

THE TRANSFORMATION TO DATA-DRIVEN BUSINESS STARTS HERE

ENTERPRISE DATA WORLD

CONFERENCE SPONSORSHIP PROSPECTUS

SHERATON HOTEL & MARINA • SAN DIEGO, CA • APRIL 22 - 27, 2018

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



EXHIBIT

at the world's most
authoritative data
management conference



CONNECT
with 1,000
future customers

ENTERPRISEDATAWORLD.COM

PRODUCED BY:

 DATAVERSITY®



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

Get face-to-face with Qualified Buyers

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

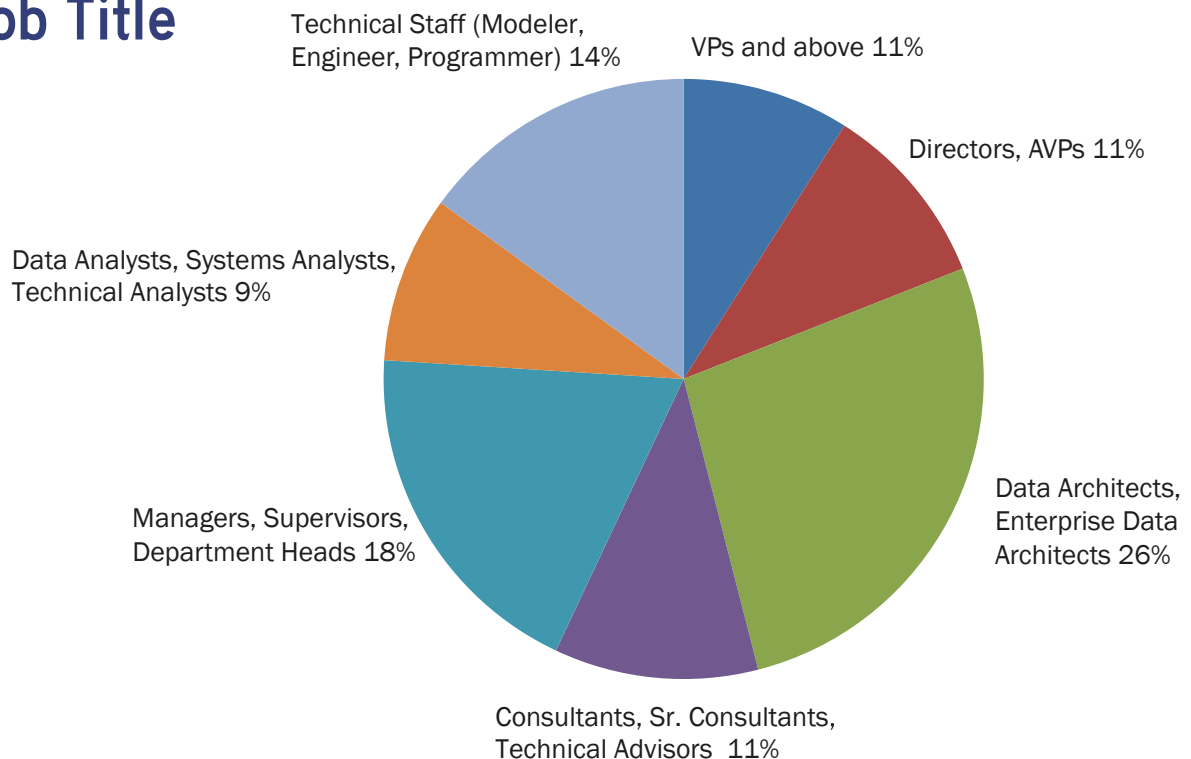
We offer sponsors the opportunity to place a half-hour product presentation on the agenda. These sessions are attended by the audience you most want to attract, individuals with recommendation power who are interested in your product.

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



Based on 2013 - 2016 Enterprise Data World Conferences

Enterprise Data World is 1000 Enterprise Information professionals representing the largest organizations in the world, all looking for information management solutions in one place, at one time. Here's a sample of decision makers who attended in 2016:

COMPANY

TITLE

1-800 Contacts
Abu Dhabi Investment Auth
Ace Hardware
Aera Energy
Airline Tariff Publishing Co.
Ajinomoto
Akamai
Alberta Dept of Energy
Alberta Environment
Allstate Insurance
American AgCredit
American Express
American Family
Amtrak
Amway
Apache Corp
AT&T
ATPCO
AXA
Banelco SA
Bank of America
Bank of Oklahoma
BCBS KC
BCBS KS
BD
Bendigo Bank
Blue Shield CA
BNSF Railway
Boeing
BP
Brady Corp
Brazil Chamber of Deputies
BrightScope
British Army
Bureau of Land Mgmt
CA Dept of Education
Capital Group
Capital One
Catalina Marketing
Cenovus Energy
Cepheid
Charles Schwab
Chemical Abstracts
Chubb Insurance
City of Austin
City of Redmond
CNO Financial
Cognizant
Compassion Int'l
Compuware
Consumers Energy
Cooperators Group
Costco Wholesale
CPP Investment Board
CSL Behring
Cummins, Inc
Curtiss Wright
D&B
Daymon Worldwide
Defense HR Activity
Dept of Nat'l Defence CA
Dimensional Fund Advisors
Diplomat Pharmacy
Discover
DST Systems
Duke Medicine
EEDAR
Enterprise Products
Equifax
Eugene Water & Electric
Eurasian Resources Group
Exelon Corp
Export Development CA
Express Scripts
ExxonMobil
Fannie Mae
Farm Credit Canada
Farmers Insurance
FBL Financial
FDIC
Federal Reserve Bank
FHLBI
Fidelis Care NY

Data Architect
Head of Reference Data Mgmt
Manager, EIM
Information Analyst
Data Architect
Associate GM, IS Planning Dept.
Chief Data Strategist
Manager
Acting Chief Data Officer
Director, Data and Analytics Strategy
Director - IT Application Development
VP, Digital Platforms
Info Modeling Engineer Specialist
Principal Information Architect
Principal IT Architect
Sr Prog / Analyst
Director DG & Business Enablement
Data Architect
Lead Manager
Head of Information Management
Officer: Data Steward
Data Architect
Data Architect
Team Lead
VP, Data Integrity
Enterprise Information Architect
Director, IT
DBA
Information Architect
Enterprise Architect
Manager Enterprise Development
Information Analyst
CTO
SOI Information
Data Management Specialist
Assoc Govt Program Analyst
Principal Information Architect
Sr. Director, EDM
CTO
Enterprise Architect
Contracts Database Analyst
SVP
Dev Mgr
VP, Information Architecture
IT Supervisor
Application Services Manager
Director - Data Strategy
Global Business Leader
Digital Media Specialist
Director, Big Data Solutions
Director of Customer Data Quality
Enterprise Data & Info Architect
IS Engineer
Manager - Data Mgmt Operations
Enterprise Data Architect
CDM Program Leader
Director, Information Solutions
SVP Global Product Integration
Senior Manager
Management Analyst
Director, Def. Business Mgmt
Head of Investment Analytics & Data
Data Architect
Data Analyst
Director of Data Architecture Mgmt
Information Architect
VP, Technology
Lead Developer
VP, Enterprise Data Strategy
DBA
Data Mgmt SAP Solution Designer
Enterprise Data Architect
Enterprise Architect
Sr IT Architect
Senior IS Analyst
Data Architect
Principal Enterprise Architect
Enterprise Data Management, Mgr
Enterprise Data Architect
IT Specialist
Business Analyst
AVP
Director, BI and DW

COMPANY

TITLE

Fidelity Investments
First Command
First National Bank
First Republic Bank
FirstBank
FRB NY
Galliard Capital Mgmt
General Electric
General Mills
General Motors
Gjensidige
GM Financial
HCSC
HealthCore
Hitachi Data Systems
Honda North America
Hospital Corp America
HP Vertica
HSBC
Hyundai Capital
IBM
Idaho Transportation
IDEXX Laboratories
Innovapost
Intel
International Finance Corp
IRS
JB Hunt
John Deere
Kaiser Permanente
Key Bank
Kimberly-Clark
KPMG

LexisNexis
Liberty Mutual
Lighting New York
Lockheed Martin
Lowe's
Maersk Line Agency
Marriott
Marrow Donor Program
Marvel Entertainment
MasterCard
Mayo Clinic
McAfee
McDonald's
MD Anderson
Medtronic
Meijer
Mercer
MetLife
Micron Technology
Microsoft
MillerCoors
MITRE
Moneygram
Morgan Stanley
Mutual of Omaha
National Bank of Canada
National Instruments
Nationwide Insurance
Navy Federal Credit Union
NBTV
Nedbank
NetApp
New York Life
Northern Trust Co
Northwestern Mutual
Novo Nordisk Inc.
NTT DATA
OneAmerica
Ontario Teachers' PP
Onyx Pharmaceuticals
Optum / UnitedHealth
Oracle
Pacific Life
Paychex
Payless ShoeSource
Pekin Insurance
PEMCO
Petrobras
PetSmart

Director, Data Analysis
Senior Data Administrator
Information Management
Dir. of DW & Database Administration
Enterprise Architect
Data Management Sr Assoc
IT Director
Data Architect - Business Intelligence
HR Business Analyst
Senior Manager
CTO
Solution Architect
Enterprise Architect
Sr. Research Analyst / Programmer
Manager
Data Architecture Manager
Database Administrator
VP of Systems Engineering
Global Information Architect
Director
Program Director
IT Database Analyst Sr.
Data Analyst
Data Architect
IT Big Data Architecture Lead
Head, Info Quality Group
ACIO
Information Services Consultant
Lead Architect (EIM)
Director, Research Data and Analysis
Chief Data Officer
Global Dir. - EDM & Bus. Analytics
Global Content Governance & Metadata Strategy Leader
Director, IT
Principal Data Analyst
Data Manager
Vice President
Data Analyst
Sr. Data Architect
Enterprise Data Architect
Enterprise Information Architect
VP, Web & Application Development
Sr Business Leader
Sr. Analyst Programmer
VP, Chief Privacy Officer
Director, Data Architecture
Manager
IT Manager
Data Modeler
Chief Data Architect
Director
Enterprise Information Architect
Director, EDSG
Enterprise Data Modeler
Data Scientist / Data Architect
Senior Data Analyst
Executive Director
Information Services Manager
Senior Manager
Sr. IT Applications Manager
Director, IT Applications
Manager, Enterprise Data Strategy
Manager, MDM Solutions
Senior Manager
Senior Manager, MDM
Senior Associate
Data Integration Product Specialist
Information Architect
Systems Analyst
DBA
Business Intelligence Consultant
Securities Data Analyst
Sr. Manager, Financial Applications
Data Quality Architect
VP of Software Development
Data Governance Consultant
Manager-Data Governance
Data Architect
Data Manager
Data Architect
System Analyst
Systems Architect

COMPANY

TITLE

Pfizer
Philip Morris
Piedmont Natural Gas
Principal Financial
Progressive Insurance
Providence Health
Public Safety Canada
Purdue University
PwC
Q2ebanking
Quintiles
Raytheon
Rentrak
Robert W. Baird & Co.
Ropes & Gray
Sabre
Sacramento Utility
Safeway inc.
Salesforce.com
SAP
Sapient
SAS
Saudi Aramco Oil Co
Schneider
Scholastic Corp
Scotiabank
Sears Holdings
Securities Commission
Sharp HealthCare
Shell
Shelter Insurance
SimCorp
SNL Financial
Sonic Automotive
Spot Trading
Standard and Poor's
Stanford University
State Farm
State Street
Stewart Title Ins.
Symantec
Target
Taubman Co
TD Ameritrade
TD Bank
TD Insurance
Teacher Retirement Sys TX
TELUS
The Hartford
The Standard
Thomson Reuters
Thrivent Financial
TN Nashville Schools
TravelClick
Travelers Insurance
Turkey GarantiBank
TX Comm. on Enviro. Quality
TX EnvironmentQuality
TX Guaranteed Student Loan
TX Hlth & Human Svcs Comm.
UL Systems
Uline, Inc.
United Supermarkets
US Bank
US Geological Survey
US Government
US Treasury
US Xpress
USAA
USPS
Vanguard
Veterans Affairs
Vonage
VSP Global
WA State DOT
Walgreens
Wells Fargo
Western Canada Lottery Corp
Westfield Group
Whirlpool
WI DOT
World Bank Group
WSIPC

Director, Informatics and Innovation
IS Manager Data Governance
Enterprise Data Architect
Senior Business Analyst
IT Director
Data Governance Program Director
Data Manager
Senior Data Steward
Director
Business Intelligence Lead
Director, Product Engineering
Data Architect
CIO / EVP of IT
Information Architect
Sr. Data Governance Analyst
Principal Database Architect
IT Program Manager
Information Architect
Director, Data Solutions
Director, Product Management
Director Technology
System Engineer
Data Architect
Information Architect
Chief Information Architect
VP - Global Risk Management
Architect
Data Management Officer
Dir. Clinical Analytics & Data Strategy
Data Process Design Owner
IS Manager
Chief Data Warehouse Architect
Data Architect
Data Quality Analyst
Sr. Data Architect
MD - Head of Data Operations
Mgr, Data Arch. & Administration
Director
Senior VP & Chief Scientist
Data Governance Analyst
Data Mgmt Strategy & Planning
Application Analyst BI&A
Sr Systems Analyst
Chief Data Officer
Data Standards Manager
Managing Architect
Systems Analyst VI
Sr Data Architect
Data Quality Program Manager
Data Analyst
Manager - Data Quality & QA
VP, IT - Engineering Services
Business Intelligence Coordinator
Director
Director of IT
Manager
Natural Resources Specialist
Data Manager
Solutions Architect
Chief Data Officer
Manager
Data Architect
Director of IT
Application Architect
Data Manager
Deputy Director, EMG
Associate Director
Manager
AVP P&C Actuary
Director
Sr Manager
Data Quality Analyst
Solutions Architect
Sr Director, Global Data Solutions
Data Resource Manager
Sr. Dir., Enterprise Data Architecture
Systems Architect
Director, Infrastructure & Operations
Lead Database Designer
Lead Analyst
Data Administrator
Sr. Information Officer
Infrastructure Integration Manager

2016 ENTERPRISE DATA WORLD CONFERENCE

Attendee Profile and Demographics

All data extracted from attendance at the 3 most recent Enterprise Data World (EDW) events (2013-2016).

AVERAGE ATTENDANCE: 1,000

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

2018 Enterprise Data World Conference Sponsorship Menu

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**
- SOLD** **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).
- ☐ A3 **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!

1010data	dashDB	helpIT	Microsoft	SchemaLogic
3sage Consulting	Data Advantage Group	Herzum Software	Microstrategy	Semarchy
Ab Initio Software	Data Blueprint	HiT Software	Modulant	Silver Creek Systems
Accel BI	Data Clairvoyance	HP Vertica	Morgan Kaufman/Elsevier	Silwood Technology Ltd
Access Sciences	Data Management Group	IBM	Navigant Consulting	Siperian
Adaptive	DataAssist	iCEDQ	Neo4j	SitScape
Aerospike	DataFlux	Identity Systems	NEON Enterprise Software	SnapLogic
Adeptia	DataLever Corporation	IDERA	Netrics	Snowflake Computing
Alation	DataMentors	Infinata	Noah Consulting	Software AG
Altia	DataMirror	InfiniteGraph	ObjectRiver	Splice Machine
Amazon Web Services	Datasource Consulting	InfoLibrarian Corp	Oracle	Spry
AnalytiX DS	DecisionPath Consulting	Informatica	Orbis Technologies	Sybase
Anchor Software	Dell Boomi	InfoZoom	Orchestra Networks	Syncsort
ASG	Denodo Technologies	Initiate Systems	Perficient	Synthos Technologies
Astera	E2E Technologies	Innovative Systems Inc.	Phasic Systems	Sypherlink
Ataccama	Embarcadero Technologies	Intelliscus	Praeos Technologies	Syspedia
Axis Software Designs	EMC Corporation	Intellidimension	Pragmatic Solutions	Tableau Software
Basho	Enterprise Analytics	JJR Solutions	Progress Software Corp.	Talend
Business Objects	Enterprise Software Solutions	Kalido	QL2	TDAN
CA ERwin	EnterpriseWeb	Kforce Government	Quest Software	Teragram Corporation
Cambridge Semantics	EWSolutions	Solutions	Recommind	Texas A&M Analytics
CapTech	Expert System	Knightsbridge Solutions	Reltio	Top Quadrant
Cerebra	FairCom	LeanXcale	RepreZen	Treehouse Software
Certica Solutions	Finch Computing	Liaison Technologies	Reveltyx	Trillium Software
ChoiceMaker Technologies	First San Francisco Partners	Loqate	ROKITT	TUSC
CMMI Institute	Firstlogic	MapR	Saffron Technology	Unicorn Solutions
Collibra	Franz, Inc.	MarkLogic	Sandhill Consultants	Uniserv
Compact Solutions	Gazzang	Masai Technologies	SAP	Utopia
Composite Software Core	Global Address	Melissa Data	Sapiens Americas Corp	Visual Numerics
Integration Partners	Global IDs	Meta Integration Technology	SAS	WhereScape
CoSORT/IRI	GraphGrid	Metatomix	Satori Software	X88 Software
COZYROC				ZE PowerGroup
				Zoomix



**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 2018 event-marketing schedule.

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

Warwick H. Davies, Sponsorship Director

Phone: +1.781.354.0119 **Email:** warwick@dataversity.net

ENTERPRISE DATA WORLD

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