ENTERPRISE DATA WORLD

CONFERENCE SPONSORSHIP PROSPECTUS

OMNI ATLANTA HOTEL • ATLANTA, GA • APRIL 2 - 7, 2017

GET FACE-TO-FACE WITH QUALIFIED BUYERS

- Dedicated tradeshow hours
- In Perspective Product Sessions
- Exhibits opening reception with hosted bar
- Cooperative Marketing

Meet the World's Largest Group of Business and IT Leaders Looking for Data-Driven Solutions

CONNECT with over 800 future customers

EXHIBIT at the world's most authoritative data management conference

ENTERPRISEDATAWORLD.COM

PRODUCED BY:

DATAVERSITY®

DAMA International

What makes our attendees YOUR most qualified customers?

We're Specialists, Not Generalists

We focus specifically on the enterprise data, big data, and information management (EIM) markets.

Our Program: Substance Attracts QUALITY

We accept only one in five speaking proposals, so our audience knows they'll learn from the best speakers at our event.

Substance Also Attracts QUANTITY

Because of our quality and value-intensive program, this event has established itself as the world's most authoritative data management conference. More customers for us means more customers for you.

Our Audience Has Budget

Most attendees pay over $1,500 to be at the conference. They are not free walk-ins looking for a t-shirt or "exhibition-only" types. They are serious buyers whose organizations understand the importance of spending money to make money.

Our Attendees Represent Big Organizations

Large organizations have budgets to spend on new initiatives and ongoing projects. Our audience comes mostly from Fortune 1000 companies and large government agencies—a large percentage come from industries that spend a lot on IT, including banking, insurance, energy, telecom, manufacturing, and pharma.

Our Conference Has a Practical Focus

Employers don't spend money to send staff to conferences without a purpose: Our event is famous for its real-world, practical focus, with dozens of case studies and how-to sessions. Our audience is comprised of practitioners who are doing things right now, many with immediate product needs.

Our Attendees Are Not Only IT People; They're Business Managers

Each year the percentage of attendees from the "business side" increases and now exceeds 30%. They join their colleagues from IT to collaborate and learn more about how to provide data-centric solutions to satisfy their business strategies.

Attendee Groups = Buying Teams

Over 40% of our attendees are part of a group of two or more people from the same company. Why would a company spend thousands or even tens of thousands of dollars on registration fees and travel expenses to send five or ten people to a conference? Obviously, they have large projects underway. And this is not a guess—these participants have told us they attend specifically to compare vendors and learn from peers who have already completed similar projects.

This year's Special Features + Hot Topics include:

- Data Governance
- Master Data Management (MDM)
- Data Integration
- Cloud-based Data and Services
- Information Quality
- Big Data
- Data and Business Modeling
- Metadata Management
- Business Intelligence and Analytics
- Semantics
- Data Architectures and New Data Technologies
- NoSQL Technologies
- Unstructured Data
- CDO Vision

- Enterprise NoSQL Now

Dedicated Tradeshow Hours

No sessions or other distractions compete for your customers' attention during tradeshow hours. The floor is packed with individuals looking for solutions. The schedule also leaves your staff and employees free to attend sessions or network at the conference, or free to get other work done. It's simple – when you are in your booth, you are busy. And the rest of the time is yours.

Exhibits Opening Reception with Hosted Bar

The opening Exhibits Reception is a can't-miss event for every attendee. We provide food and a hosted bar. Your customers come to the show floor, and they stay there for the entire reception.
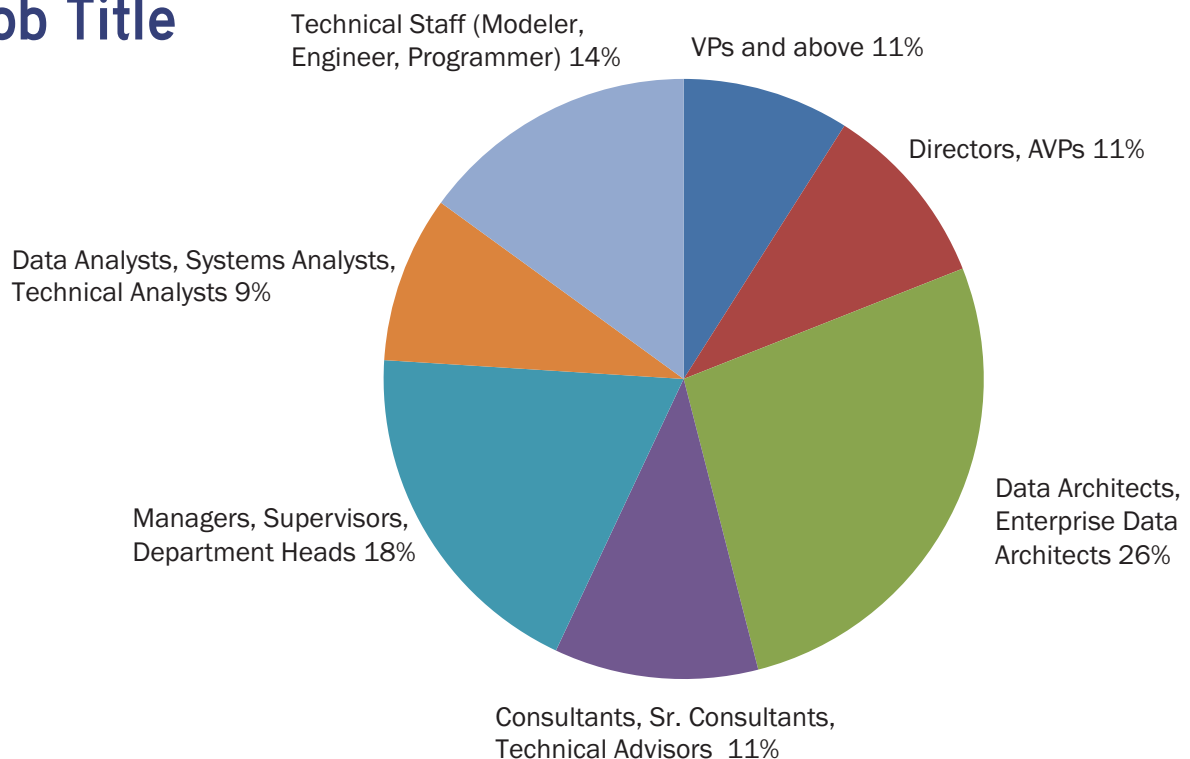
In-Perspectives Product Sessions

We offer sponsors the opportunity to place a half-hour product presentation on the agenda. These sessions are attended by the audience you most want to attract, individuals with recommendation power who are interested in your product.

Turnkey Exhibits Make It Even Easier

We know that some of our exhibitors don't have logistical support, or they're simply too busy to worry about set-up. With the Convenience Package, we handle the legwork and ensure that the following items are waiting for you in your booth:

• One draped table
• Two chairs
• Company name sign
• Basic electrical connection
• Lead retrieval scanner

Attendance by Job Title

Technical Staff (Modeler, Engineer, Programmer) 14%

VPs and above 11%

Directors, AVPs 11%

Data Analysts, Systems Analysts, Technical Analysts 9%

Data Architects, Enterprise Data Architects 26%

Managers, Supervisors, Department Heads 18%

Consultants, Sr. Consultants, Technical Advisors 11%

Based on 2013 - 2015 Enterprise Data World Conferences

COMPANY	TITLE
1-800 Contacts	Data Architect
Abu Dhabi Investment Auth	Head of Reference Data Mgmt
Ace Hardware	Manager, EIM
Aera Energy	Information Analyst
Airline Tariff Publishing Co.	Data Architect
Ajinomoto	Associate GM, IS Planning Dept.
Akamai	Chief Data Strategist
Alberta Dept of Energy	Manager
Alberta Environment	Acting Chief Data Officer
Allstate Insurance	Director, Data and Analytics Strategy
American AgCredit	Director - IT Application Development
American Express	VP, Digital Platforms
American Family	Info Modeling Engineer Specialist
Amtrak	Principle Information Architect
Amway	Principal IT Architect
Apache Corp	Sr Prog / Analyst
AT&T	Director DG & Business Enablement
ATPCO	Data Architect
AXA	Lead Manager
Banelco SA	Head of Information Management
Bank of America	Officer: Data Steward
Bank of Oklahoma	Data Architect
BCBS KC	Data Architect
BCBS KS	Team Lead
BD	VP, Data Integrity
Bendigo Bank	Enterprise Information Architect
Blue Shield CA	Director, IT
BNSF Railway	DBA
Boeing	Information Architect
BP	Enterprise Architect
Brady Corp	Manager Enterprise Development
Brazil Chamber of Deputies	Information Analyst
BrightScope	CTO
British Army	SO1 Information
Bureau of Land Mgmt	Data Management Specialist
CA Dept of Education	Assoc Govt Program Analyst
Capital Group	Principal Information Architect
Capital One	Sr. Director, EDM
Catalina Marketing	CTO
Cenovus Energy	Enterprise Architect
Cepheid	Contracts Database Analyst
Charles Schwab	SVP
Chemical Abstracts	Dev Mgr
Chubb Insurance	VP, Information Architecture
City of Austin	IT Supervisor
City of Redmond	Application Services Manager
CNO Financial	Director – Data Strategy
Cognizant	Global Business Leader
Compassion Int'l	Digital Media Specialist
Compuware	Director, Big Data Solutions
Consumers Energy	Director of Customer Data Quality
Cooperators Group	Enterprise Data & Info Architect
Costco Wholesale	IS Engineer
CPP Investment Board	Manager - Data Mgmt Operations
CSL Behring	Enterprise Data Architect
Cummins, Inc	CDM Program Leader
Curtiss Wright	Director, Information Solutions
D&B	SVP Global Product Integration
Daymon Worldwide	Senior Manager
Defense HR Activity	Management Analyst
Dept of Nat'l Defence CA	Director, Def. Business Mgmt
Dimensional Fund Advisors	Head of Investment Analytics & Data
Diplomat Pharmacy	Data Architect
Discover	Data Analyst
DST Systems	Director of Data Architecture Mgmt
Duke Medicine	Information Architect
EEDAR	VP, Technology
Enterprise Products	Lead Developer
Equifax	VP, Enterprise Data Strategy
Eugene Water & Electric	DBA
Eurasian Resources Group	Data Mgmt SAP Solution Designer
Exelon Corp	Enterprise Data Architect
Export Development CA	Enterprise Architect
Express Scripts	Sr IT Architect
ExxonMobil	Senior IS Analyst
Fannie Mae	Data Architect
Farm Credit Canada	Principal Enterprise Architect
Farmers Insurance	Enterprise Data Management, Mgr
FBL Financial	Enterprise Data Architect
FDIC	IT Specialist
Federal Reserve Bank	Business Analyst
FHLBI	AVP
Fidelis Care NY	Director, BI and DW

COMPANY	TITLE
Fidelity Investments	Director, Data Analysis
First Command	Senior Data Administrator
First National Bank	Information Management
First Republic Bank	Dir. of DW & Database Administration
FirstBank	Enterprise Architect
FRB NY	Data Management Sr Assoc
Galliard Capital Mgmt	IT Director
General Electric	Data Architect - Business Intelligence
General Mills	HR Business Analyst
General Motors	Senior Manager
Gjensidige	CTO
GM Financial	Solution Architect
HCSC	Enterprise Architect
HealthCore	Sr. Research Analyst / Programmer
Hitachi Data Systems	Manager
Honda North America	Data Architecture Manager
Hospital Corp America	Database Administrator
HP Vertica	VP of Systems Engineering
HSBC	Global Information Architect
Hyundai Capital	Director
IBM	Program Director
Idaho Transportation	IT Database Analyst Sr.
IDEXX Laboratories	Data Analyst
Innovapost	Data Architect
Intel	IT Big Data Architecture Lead
International Finance Corp	Head, Info Quality Group
IRS	ACIO
JB Hunt	Information Services Consultant
John Deere	Lead Architect (EIM)
Kaiser Permanente	Director, Research Data and Analysis
Key Bank	Chief Data Officer
Kimberly-Clark	Global Dir. - EDM & Bus. Analytics
KPMG	Global Content Governance & Metadata Strategy Leader
LexisNexis	Director, IT
Liberty Mutual	Principal Data Analyst
Lighting New York	Data Manager
Lockheed Martin	Vice President
Lowes	Data Analyst
Maersk Line Agency	Sr. Data Architect
Marriott	Enterprise Data Architect
Marrow Donor Program	Enterprise Information Architect
Marvel Entertainment	VP, Web & Application Development
MasterCard	Sr Business Leader
Mayo Clinic	Sr. Analyst Programmer
McAfee	VP, Chief Privacy Officer
McDonald's	Director, Data Architecture
MD Anderson	Manager
Medtronic	IT Manager
Meijer	Data Modeler
Mercer	Chief Data Architect
MetLife	Director
Micron Technology	Enterprise Information Architect
Microsoft	Director, EDSG
MillerCoors	Enterprise Data Modeler
MITRE	Data Scientist / Data Architect
Moneygram	Senior Data Analyst
Morgan Stanley	Executive Director
Mutual of Omaha	Information Services Manager
National Bank of Canada	Senior Manager
National Instruments	Sr. IT Applications Manager
Nationwide Insurance	Director, IT Applications
Navy Federal Credit Union	Manager, Enterprise Data Strategy
NBTY	Manager, MDM Solutions
Nedbank	Senior Manager
NetApp	Senior Manager, MDM
New York Life	Senior Associate
Northern Trust Co	Data Integration Product Specialist
Northwestern Mutual	Information Architect
Novo Nordisk Inc.	Systems Analyst
NTT DATA	DBA
OneAmerica	Business Intelligence Consultant
Ontario Teachers' PP	Securities Data Analyst
Onyx Pharmaceuticals	Sr. Manager, Financial Applications
Optum / UnitedHealth	Data Quality Architect
Oracle	VP of Software Development
Pacific Life	Data Governance Consultant
Paychex	Manager-Data Governance
Payless ShoeSource	Data Architect
Pekin Insurance	Data Manager
PEMCO	Data Architect
Petrobras	System Analyst
PetSmart	Systems Architect

COMPANY	TITLE
Pfizer	Director, Informatics and Innovation
Philip Morris	IS Manager Data Governance
Piedmont Natural Gas	Enterprise Data Architect
Principal Financial	Senior Business Analyst
Progressive Insurance	IT Director
Providence Health	Data Governance Program Director
Public Safety Canada	Data Manager
Purdue University	Senior Data Steward
PwC	Director
Q2ebanking	Business Intelligence Lead
Quintiles	Director, Product Engineering
Raytheon	Data Architect
Rentrak	CIO / EVP of IT
Robert W. Baird & Co.	Information Architect
Ropes & Gray	Sr. Data Governance Analyst
Sabre	Principal Database Architect
Sacramento Utility	IT Program Manager
Safeway inc.	Information Architect
Salesforce.com	Director, Data Solutions
SAP	Director, Product Management
Sapient	Director Technology
SAS	System Engineer
Saudi Aramco Oil Co	Data Architect
Schneider	Information Architect
Scholastic Corp	Chief Information Architect
Scotiabank	VP - Global Risk Management
Sears Holdings	Architect
Securities Commission	Data Management Officer
Sharp HealthCare	Dir. Clinical Analytics & Data Strategy
Shell	Data Process Design Owner
Shelter Insurance	IS Manager
SimCorp	Chief Data Warehouse Architect
SNL Financial	Data Architect
Sonic Automotive	Data Quality Analyst
Spot Trading	Sr. Data Architect
Standard and Poor's	MD - Head of Data Operations
Stanford University	Mgr, Data Arch. & Administration
State Farm	Director
State Street	Senior VP & Chief Scientist
Stewart Title Ins.	Data Governance Analyst
Symantec	Data Mgmt Strategy & Planning
Target	Application Analyst BI&A
Taubman Co	Sr Systems Analyst
TD Ameritrade	Chief Data Officer
TD Bank	Data Standards Manager
TD Insurance	Managing Architect
Teacher Retirement Sys TX	Systems Analyst VI
TELUS	Sr Data Architect
The Hartford	Data Quality Program Manager
The Standard	Data Analyst
Thomson Reuters	Manager - Data Quality & QA
Thrivent Financial	VP, IT - Engineering Services
TN Nashville Schools	Business Intelligence Coordinator
TravelClick	Director
Travelers Insurance	Director of IT
Turkey GarantiBank	Manager
TX Comm. on Enviro. Quality	Natural Resources Specialist
TX EnvironmentQuality	Data Manager
TX Guaranteed Student Loan	Solutions Architect
TX Hlth & Human Svcs Comm.	Chief Data Officer
UL Systems	Manager
Uline, Inc.	Data Architect
United Supermarkets	Director of IT
US Bank	Application Architect
US Geological Survey	Data Manager
US Government	Deputy Director, EMG
US Treasury	Associate Director
US Xpress	Manager
USAA	AVP P&C Actuary
USPS	Director
Vanguard	Sr Manager
Veterans Affairs	Data Quality Analyst
Vonage	Solutions Architect
VSP Global	Sr Director, Global Data Solutions
WA State DOT	Data Resource Manager
Walgreens	Sr. Dir., Enterprise Data Architecture
Wells Fargo	Systems Architect
Western Canada Lottery Corp	Director, Infrastructure & Operations
Westfield Group	Lead Database Designer
Whirlpool	Lead Analyst
WI DOT	Data Administrator
World Bank Group	Sr. Information Officer
WSIPC	Infrastructure Integration Manager

All data extracted from attendance at the 3 most recent Enterprise Data World (EDW) events (2013-2015).

AVERAGE ATTENDANCE: 800 people

AVERAGE FEE PER PAID CONFERENCE ATTENDEE: $1,483.00

AVERAGE ORGANIZATION REVENUE: 80% work for organizations with revenue greater than $500 million

EXECUTIVES IN ATTENDANCE:

11%	VP-level and above (VP, SVP, EVP, CTO, CIO, President)
11%	Director-level (Director, AVP)
18%	Manager-level (Manager, Senior Manager, Project Manager)
26%	Architects (Data Architect, Enterprise Architect, Information Architect, IT Architect)
11%	Advisory-level (Consultant, Sr. Consultant, Technical Advisor, Consulting Engineer)
9%	Analyst-level (Data Analyst, Systems Analyst, Technical Analyst)
14%	Technical Staff (Programmer, MTS, Modeler, DBA)

ORGANIZATIONAL SIZE:

43%	Over 25,000 people
29%	5,000 to 25,000 people
19%	1,000 to 5,000 people
9%	Less than 1,000 people

SIZE OF IT BUDGET:

36%	Over $100 million
19%	$10 million to $100 million
15%	$1 million to $10 million
10%	Less than $1 million
20%	Do not know / No answer

GEOGRAPHY:

The audience for EDW is international; however the conference attracts mostly a US audience with a slight regional bias to the location of the event (which moves each year between east, mid-continent and west).

40%	Eastern US
30%	Mid-Continental US
20%	Western US
5%	Canada
5%	Rest of the World

ATTENDEES BY INDUSTRY

EDW attendees represent a vast range of customer organizations and industry sectors.

12%	Banking/Finance	5%	Retail
13%	Insurance	10%	Communications/Computing
12%	Government/Military	8%	Consulting/Services
13%	Manufacturing	12%	Other
8%	Healthcare		
7%	Pharma/Life Sciences		

Sponsorship Packages

	PLATINUM PACKAGE	GOLD PACKAGE	SILVER PACKAGE	BASIC EXHIBITOR
Exhibit Space	10' x 20'	10'x10'	10'x10'	10'x10'
1 "P" Level Item	✓			
1 "A" Level Item	✓	✓		
1 "B" Level Item	✓	✓	✓	
45-minute Speaking Slot (Conference Session)	✓			
30-minute Speaking Slot (Product Presentation)	*	*		
Private Reception Networking Opportunity	✓	✓		
Logo & Company Description Inside Program Guide app	✓	✓	✓	✓
Hyperlinked Logo on Conference Home Page	✓	✓		
Hyperlinked Logo & Description on Sponsor Web Page	✓	✓	✓	✓
Logo on Selected Marketing Emails	✓	✓		
Literature Insert into Conference Attendee Bags	✓			
Literature Distribution Near Registration Area	✓	✓	✓	
Full Event Passes for your Staff / Customers	5	3	2	
Discount Off Additional Registrations (may be used with early-bird discounts; cannot be combined with other discounts or coupons)	15%	15%	15%	15%
Complimentary Exhibit Passes for your Customers, Prospects and Partners	Unlimited	Unlimited	Unlimited	Unlimited

* Platinum and Gold sponsors can use their 1 "A" level item for a 30-minute product presentation.

ADDITIONAL SPONSORSHIP ITEMS

P LEVEL
(1 included with Platinum package)

- Attendee Bag
- Upgrade from 10x20 to 20x20
- Conference Track Sponsorship
- Lunch Sponsorship

A LEVEL
(1 included with Platinum and 1 included with Gold Packages)

- In-Perspective 30-minute Presentation session
- Badge-Holder Insert
- Upgrade from 10x10 to 10x20
- Literature Insert in Attendee bags
- Badge-Holder Lanyards
- Mobile App Sponsorship

B LEVEL
(1 included with Platinum, 1 included with Gold and 1 included with Silver Packages)

- White Paper hosted by DATAVERSITY.net
- Hospitality Suite Promotion
- T-Shirt distribution
- Breakfast Sponsorship
- Coffee Break Sponsorship

ADDITIONAL SPONSORSHIPS

- Webinar
- Literature Distribution near Registration area
- Exhibitor Page Link
- User Group Meeting
- ConferenceTrack Sponsorship
- Custom Packages and Items

PLATINUM OPTION "P" LEVEL – One Included with Platinum Sponsorship Package

SOLD   **Attendee Bag:** Your logo and conference logos imprinted in white. Cost of bags is included.

☐ P2   **Conference Track Sponsorship**

☐ P3   **Upgrade from 10x20 to 20x20 space**

☐ P4   **Luncheon:** Prominent acknowledgement on signage. Your literature placed on every chair.
    (Limited to one (1) sponsor per lunch. Total of three (3) lunches during conference.)

"A" LEVEL – One Included with Platinum and Gold Sponsorship Packages

☐ A1   **Upgrade from 10x10 to 10x20 space**

☐ A2   **In-Perspective Presentation Session:** A 30-minute presentation session detailing your company's products or any topic you choose. In-Perspective sessions are held during exhibit hours (included with Platinum sponsorship).

SOLD   **Mobile App Sponsorship**

SOLD   **Badge-Holder Insert:** Exhibitor supplies a 4"x4" printed card inserted in 4"x3" badge-holders. One inch headline appears above attendee name.

☐ A5   **Literature inserted in attendee bags:** Company information placed in all attendee bags at registration.

SOLD   **Badge-Holder Lanyards:** Exhibitor supplied lanyards distributed to all attendees at registration.

"B" LEVEL – One included with Platinum, Gold and Silver Sponsorship Packages

☐ B1   **White Paper:** Your White Paper hosted on DATAVERSITY website for 3 months.

☐ B2   **Hospitality Suite Promotion:** We will distribute your invitations in the attendee bags and promote the hospitality suite on the master agenda. Does not include food and beverage costs. Does not include room cost.

☐ B3   **T-Shirt Distribution:** Always a great idea! Distributed to all attendees at time of onsite registration. Exhibitor supplies the t-shirts or polo shirts.

☐ B4   **Breakfast:** Literature placed in the breakfast area and 2 large easel signs.

☐ B5   **Coffee Break:** Literature placed in the coffee break area and 2 large easel signs.

ADDITIONAL SPONSORSHIPS

☐ C1   **Conference Track Sponsorship**

☐ C2   **Literature Distribution:** Literature placed in high traffic location (non-exclusive) near registration area.

☐ C3   **Exhibitor Page Link:** Free to exhibitors who provide a reciprocal link, otherwise $500.

☐ C4   **Webinar**

☐ C5   **User Group Meeting:** Consulting, Budgeting, Promotion, Registration, Meeting Planning, and Onsite support can be provided, depending on your specific needs.

JOIN THESE PAST SPONSORS!

THERE'S NO REASON TO WAIT!
CALL TODAY TO RESERVE YOUR SPACE.

With the greatest number of qualified buyers at a single event, and a track record of consistently superior results, make the Enterprise Data World Conference the one "must attend" conference on your 2017 event-marketing schedule.

Call us today to reserve your space and find out which high-profile sponsorships are still available.

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ENTERPRISE
DATA WORLD

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