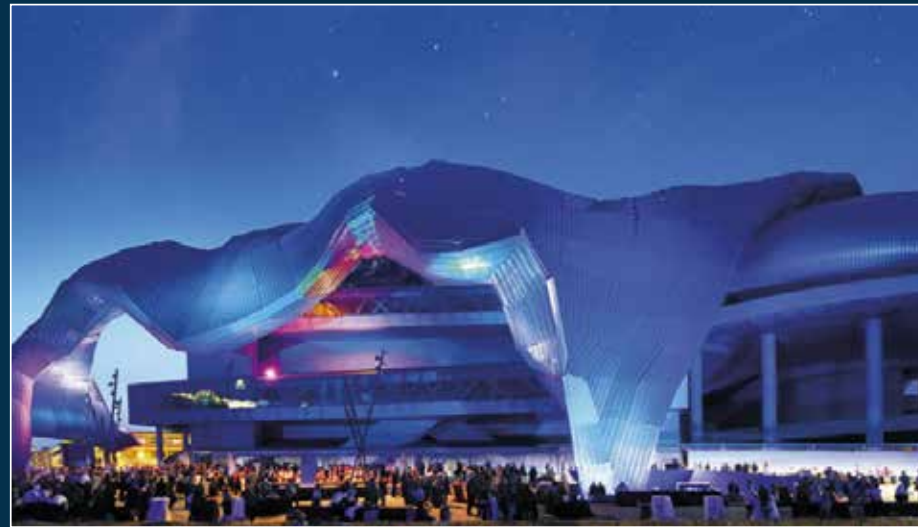


# ANALYTICS EXPERIENCE

## Theme and Creative Direction



OCT. 21-23 | MILAN  
Milano Congressi

# Analytics Experience

This conference series offers all analytically minded attendees across all industries - whether they are business and IT leaders, analytics professionals or data scientists - a mix of education and networking opportunities.

# Venue Overview

MILAN



# Overview

- **Target Audiences**

Data scientists, IT and business users or executives across all industries.

- **Content**

Driven by SAS and supports SAS initiatives - analytics, SAS® Platform, risk management, fraud and security intelligence, customer intelligence, cloud, data for good, AI and IoT.

- **Training and Education**

SAS Analytics skills are the most valuable skills to have in today's job market.

- **Innovation Hub**

Showcase SAS technology and new offerings as well as access to SAS experts.

- **Sponsors**

Demonstrate relationships and SAS' investment in partnerships.

# Attendee Experience

- Exceed expectations by providing relevant content that engages conference attendees (regardless of skills) from beginning to end.
- Instill confidence in SAS - in SAS technology, in SAS as the leader in analytics.
- Gain new knowledge - industry trends, best practices and techniques.
- Create desire to proactively share conference experiences and become SAS advocates.
- Network and build connections.
- Experience the technology in action.

# The Power of Creative Consistency

- One theme.
- Expressions of the theme that speak unique target audiences.
- Creative direction and complementary design elements.
- Photography style.

## Together, We Make Analytics Real

Let's put aside the hype and the jargon surrounding analytics. Let's roll up our sleeves, make a plan, and ensure your data is working for you. Data holds the key. When used properly, your data can set your organization up for success for years to come. After all, analytics is a powerful tool. Together let's make it real for you.

**Real data. Real insights. Real results.** Join us at Analytics Experience in Milan Oct. 21-23 at MiCo - Milano Congressi, and together, we'll make analytics real for you.

# Consistent Creative Elements

FONT STYLE  
**Avenir**

HUB LOGO  
**INNOVATION HUB**

AX LOGO TEXT OPTIONS

**ANALYTICS EXPERIENCE**

**ANALYTICS  
EXPERIENCE**

**ANALYTICS  
EXPERIENCE**

**ANALYTICS  
EXPERIENCE**

**ANALYTICS EXPERIENCE**

AX LOGO



PHOTOGRAPHY STYLE

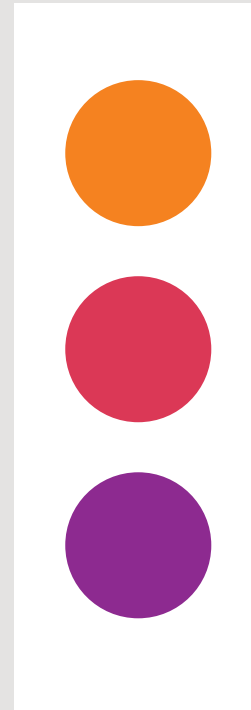




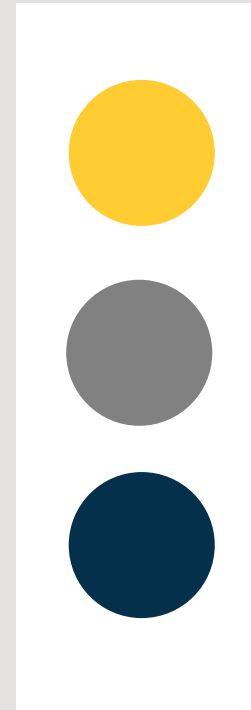
ART AND  
COLOR PALETTE



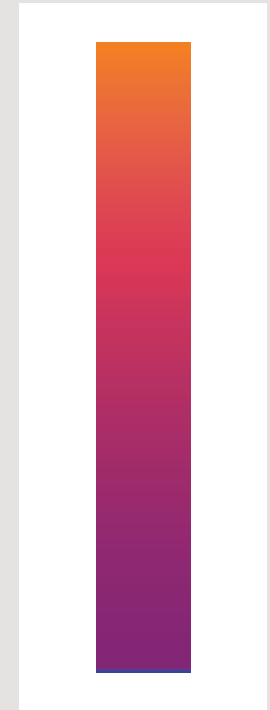
Event Art



Primary Colors

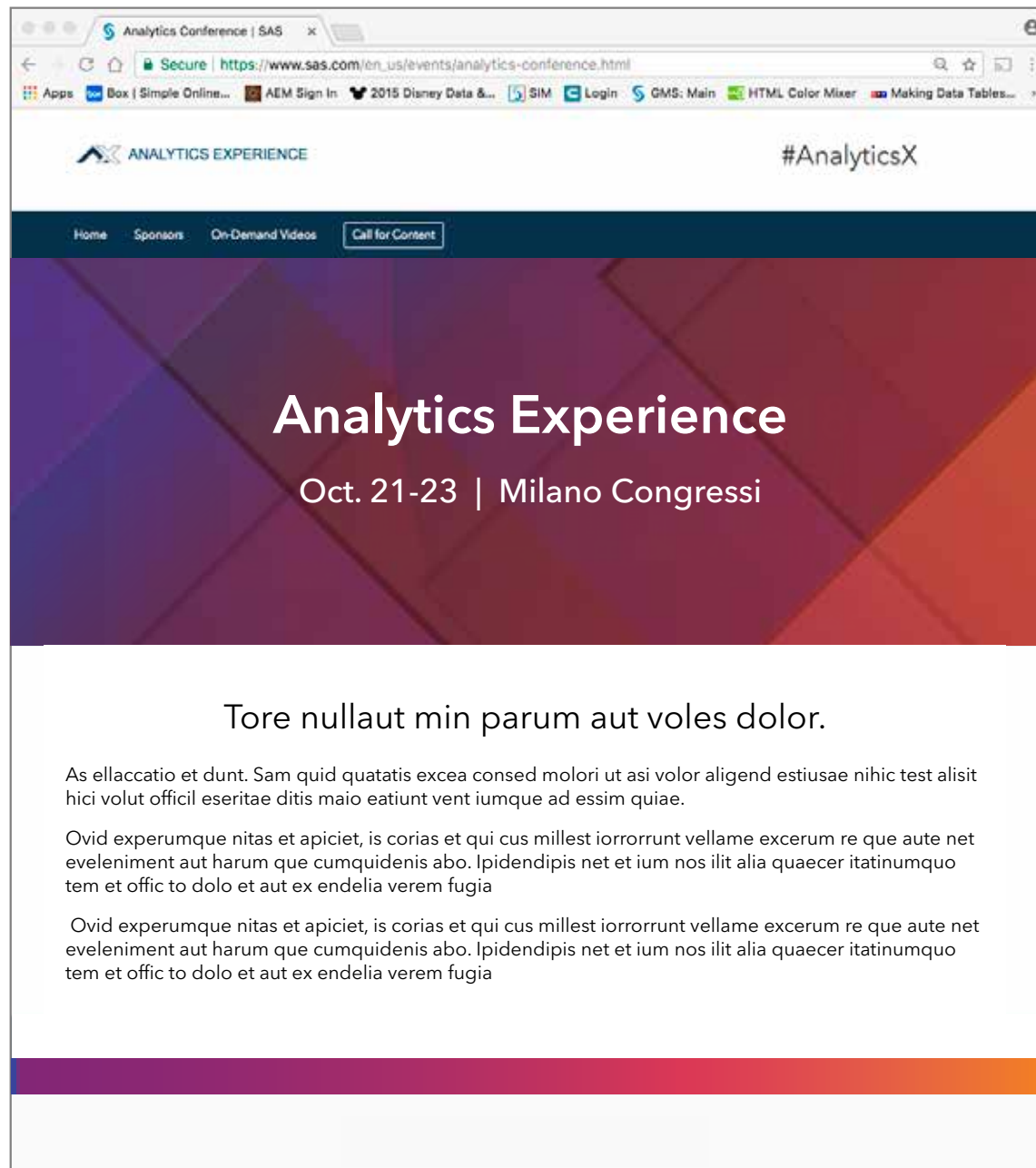


Accent Colors



Gradient


## WEB LAYOUT



## EMAIL LAYOUT

[View as a web page](#)

# ANALYTICS EXPERIENCE



**Share your idea.**  
SHOWCASE YOUR  
SAS® SKILLS.


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[Submit your idea](#)

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Analytics Experience  
Sept. 17 – 19  
San Diego



[sas.com/analyticsx](https://sas.com/analyticsx)

## SOCIAL TILES



Share your idea.  
Showcase your SAS® skills.

 Oct. 21-23 | Milan 



Experience a new  
kind of curiosity  
with analytics.  
Reserve your seat.

 Oct. 21-23 | Milan 



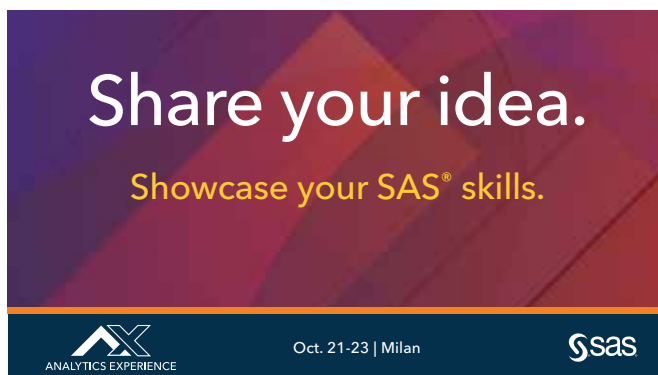
Share your idea.  
Showcase your SAS® skills.

 Oct. 21-23 | Milan 





Set sail for sunny  
San Diego.  
\$300 savings on registration.  
Limited time.  
Act now.

 Oct. 21-23 | Milan 



Share your idea.  
Showcase your SAS® skills.

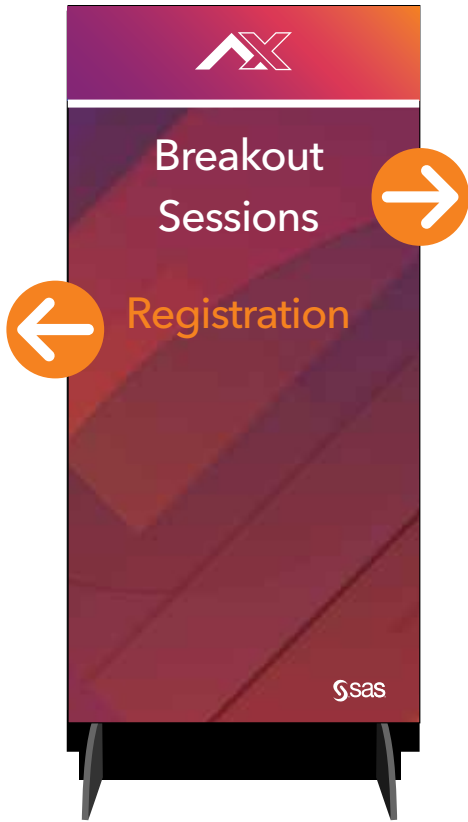
 Oct. 21-23 | Milan 



Calling all data  
enthusiasts!  
Reserve your seat.

 Oct. 21-23 | Milan 

SIGNAGE  
METERBOARDS  
EASEL



SIGNAGE  
SAMPLES

