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

CONNECT
with over 1,000 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

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

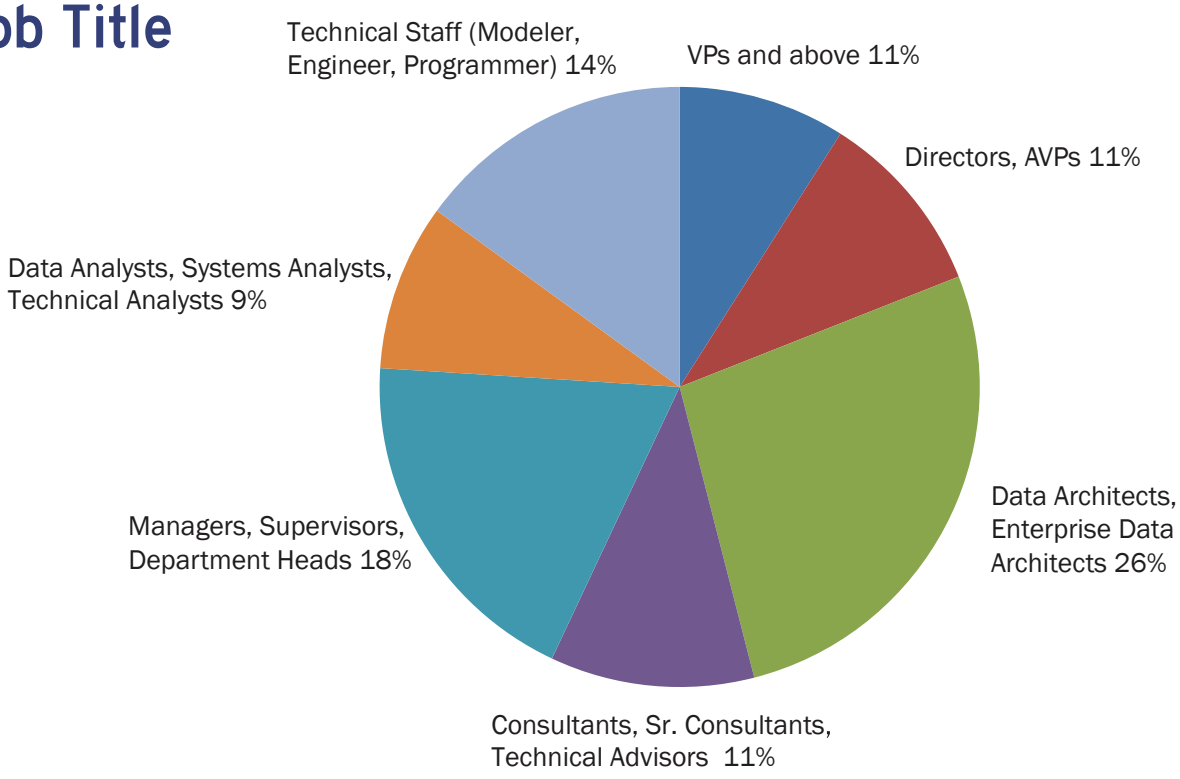
We offer sponsors the opportunity to place a half-hour product presentation on the agenda. These sessions are attended by the audience you most want to attract, individuals with recommendation power who are interested in your product.

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 engages over 1,000 Enterprise Information professionals representing the largest organizations in the world, all looking for solutions in one place, at one time. Here's a sample of some of the typical decision makers who have attended past EDW 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

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

Sponsorship Packages

	PLATINUM PACKAGE $29,450	GOLD PACKAGE $15,450	SILVER PACKAGE $7,250	BASIC EXHIBITOR $4,950
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		Value
SOLD	**Attendee Bag:** Your logo and conference logos imprinted in white. Cost of bags is included.	$7,500
☐ P2	**Conference Track Sponsorship**	$6,500
☐ P3	**Upgrade from 10x20 to 20x20 space**	$9,900
☐ 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.)	$7,500

"A" LEVEL – One Included with Platinum and Gold Sponsorship Packages		Value
☐ A1	**Upgrade from 10x10 to 10x20 space**	$4,950
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).	$6,000
☐ A3	**Mobile App Sponsorship**	$3,500
SOLD	**Badge-Holder Insert:** Exhibitor supplies a 4"x4" printed card inserted in 4"x3" badge-holders. One inch headline appears above attendee name.	$3,000
☐ A5	**Literature inserted in attendee bags:** Company information placed in all attendee bags at registration.	$3,000
SOLD	**Badge-Holder Lanyards:** Exhibitor supplied lanyards distributed to all attendees at registration.	$2,000

"B" LEVEL – One included with Platinum, Gold and Silver Sponsorship Packages		Value
☐ B1	**White Paper:** Your White Paper hosted on DATAVERSITY website for 3 months.	$2,500
☐ 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.	$3,000
☐ 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.	$1,500
☐ B4	**Breakfast:** Literature placed in the breakfast area and 2 large easel signs.	$1,500
☐ B5	**Coffee Break:** Literature placed in the coffee break area and 2 large easel signs.	$1,500

ADDITIONAL SPONSORSHIPS		Value
☐ C1	**Conference Track Sponsorship**	$6,500
☐ C2	**Literature Distribution:** Literature placed in high traffic location (non-exclusive) near registration area.	$1,000
☐ C3	**Exhibitor Page Link:** Free to exhibitors who provide a reciprocal link, otherwise $500.	$500
☐ C4	**Webinar**	Quote
☐ C5	**User Group Meeting:** Consulting, Budgeting, Promotion, Registration, Meeting Planning, and Onsite support can be provided, depending on your specific needs.	Quote

JOIN THESE PAST SPONSORS!

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

DATAVERSITY | 13020 Dickens Street
Studio City, CA 91604 USA

2018 Enterprise Data World Conference

Program: April 22 – 27 ● Exhibits: April 24 – 25
San Diego, CA USA

EXHIBIT SPACE AND SPONSORSHIP AGREEMENT

This application, signed and executed on the date below, is hereby submitted for exhibit space and/or sponsorships at the above-named event.

CUSTOMER INFORMATION: PLEASE COMPLETE ALL SECTIONS AND PRINT OR TYPE CLEARLY. Thank you.

1.SOLD TO:	**BILL TO:**	
Exact Name of Exhibiting Company:	Exact Name of Exhibiting Company:	
Address:	Address:	
City, State, Zip, Country:	City, State, Zip, Country:	
Phone:	Phone:	Email:
Email:	Purchase Order (if necessary):	

2. SEND SHOW FORMS AND EXHIBITOR SERVICES MANUAL TO:

Name & Title:

Address:

City, State, Zip, Country:

Phone: Email:

3. The products / services we will be exhibiting are: _____

SPONSORSHIP SELECTION & PAYMENT INFORMATION

4. Booth location preference: 1st Choice _____ 2nd Choice _____

5a. For Platinum & Gold Sponsors:

"P" Sponsorship: 1st Choice _____ 2nd Choice _____

"A" Sponsorship: 1st Choice _____ 2nd Choice _____

For Platinum, Gold & Silver Sponsors:

"B" Sponsorship: 1st Choice _____ 2nd Choice _____

5b. A La Carte Sponsorships: See prospectus for pricing information.

(1) _____ $ _____
(2) _____ $ _____
(3) _____ $ _____
(4) _____ $ _____

TOTAL A La Carte Sponsorships (enter in section 6) $ _____

PAYMENT TERMS

50% of Total Contract Amount due immediately; balance due March 9, 2018

On behalf of the company named above, I agree to abide by the terms and conditions, which are attached hereto and incorporated herein by this reference, and to all show rules and regulations as set forth in the Exhibitor Kit and bulletins issued in advance of the event. I also have read and accept the terms regarding payment and cancellation deadlines as described in the contract terms and conditions.

8. X _____
Signature of Authorized Company Representative Date

_____
Printed Name of Authorized Signer Title

FOR INTERNAL USE ONLY

Date Received: _____

Check No: _____ Amount: _____ Booth #: _____

_____ _____
Accepted by DATAVERSITY Management Date

6. COST CALCULATIONS / PAYMENT OPTIONS

☐ Platinum Package	$ 29,450
☐ Gold Package	$ 15,450
☐ Silver Package	$ 7,250
☐ Exhibit Space Only / Additional Space	$
☐ Custom Package	$
☐ A La Carte (from section 5b)	$
☐ Convenience Package ($800)	$ 800

TOTAL CONTRACT AMOUNT = $

☐ Send Invoice (Indicate PO number) _____
☐ Charge credit card for contract amount (processed upon receipt)
☐ Charge credit card in installment per payment terms
☐ Check enclosed (see below for instructions)

Make checks payable to: **DATAVERSITY**

Mail payment to: **13020 Dickens Street**
Studio City, CA 91604 USA

7. CREDIT CARD PAYMENT

I hereby authorize DATAVERSITY to charge my account for payment.

☐ VISA ☐ MasterCard ☐ American Express

Name on Card: _____

Credit Card No: _____

Expiration Date: _____ Sec Code: _____

Billing Address: _____

X _____
Signature

Questions? Contact Warwick Davies
Phone +1-781-354-0119; Fax +1-310-388-1115; Email warwick@dataversity.net

Enterprise Data World Conference 2018 Basic Terms and Conditions

Enterprise Data World Conference 2018
Program: April 22 – 27 ● Exhibits: April 24 – 25
San Diego, California, USA

Payment & Cancellation Terms
Applications for exhibit/sponsorship must be made on the enclosed application form (or a copy thereof). 50% of total contract amount due immediately (cumulative 50% nonrefundable deposit); balance due March 9, 2018 (cumulative 100% nonrefundable deposit)

Please Note: Exhibitors with outstanding balances at the time of the event will not be permitted to set up. If more than one sponsorship application is received for a limited function, the first suitable paid application will be accepted. All Purchase Orders must reference DATAVERSITY® Terms & Conditions to be accepted. Cancellations must be received in writing to qualify to for a partial refund. No refunds will be given for cancellations received after October 1, 2017. Exhibitors who have not paid a deposit by the program guide deadline will not be listed in the program guide.

Only Sponsors who have paid a 50% deposit will be included in marketing emails.

Payments may be made by check, money order, or credit card payable in U.S. dollars to DATAVERSITY®. Bank Transfers will be accepted, however, payer must cover the bank costs associated with transfers for payment to be accepted. DATAVERSITY® reserves the right to accept or reject any application for exhibition/sponsorship from any company who maintains an outstanding balance due for other DATAVERSITY® events, however an applicant/exhibitor will not be allowed to participate until the outstanding balance is satisfied. Outstanding invoices aging thirty (30) days or longer are subject to a $15.00 late fee plus a finance charge equal to 1.5% compounded monthly (18% annually).

1. MANAGEMENT: The word management as used herein shall refer to event management, or its employees or agents acting for it in the management of the exhibition.

2. ATTENDEE MAILING: Sponsor agrees not to email / mail conference attendees other than from contact information attained through DATAVERSITY – authorized data capture methods (such as leads scanned from the attendee directly). Failure to comply with this may result in cancellation from current / future DATAVERSITY conferences without refund. DATAVERSITY also has the right to prosecute for damages.

3. ELIGIBLE EXHIBITS: Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants. Management reserves the right to determine the eligibility of any product floor display. Only the sign of the exhibitor whose name appears upon the face of this contract may be placed on the booth or in the printed list of Exhibitors of the Exhibition. No exhibitors or advertising will be allowed to extend beyond the space allotted to the Exhibitor, or above the back and side rails. Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or Exhibitor or his representatives upon the management's good faith determination that the same is not in accordance with these rules and regulations.

4. LIMITATION OF LIABILITY: The Exhibitor agrees to indemnify and hold harmless the Management, its subsidiaries, the sponsor, owner, exhibition hall facility, and city in which this Exhibition is being held and their officers, agents, and employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages, or any other cause sustained by any person or others. The Management will not be responsible for loss or damage to displays or goods belonging to exhibitors, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. All such items are brought to the Exhibition and displayed at exhibitors own risk, and should be safeguarded at all times.

Management will provide the services of a reputable protective agency during the period of installation, show, and dismantling, and Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of the management to supervise and protect Exhibitors' property within the Exhibition. Exhibitors may furnish additional guards at their own cost and expense, only with prior approval by Management, and subject to hotel/exhibit hall policy restrictions.

The exhibitor agrees that Management shall not be responsible in the event of any errors or omission in the Exhibitors' official directory and in any promotional material. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including without limitation, attorneys' fees and amount paid in settlement incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his Agents, or Employees.

5. DEFAULT IN OCCUPANCY: If exhibition space is not occupied by the time set for completion of installation of displays, such space may be possessed by Management for such purposes as it may see fit.

6. SUB-LEASING: Exhibitor shall not sublet his space or any part thereof. Exhibitor may not exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in his own name, except where such articles are required for the proper demonstration of operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate, imprint, or other identification which in standard practice appears normally on them. Exhibitor may not permit in his booth non-exhibiting Companies' Representatives. Rulings of the Management shall in all instances be final with regard to use of any exhibit space.

7. DAMAGE TO PROPERTY: Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to other Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment.

8. OFFICIAL SERVICE CONTRACTOR: To assure orderly and efficient installation, operation, and removal of the displays, and to minimize confusion by the presence or solicitation of unknown or unqualified firms, Management will designate an official service contractor. As such, Management holds this firm responsible for quality service, fair prices, and is prepared to intercede on behalf of an exhibitor in the event of faulty work or unfair charges. An Exhibitor is free to use its own display house providing the outside contractor for set up and dismantle of the exhibit submits a request, in writing, to management and includes a list of the names of all display company representatives working in the exhibit area along with the proof of liability insurance satisfactory to Management. An exhibitor is free to use its own employees for booth set up subject to limitations of union rules in force for the exhibit hall venue.

9. SPECIAL SERVICES: Electricity, gas, water, and other utilities, as well as other special services needed by individual Exhibitors, are provided only when the Exhibitor orders and agrees to pay for them especially from the persons authorized to supply such services in conformity with City, insurance and other requirements.

10. BOOTH REPRESENTATIVES: Booth representatives shall be restricted to Exhibitor's Employees and their authorized Representatives. Booth representatives shall wear badge identification furnished by Management at all times. Management may limit the number of Booth representatives at any time. The Exhibitor must staff all booths during all open show hours.

11. ELECTRICAL SAFETY: All wiring on displays or display fixtures must conform to the applicable standards established by various Governmental Agencies and standard fire inspection ordinances. All display writing must exhibit the seal and/or such other seals of official approving agencies as may be required at the site of the Exhibition.

12. SAFETY AND FIRE LAWS: The exhibitor must strictly observe all applicable fire and safety laws and regulations. Cloth decorations must be flameproof. Wiring must comply with local Fire Department and Underwriters' Rules. Smoking in exhibits may be forbidden. Crowding will be restricted; exhibits must not block aisles and fire exits. No decorations of paper, pine boughs, leafy decorations, or tree branches are allowed. Acetate and most rayon drapes are not flameproof and may be prohibited. No storage behind exhibits is provided or permitted.

13. DECORATION: Management shall have full discretion, and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth, and no liability shall attach to Management for costs that may devolve, upon Exhibitor thereby. An Exhibitor building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to Exhibitors in adjoining booths (no logos, no graphics). If such surfaces remain unfinished before the opening of the exhibition, Management shall authorize the official decorator to effect the necessary finishing, and Exhibitor must pay all charges involved thereby. In addition, if any display on which set-up has not been started before the opening day of the Exhibition, Management reserves the right to have such displays installed at Exhibitor's expenses. All exhibits should be ready for the opening hour of the Exhibition. The Management will not allow any noise or moving of exhibits after this time. No exhibit may be built or erected to exceed the height limitations as set forth in the Exhibitors' Manual. Any Exhibitor whose booth exceeds the height limitation will be required at his own expense to alter the display in order to conform to those regulations.

14. SOUND LEVEL: Mechanical or electrical devices that produce sound must be operated so as not to prove disturbing to other Exhibitors. Management reserves the right to determine the acceptable sound level in all such instances.

15. PERFORMANCE OF MUSIC: The Exhibitor acknowledges that any live or recorded performances of copyright led music, which occur in the Exhibitor's booth must be licensed from the appropriate copyright owner or agent. The Exhibitor undertakes full responsibility for obtaining any necessary licenses and agrees to indemnify and hold harmless, Management from any damages or expenses incurred by Management due to the Exhibitor's failure to obtain such licenses.

16. LOTTERIES & CONTESTS: The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and on written approval from Management.

17. PERSONNEL AND ATTIRE: Management reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interests of Exhibitors and the Exhibition. Exhibitor expressly agrees that he and his personnel will not conduct official exhibitor functions in his private room during business hours of the Exhibition.

18. OBSTRUCTION OF AISLES OR BOOTHS: Any demonstration of activity that results in obstruction of aisles or prevents ready access to nearby Exhibitors' booths shall be suspended for any periods specified by Management.

19. ADMISSION: Admission is open to adults affiliated with the industry served by the Exhibition. No persons under 16 years of age will be admitted to any Trade Show. Management shall have sole control over admission policies at all times.

20. TERMINATION OF EXHIBITION: In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of Management, unfit for occupancy, or in the event the holding of the Exhibition or the performance of Management under the contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause, or causes not reasonably within the control of Management, said contract and/or the Exhibition (or any part thereof) may be terminated by Management. Management shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of any cause or causes not reasonably with the control of Management. If Management terminates said contract and/or the Exhibition (or any part thereof) as aforesaid, then Management may retain such part of any Exhibitor's rental as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. For purposes hereof, the phrase "cause or causes not reasonably with the control of Management" shall include, but not by way of limitation; fire casualty; flood; epidemic; earthquake; explosion or accident; blockage embargo; inclement weather; governmental restraints; or orders of civil defense or military authorities; act of public enemy; riot or civil disturbance; strike, lockout, boycott or other labor disturbance; inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain condemnation, requisition or commandeering of necessary supplies or equipment; local, State or Federal laws, ordinances, rules, orders, decrees or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or Act of God.

21. RESOLUTION OF DISPUTES: In the event of a dispute or disagreement between Exhibitor and Official Contractor, or between Exhibitor and a Labor Union or Labor Union Representative: or between two or more exhibitors, all interpretations of the rules governing the Exhibition, actions, or decisions concerning this dispute of disagreement by Management intended to resolve the dispute or disagreement shall be binding on Exhibitor.

22. RECEIPT OF GOODS AND EXHIBITS: All arriving goods and exhibits will be received at receiving areas designated by Management, and may be subject to drayage charges. All incoming goods and exhibits must be plainly marked and all charges prepaid.

23. CARE AND REMOVAL OF EXHIBITS: Management will maintain the cleanliness all aisles. Exhibitor must, at his own expense, keep exhibits clean and in good order. All exhibits must remain fully in tact until the Exhibition has officially ended. Disturbing or tearing down an exhibit prior to the official closing hour of the exhibition can result in a refusal by Management, to accept or process exhibit space applications for subsequent exhibition. Exhibits must be removed from the building by the time specified in the Exhibitors' Manual. In the event any Exhibitor fails to remove his exhibit in the allotted time, the Management reserves the right, at the Exhibitor's expense, to ship the exhibit through a carrier of Management's choosing or to place the same in a storage warehouse subject to the Exhibitor's disposition or make such other disposition of this property as it may deem desirable without any liability to the Management.

24. PHOTOGRAPHY: The photographic rights for the Exhibition are reserved to Management. Exhibitors wishing to make their own arrangements for the photographing of their exhibit must apply to the Management, whose permission shall not be unreasonably withheld.

25. INSURANCE: Exhibitor is advised to see that his regular company insurance includes extraterritorial coverage, and that he has his own theft, public liability, and property damage insurance.

26. LOSSES: Management shall bear no responsibility for damage to Exhibitor's property, or lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor is nevertheless responsible for exhibit space cost. Exhibitor is advised to ensure against these risks.

27. AMENDMENT TO RULES: Any matters not specifically covered by the preceding rules shall be, subject solely to the decision of Management. Management shall have full point in the matter of interpretation amendment and enforcement of all said rules and regulations, and that any such amendments when made and brought to the notice of the said Exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

28. DEFAULT: If the Exhibitor defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, including without limitation any Exhibition Rule or Regulation promulgated pursuant to the contract, the Management may, without notice, terminate this agreement and retain all moneys received on account as liquidated damages. The Management may thereupon direct the Exhibitor forthwith to remove its Employees, Agents or Servants, and all of its articles of merchandise and other personal property from the space contracted for and from the Exhibition Hall.

29. USE OF LOGO: Use of the DAMA International logo is strictly forbidden without express written permission of the President of DAMA International.

30. CONTRACT ACCEPTANCE: Deposit of your check does not constitute contract acceptance. This agreement shall not be binding until accepted by Management.

31. AGREEMENT TO RULES: Exhibitor, for himself or herself and his or her employees, and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by Management.

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