

# DATA ARCHITECTURE SUMMIT

## Sponsorship Prospectus

November 13-16, 2017  
Hyatt Chicago Magnificent Mile  
Chicago, Illinois

**The 2017 Data Architecture Summit** is the latest of DATAVERSITY's world-renowned educational programs designed to help business and IT executives develop and implement successful data strategies for their organizations. The conference will be attended by approximately 250 business and data managers from across North America.

**Produced by:**



For sponsorship, contact: Warwick Davies +1-781-354-0119 [warwick@dataversity.net](mailto:warwick@dataversity.net).

## 2017 Sponsorship Opportunities

<b>Premier Sponsor Package</b> Maximum 3 Available  <b>\$12,950</b>	<b>Gold Sponsor Package</b> Maximum 6 Available  <b>\$6,950</b>	<b>Silver Sponsor Package</b> Maximum 6 Available  <b>\$3,500</b>
<ul style="list-style-type: none"> <li>• <b>45-minute educational presentation slot.</b> A non-commercial presentation designed to educate the audience. Topic and speaker must be approved by DATAVERSITY.</li> <li>• <b>30-minute product presentation slot.</b> A new format we are introducing to enable vendors to freely discuss their product/service offerings.</li> <li>• <b>Exclusive Sponsor of Attendee lunch on any one day</b> (includes cost of standard food and beverage, and placement of literature on every seat).</li> <li>• <b>Turnkey table top exhibit</b> during Tuesday and Wednesday exhibits. Includes skirted table, chairs, and electrical connection.</li> <li>• Your <b>Literature</b> (one piece no more than 8 ounces) distributed to every attendee in conference bags.</li> <li>• Your <b>logo on the conference home page.</b></li> <li>• <b>Your logo and 150-word description</b> on the sponsor page of the conference website with link to your website.</li> <li>• Four (4) <b>Conference Registrations.</b></li> <li>• <b>Private Reception or Dinner Opportunity. You choose the guests</b> from an attendee list of companies and job titles, DATAVERSITY sends the invitations to attendees with instructions to RSVP to sponsor. Sponsor is responsible for costs and logistics of private event.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>30-minute product presentation slot.</b> A new format we are introducing to enable vendors to freely discuss their product/service offerings.</li> <li>• <b>Exclusive Sponsor of Attendee coffee break or breakfast break on any one day</b> (includes cost of standard food and beverage, and placement of literature at break tables).</li> <li>• <b>Turnkey table top exhibit</b> during Tuesday and Wednesday exhibits. Includes skirted table, chairs, and electrical connection.</li> <li>• Your <b>Literature</b> (one piece no more than 8 ounces) distributed to every attendee in conference bags.</li> <li>• Your <b>logo on the conference home page.</b></li> <li>• <b>Your logo and 150-word description</b> on the sponsor page of the conference website with link to your website</li> <li>• Two (2) <b>Conference Registrations.</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Turnkey table top exhibit</b> during Tuesday and Wednesday exhibits. Includes skirted table, chairs, and electrical connection.</li> <li>• Your <b>logo on the conference home page.</b></li> <li>• <b>Your logo and 150-word description</b> on the sponsor page of the conference website with link to your website.</li> <li>• One (1) <b>Conference Registration.</b></li> </ul>

Exhibit Hours:            Tuesday, Nov 14, 4:00 pm – 6:30 pm  
                                   Wednesday, Nov 15, 10:00 am – 3:30 pm

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## 2017 Anticipated Audience Profile (based on prior similar DATAVERSITY events)

### Job Function

CXO/CDO/President	10%
VP/Director	11%
Manager/Department Head	22%
Data Architect/Enterprise Architect	23%
Consultant	8%
Business Analyst/Data Analyst	17%
Technical Staff (Modeler, Engineer, Programmer)	9%

### Industry

Chemicals/Petroleum	7%
Consultant/Business Service	9%
Finance/Banking	18%
Government/Military/Public Admin	10%
Healthcare/Life Sciences	5%
Insurance	16%
Manufacturing	3%
Retail/Ecommerce	9%
Software Development	8%
Telecommunications	2%
Transportation/Logistics	3%
Other	10%

### Organization Employee Size

Under 50	9%
50 - 999	11%
1,000 - 4,999	21%
5,000 - 9,999	17%
10,000 and over	41%

### IT Budget

Under \$100,000	9%
Between \$100,000 and \$1 Million	13%

Between \$1 Million and \$10 Million	15%
\$10 Million and over	51%
Unknown	12%

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