

DATA ARCHITECTURE SUMMIT

Sponsorship Prospectus

October 8 - 11, 2018
Westin Chicago River North
Chicago, Illinois

The **2018 Data Architecture Summit** is in its second year and 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. Approximately 350 Business and Data Managers from across North America will attend the conference.

Produced by:



2018 Sponsorship Opportunities

Platinum Sponsor Package Maximum 3 Available \$13,950	Gold Sponsor Package Maximum 6 Available \$7,950	Silver Sponsor Package Maximum 6 Available \$3,500
<ul style="list-style-type: none"> • 60-minute educational presentation slot. A non-commercial presentation designed to educate the audience. Topic and speaker must be approved by DATAVERSITY. • 30-minute product presentation slot. A new format we are introducing to enable vendors to freely discuss their product/service offerings. • Exclusive sponsor of attendee lunch on any one day (includes cost of standard food and beverage, and placement of literature on every seat). • Turnkey tabletop exhibit during Tuesday and Wednesday exhibits. Includes skirted table, chairs, and electrical connection. • Your literature (one piece no more than 8 ounces) distributed to every attendee in conference bags. • Your logo on the conference home page. • Your logo and 150-word description on the sponsor page of the conference website with link to your website. • Four (4) conference registrations. • Private reception or dinner opportunity. You choose the guests 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. 	<ul style="list-style-type: none"> • 30-minute product presentation slot. A new format we are introducing to enable vendors to freely discuss their product/service offerings. • Exclusive sponsor of attendee coffee break or breakfast break on any one day (includes cost of standard food and beverage, and placement of literature at break tables). • Turnkey tabletop exhibit during Tuesday and Wednesday exhibits. Includes skirted table, chairs, and electrical connection. • Your literature (one piece no more than 8 ounces) distributed to every attendee in conference bags. • Your logo on the conference home page. • Your logo and 150-word description on the sponsor page of the conference website with link to your website • Two (2) conference registrations. 	<ul style="list-style-type: none"> • Turnkey tabletop exhibit during Tuesday and Wednesday exhibits. Includes skirted table, chairs, and electrical connection. • Your logo on the conference home page. • Your logo and 150-word description on the sponsor page of the conference website with link to your website. • One (1) conference registration.

Optional Sponsor Add-ons	
Attendee Lanyards (Exhibitor Supplies)	\$1,500
Promotional Bags for Attendees	\$3,750
Data Architecture Strategies Turnkey Webinar.....	20% off

For sponsorship, contact: Warwick Davies +1-781-354-0119 warwick@dataversity.net

DATA ARCHITECTURE SUMMIT

2018 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/E-Commerce	9%
Software Development	8%
Telecommunications	2%
Transportation/Logistics	3%
Other	10%

Organization Employee Size

Under 50	16%
50 - 999	22%
1,000 - 4,999	22%
5,000 - 9,999	11%
10,000 and over	29%

IT Budget

Under \$100,000	24%
Between \$100,000 and \$1 million	23%
Between \$1 million and \$10 million	29%
Over \$10 million	24%