



Data Strategy, Architecture & Analytics

Sponsorship Prospectus

**November 2-5, 2015
The Drake Hotel
Chicago, Illinois**

Enterprise Dataversity: Data Strategy, Architecture and Analytics 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 200 senior executives from across North America.

Produced by:



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



2015 Sponsorship Opportunities

Premier Sponsor Package Maximum 3 Available	Gold Sponsor Package Maximum 6 Available	Silver Sponsor Package Maximum 6 Available
\$12,950	\$4,950	\$2,950
<ul style="list-style-type: none"> • 45-minute presentation slot in track session of the main educational agenda. Topic and speaker must be approved by DATAVERSITY. • Exclusive Sponsor of Attendee lunch on any one day (includes cost of standard food and beverage, and placement of literature on every seat). • Turnkey table top exhibit during Tuesday reception and Wednesday exhibits (from 8 am to 3 pm). Includes skirted table, chairs, 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 web site with link to your web site • 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"> • 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 table top exhibit during Tuesday reception and Wednesday exhibits (from 8 am to 3 pm). Includes skirted table, chairs, 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 web site with link to your web site • Two (2) Conference Registrations. 	<ul style="list-style-type: none"> • Turnkey table top exhibit during Tuesday reception and Wednesday exhibits (from 8 am to 3 pm). Includes skirted table, chairs, electrical connection. • Your logo on the conference home page • Your logo and 150 word description on the sponsor page of the conference web site with link to your web site • One (1) Conference Registration.

Exhibit Hours:

Tuesday, November 3 5:00 pm – 7:00 pm with welcome reception

Wednesday, November 4 8:00 am – 3:00 pm open during breakfast, breaks and lunch

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2015 Audience Profile (anticipated)

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	8%
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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