Customer speaker highly recommended
- 1 Media Interview with theCUBE *
- Select 2 of the following:
 - Breakout Session *
 - Roundtable Session
 - Hub Stage Presentation *

Branding & Promotions

- Welcome Reception–exclusive sponsor branding
- Hub Stage–exclusive sponsor branding
- Mobile App–sponsor profile
- Logo featured in:
 - Teradata Possible event page
 - Organic and paid social media & promotional emails
 - On-site digital signage and ads
- Sponsor Promotional Kit
 - Templated graphics and copy for LinkedIn, X, and Facebook

Lead Generation & Business Development

- Premium turnkey solution kiosk
- First choice opportunity to select kiosk location
- 1 lead scanner
- List of registered companies provided 2 weeks prior to event
- Opt-in attendee info provided from lead scanner, speaking session(s), and mobile app

Passes & Hotel Rooms

- 15 complimentary sponsor passes
- 15 complimentary customer passes
- Opportunity to purchase additional discounted passes
- Opportunity to reserve rooms within a dedicated room block (15 rooms)
 - Must be booked 21 days ahead of event
 - Sponsors responsible for cost

Meeting Space

- 1 private meeting room available throughout event for customer meetings

* Session will be recorded, and recordings to be provided to sponsor one week after event ends.



Gold Sponsorship

2 Gold Sponsorships Available for Teradata Possible Event Series – each benefit listed below available at each London and Los Angeles

Speaking Opportunities

- 1 Mainstage Speaking Session *
 - Customer speaker required for session
- Select 2 of the following:
 - Breakout Session *
 - Roundtable Session
 - Hub Stage Presentation *

Branding & Promotions

- Mobile App – sponsor profile
- Logo featured in:
 - Teradata Possible event page
 - Organic and paid social media & promotional emails
 - On-site digital signage and ads
- Sponsor Promotional Kit
 - Templated graphics and copy for LinkedIn, X, and Facebook

Lead Generation & Business Development

- Premium turnkey solution kiosk
- Opportunity to select kiosk location
- 1 lead scanner
- List of registered companies provided 2 weeks prior to event
- Opt-in attendee info provided from lead scanner, speaking session(s), and mobile app

Passes & Hotel Rooms

- 10 complimentary sponsor passes
- 3 complimentary customer passes
- Opportunity to purchase additional discounted passes
- Opportunity to reserve rooms within a dedicated room block (10 rooms)
 - Must be booked 21 days ahead of event
 - Sponsors responsible for cost

* Session will be recorded, and recordings to be provided to sponsor one week after event ends.



Silver Sponsorship

10 Silver Sponsorships Available for Teradata Possible Event Series – each benefit listed below available at each London and Los Angeles

Speaking Opportunities

- Opportunity to purchase speaking opportunity (\$15K)
 - Roundtable session (5 total available) or
 - Hub Stage session (5 total available) *

Branding & Promotions

- Mobile App – sponsor profile
- Logo featured in:
 - Teradata Possible event page
 - Organic and paid social media & promotional emails
 - On-site digital signage and ads
- Sponsor Promotional Kit
 - Templated graphics and copy for LinkedIn, X, and Facebook

Lead Generation & Business Development

- Turnkey solution kiosk (assigned location)
- 1 lead scanner
- List of registered companies provided 1 week prior to event
- Opt-in attendee info provided from lead scanner and mobile app

Passes & Hotel Rooms

- 4 complimentary sponsor passes
- 1 complimentary customer passes
- Opportunity to purchase additional discounted passes

* Session will be recorded, and recordings to be provided to sponsor one week after event ends.