EARL 2024
Sponsorship pack

Brighton

EARL Brighton 2024

We cordially extend an invitation to sponsor the 10th anniversary of the Enterprise Applications of the R Language (EARL) Conference - a momentous occasion as it makes its debut in the seaside city of Brighton.

EARL Brighton 2024

For the first time, EARL Brighton 2024 is brought to you by Datacove, your partner in data and analytics, in partnership with Silicon Brighton, the hosts of the Brighton & Hove tech community.

This year's conference begins in the city's iconic seafront hotel - The Grand Brighton! While our evening event boasts some of the best views from 453ft high in the i360.

Workshops

Commercial application use cases

The latest technical and community developments

PLUS a variety of networking opportunities

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Why sponsor EARL?

The Enterprise Applications of the R Language is a premier conference focusing on the commercial usage of the R programming language.

R is one of the most widely used programming languages and is rapidly becoming the lingua franca for business analytics. By sponsoring EARL, you will be placing your company at the heart of the commercial R community - leveraging R's powerful analytics across diverse industries.

R's adaptability enables organisations of all sizes to derive significant value from their data, without incurring licensing costs.

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Why sponsor EARL?

In an exciting expansion, EARL 2024 will introduce Python into the program!

Python is among the fastest growing programming languages in the world, across many fields and disciplines. Posit have just hired Python Pandas creator Wes McKinney, so why not us!

The convergence of Python's machine learning and web development capabilities with R's statistical expertise at EARL promises to provide an encompassing perspective on the field of data science.

Further, inspiring collaboration and innovation across different sectors to enhance the power of data-driven insights.

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Why sponsor EARL?

200+ attendees

46% of delegates have senior roles

58% of delegates represent companies with 1000+ employees

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Be positioned amongst the brightest minds and the biggest businesses known to the R community

Platinum Sponsor 2024:
Ascent
Previous Organisers of EARL
Builders of Cloud-native Services on Azure

Evening Event Sponsors 2024:
Posit
The Owners of R and Shiny
Open-source Data Science Company

Silver Sponsors 2024:
R Consortium
Supporters, Maintainers and Developers of R software
Open-source Governance

Keynote Speakers

Hadley Wickham
Chief Scientist,
Posit

Steph Locke
Technology leader,
Microsoft

Christel Swift
Senior Principal
Data Scientist,
BBC

Andy Field
Statistician, Professor,
& Author,
University of Sussex

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Become an EARL sponsor

Gold Package: £11,000 + VAT

- Exhibitors Stand Space
- Logo with link on EARL Website
- Three full-day conference tickets
- Shared slide in holding slide loop
- Tweet of thanks
- Space on the panel (TBC)
- Marketing items in the goodie bag
- Feature on the front of the EARL T-shirt
- A write-up published on the website and social media channels of your talk / panel
- Brand the bar
- Full page in the conference programme
- Logo on goodie bags
- Logo on staff lanyards

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Become an EARL sponsor

Silver Package: £6,000 + VAT

- Exhibitors stand space
- Logo with link on EARL website
- Two full-day conference tickets
- Shared slide in holding slide loop
- Tweet of thanks
- Logo on the back of EARL T-shirt
- Half page in the conference programme

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Become an EARL sponsor

Specific Sponsorships

- Put a branded item in the goodie bag: £199
- Get your logo on the goodie bags: £1,000
- Have an exhibitor stand (x7 places) for one-day: £495
- Exhibitors stand for two-days: £795
- Sponsor the evening event: £10,000
- Half page in the conf programme: £395
- Full page in conf programme: £695
- Sponsor a drinks table: Price on request
- Sponsor a snack table: Price on request

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What attendees say...

The EARL conference is a unique proposition showcasing ideas, applications and approaches to solving real world problems with open source solutions.

Few such events offer expert presentations and networking from such a cross pollination of business and industries; memorable past talks have included forecasting baggage handling demand at Heathrow Airport, predicting stroke survival rates from social media presence and how Transport for London use data science to reduce station overcrowding.

No one comes away from EARL without a wealth of new ideas, solutions and valuable contacts.

Liz Matthews
Business Owner,
Lorne House

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What attendees say...

The EARL conference has been the highlight of my conference season for several years, having enjoyed them as a speaker and as an attendee. I gathered skills I could apply immediately, created friendships that have lasted the test of time, and created professional links that have helped boost my career.

I think my favorite part of EARL conferences though is being surrounded by people that are intimately familiar with the tool, as there are loads of experts that are more than happy to give you pointers based on years of experience.

As a leader, I frequently say that the tech itself isn't as important as the people, but every once in a while we REALLY need to talk about the tech!! EARL 2023's absence has been felt dearly and I look forward to new beginnings in 2024.

Amit Kohli
Head of Data Insights,
Access Social Care

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Meet the Team

Jeremy Horne
Director,
Datacove

Grace Prior
Co-Founder,
Silicon Brighton

Abbie Brookes
Senior Analyst & AI Consultant,
Datacove

Maureen Imiegha
Marketing & Comms,
Silicon Brighton

Laura Mawer
Data Science Consultant,
Datacove

Sophie Desouza
Marketing and Event Coordinator,
Datacove

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Hear from the team...

Jeremy Horne
Director at Datacove Limited

I feel privileged to say I have been to every single EARL as a delegate but have also had the honour of speaking alongside the elite of R on five separate occasions too.

Over time, the conference has established itself as the premier annual event in the R community calendar and quite simply has become a "can't miss" opportunity if you want to stay on the pulse of what's happening within our wonderful and continually growing coding community.

When the opportunity came up to take EARL on as an organiser, it was quite simply a dream come true. A lot of people have called me EARL's biggest fan and, in my mind, this is the ultimate way to prove that and give more back to the community I love.

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Will you join us for EARL Brighton 2024?

Please contact Abbie Brookes at admin@datacove.co.uk

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