



BEAM  
SUMMIT

# “Expanding the Data Ecosystem” Prospectus

June 22 & 23, 2026 | New York City, USA

[beamsummit.org](https://beamsummit.org)

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

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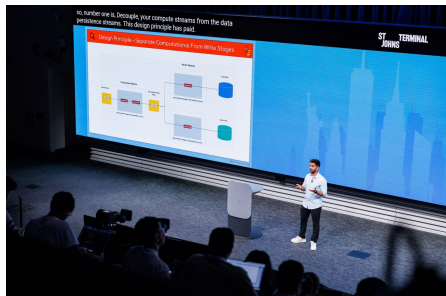
# What is Beam Summit 2026?

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.

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



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## Reasons to sponsor:

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.
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# About Beam Summit previous editions

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# 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

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# 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

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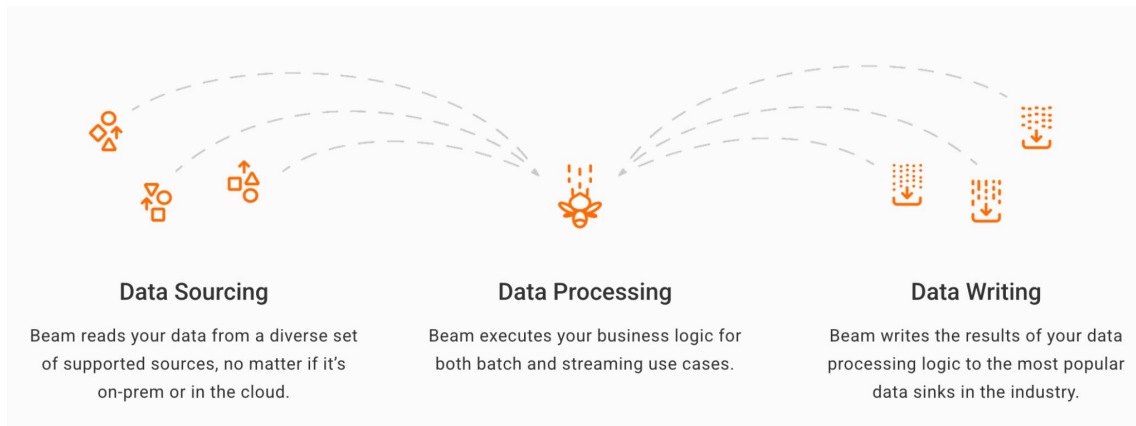
# About Apache Beam



# 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.”*



# 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](#).



# Beam Summit 2026 Specifics

# 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).**



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## 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
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# 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.*

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# Target Audience

Beam Summit 2026 caters to a diverse audience, including:

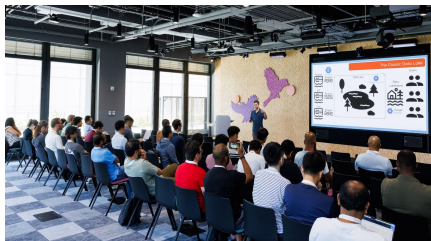
- **Data Engineers:** Responsible for building and maintaining data pipelines.
- **Machine Learning Practitioners:** Responsible of data collection, model selection, training, evaluation, and deployment of ML algorithms.
- **Data Scientists:** Use data to extract insights and build predictive models.
- **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.





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



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## Reach

- 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.
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## 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.
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# Sponsorship packages

Benefits	Platinum \$ 12,000	Gold \$ 8,000	Silver \$ 5,000	Talent \$2,000	Community Free**
Branded talk	Plenary talk	Simultaneous talk	-	-	-
Participants contact data*	Event participants	Session participants	-	-	-
Opportunity to include swag in kit	Yes	Yes	Yes	Yes	Yes
Space at the networking area	Table w/ 2 chairs	Table w/ 2 chairs	Table w/ 2 chairs	Shared table	Shared table
Brand presence on recordings	Platinum level	Gold level	Silver level	-	-
Brand presence on signage	Platinum level	Gold level	Silver level	Talent level	Community level
Brand presence on website and communication	Platinum level	Gold level	Silver level	Talent level	Community level
Social media mentions	3	2	1	1	Group posts
Job offers promotion	Up to 3	Up to 3	Up to 3	Up to 3	-

\* Personal data of participants who accept to share

\*\* 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 Platinum, Gold or Silver sponsorship is acquired

\* Option to sponsor in-kind

Sponsorship	Available	Description	Price (usd)
Lanyards*	1	- Includes event logo and sponsor's logo	\$2,000
Attendee T-shirt*	1	- Includes Event logo at the front and sponsor logo at the back	\$6,800
Participant's kit tote bag*	1	- Canva tote bag with event logo and sponsor's logo	\$6,800
Attendee Hat*	1	- Includes event logo at the front and sponsor logo at the back	\$7,500
Speaker gifts*	1	- Includes event logo and sponsor's logo	\$3,800
Offsite reception Day 2*	1	- Off-site reception at the end of the sessions - Opportunity to give a message and have brand presence	Sponsor will hire directly
Beam College sponsorship (online participation)	6	- Job offers promotion, brand presence on website, virtual booth, logo in recordings	\$800



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

# 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 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%**

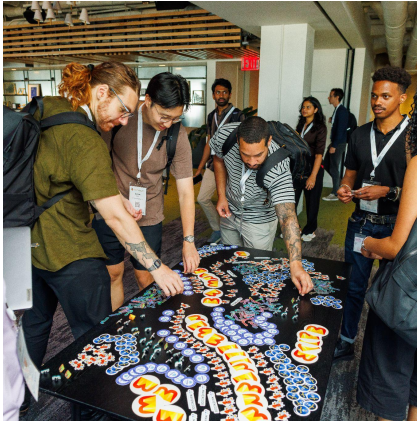
Advanced

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# 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)





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# Contact us

[beamsummit@sg.com.mx](mailto:beamsummit@sg.com.mx)

Linkedin: [Apache Beam](#)

X: [@ApacheBeam](#)

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

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