ENTERPRISE DATAVERSITY™

Data Strategy and Analytics Forum

Sponsorship Prospectus

September 19-22, 2016
The Drake Hotel
Chicago, Illinois

Enterprise Dataversity: Data Strategy and Analytics Forum 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 300 senior executives from across North America.

Produced by:

DATAVERSITY™

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

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2016 Sponsorship Opportunities

Premier Sponsor Package Maximum 3 Available **$12,950**	Gold Sponsor Package Maximum 6 Available **$5,950**	Silver Sponsor Package Maximum 6 Available **$3,500**
• **30-minute Sponsor presentation slot**. 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 and Wednesday exhibits. 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.	• **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 and Wednesday exhibits. 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.**	• **Turnkey table top exhibit** during Tuesday and Wednesday exhibits 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, Sept 20   3:45 pm – 6:30 pm including coffee break and reception
Wednesday, Sept 21   9:15 am – 3:45 pm open during breaks and lunch

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2015 Audience Profile

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%