

NO SQL NOW!

APR 17-22, 2016 | SAN DIEGO

The Largest Forum
Focused on Enterprise
NoSQL Technologies
and New Databases

CONFERENCE
SPONSORSHIP
PROSPECTUS

CONNECT WITH

Over 1000 Enterprise Technology
Architects, Managers, Designers
& Evaluators

Product Presentation Sessions
Extensive Marketing &
Promotional Opportunities

New Enterprise Solutions for:

- Scaling Out
- Big Data Analysis
- High Performance
- Cloud Deployment

Sponsorship inquiries to
warwick@dataversity.net
(781) 354-0119

Co-located with Enterprise Data World

Sheraton Hotel & Marina
San Diego, California
April 17-22, 2016

www.NoSQLNow.com
www.EnterpriseDataWorld.com

PRODUCED BY:

 DATAVERSITY®

NoSQL is moving into the Enterprise in a Big Way!

20% Increase in Attendance 2016!

NoSQL Now! has been the leading vendor-independent educational forum on NoSQL technologies for the past five years. As the market changes, and NoSQL technologies are increasingly being evaluated and adopted in large enterprises, so will the conference evolve as well. DATAVERSITY is therefore pleased to announce that the 2016 NoSQL Now! program will take place alongside Enterprise Data World (EDW), the largest vendor-independent data management conference in the world.

EDW has a long-standing reputation for high quality education, and high quality audience. Most attendees pay over \$1,800 to be at the conference. They are not free walk-ins, but serious buyers who represent large organizations. They have budgets to spend on both new initiatives and ongoing projects. The largest portion of the audience comes from industries that spend a lot on IT, including banking, insurance, health, energy, telecom, government and pharma.

EDW has a Practical Focus

EDW 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.

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.

Get face-to-face with Qualified Buyers

Dedicated Tradeshow Hours

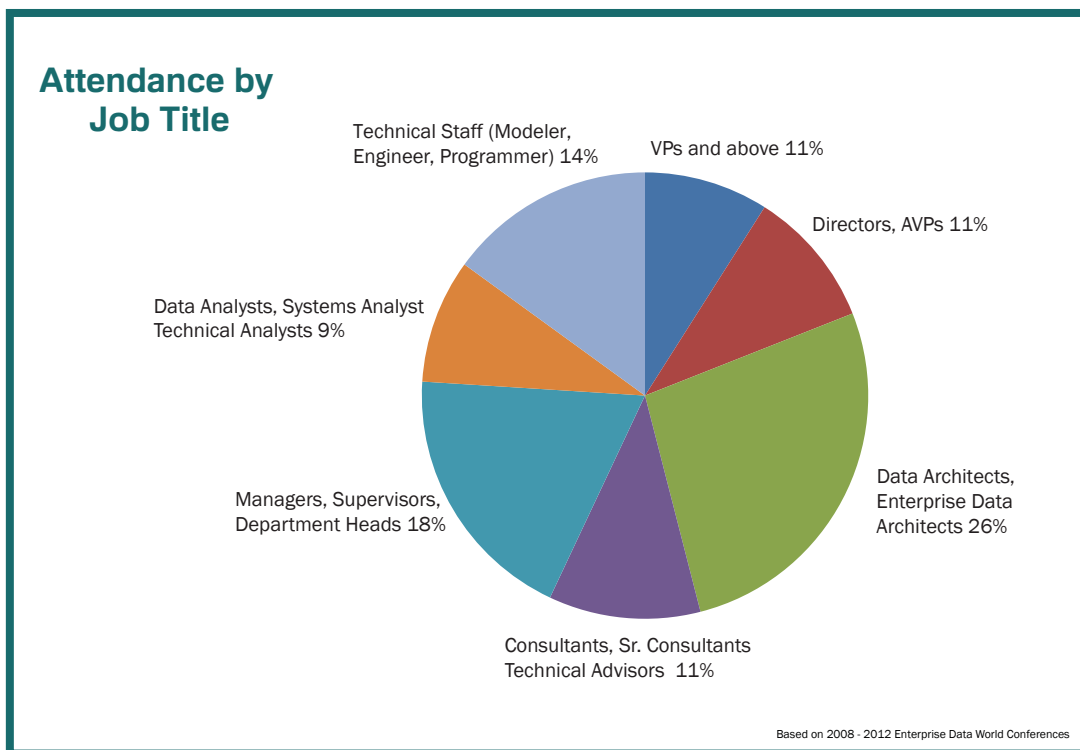
No sessions or other distractions compete for your customers’ attention during tradeshow hours. The floor is packed with individuals looking for solutions. The schedule also leaves your staff and employees free to attend sessions or network at the conference, or free to get other work done. It’s simple – 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.



NoSQL Now! joins Enterprise Data World to bring NoSQL Technologies to the Enterprise

Exhibitors Benefit From:

- Speaking Opportunities
- Large Enterprise Data Audience and Education
- Product Demonstrations
- 3 full days of Networking
- Identity/Logo Placement and Promotions

NoSQL Topics Include:

- NoSQL in the Enterprise
- Big Data Platforms
- Analytics
- Management Tools
- NoSQL for managers & non-programmers
- Scalable Database Alternatives
- Performance Metrics
- Standards
- Agile Development
- NoSQL in the Cloud
- Selection and Adoption Strategies
- Security and Privacy
- NoSQL Market Analysis
- Query Languages
- Data modeling for non-relational systems
- Schemeless design and development

Enterprise Customers Case Studies From:

- Financial
- Media and Publishing
- Insurance
- Energy, Oil and Gas
- Retail and E-commerce
- Government
- Telecom and Utilities
- Healthcare and Life Sciences

Sponsored Speaking Opportunities

Exhibitors may pay a sponsorship fee for the privilege of speaking as part of the conference agenda. These presentations provide excellent value in terms of representation, time and publicity.

Product/Company Focus

- 30-minute presentation as part of the conference agenda.
- No restriction on the commercial content you may present.
- We do recommend considering the audience needs and interests when you prepare your presentation.
- A pure sales pitch is less likely to be well received, whereas balanced educational and informational content will attract an interested audience.
- Bring a customer case study, or even better the customer themselves as part of the discussion.

User Group Meetings

- Several Sponsors host user group meetings for their customers and prospects either before, during or after the conference.

Reviewed Presentations

- In addition to sponsored (paid) presentations, sponsors are also invited to submit non-commercial presentation proposals for the educational agenda.
- The proposals are reviewed by the Program Advisory Committee (PAC) for information relevancy and suitability to NoSQL Now! educational purposes.
- Reviews are conducted separately from sponsorship sales; so there is no favoritism in terms of getting onto the educational agenda.

Are there Dedicated Exhibit Hours?

- Yes, our model includes a portion of dedicated exhibit hours during which no other conference activity distracts the audience.
- We encourage attendance on the exhibition floor by hosting various catered functions. For example, we offer coffee breaks, ice cream breaks, and a full reception on the first evening of the event.

EXHIBIT HOURS:

Tuesday, April 19:

4:30pm - 7:30pm

Wednesday, April 20:

1:00pm - 4:00pm

NoSQL Now! Conference is designed to accommodate all levels of technical understanding, from novice through expert, with an emphasis on the design and management needs of enterprise IT and big data applications. Here's a sample of decision makers who have attended:

TITLE	COMPANY	TITLE	COMPANY	TITLE	COMPANY
President	10gen	Senior Software Engineer	General Dynamics AIS	CEO	RumbaFish
CEO	28msec	CTO	GigaSpaces	Lead Architect	Safeway
Manager, Planning Solutions	Adobe	Principal Software Engineer	Google	Chief Information Officer	Sambreele
Senior Architect	Aetna	Director of IT	Group 3 Marketing	Software Engineer	Samsung
Director of Architecture	Agilent	Software Architect	Harris Corporation	Software Developer	Sandia National Labs
Product Manager	Alcatel	CTO	HashGo	Advisory SE	Santeku, Inc.
CEO	Algebraix Data	Director, Interactive Technology	HBO	Chief Scientist	SAP
Software Development Engineer	Amazon	Sr BI Lead	Hewlett-Packard	Chief Development Architect	SAP Labs
Senior Business Analyst	AOL	Managing Principal	Hitachi Data Systems	Information Architect	Scripps Networks
Software Developer	Apple	Med Vocab Architect	Hospira	VP Engineering	Sentient Energy
Sr. Director, Engineering	Aster Data	Database Architect	Huawei	Chief Knowledge Engineer	Sierra Nevada Corp
Architect	AT&T	Distinguished Engineer & CTO	IBM	Application Architect	Silverpop
Software Architect	Autodesk	Principal Architect	Infosys	Business Analyst	Sony Eurasia
Sr. Dir., BI & Enterprise Data & Shared Services	AutoTrader.com	Editor at Large	InfoWorld	CTO	Source Interlink Media
General Manager	AWS	IT Director	Intel	Sr. Software Developer	Splunk
SVP; Enterprise Info. Architecture	Bank of America	Technology Innovation Architect	Intuit	CTO	SpringCM
IT Delivery Lead	BCBS of Michigan	VP, CSO	IO Informatics, Inc.	Product Developer	Sprint
Chief Software Architect	Blackhawk Network	Senior Advisor to ACIO, AD	IRS	Database Engineer	SRA International
Director	Blackhawk Network	Editor-in-Chief	IT Newswire	Chief Software Architect	Stanford University
Telecom Engineer	BP	Worldwide Head of Alliances	Jaspersoft	Platform Architect	Staples.com
Director	Caltrans	Chief Data Officer	Kavaii Analytics	CEO	Starcounter
Developer	Capital One	Lead Engineer	Kelley Blue Book	Project Manager	State Farm
Distinguished Research Fellow	CARFAX	Manager	KLA-Tencor	Director of Operations	StudyBlue
Senior Software Engineer	Carnegie Mellon	Computer Scientist	Lawrence Livermore	Senior Manager	SunGard
Technical Director	CBS Interactive	Development Director	Lawson Software	DBA	Sunpower
Software Engineer	Cedrom-SNI	Principal Architect	LDS Church	Vice President	Sutter Health
Optimization Engineer	Charles Schwab	Lead Enterprise Architect	Lincoln Trust	Director of Development	Symantec
Senior Database Administrator	Chevron	Senior Manager, Sys Engineering	Lockheed Martin	AVP	Synnex Corp
Chief Architect & Co-Founder	Children's Hospital	CEO	M2MI	Director, IT	T-Mobile
VP	ChowNow Inc.	Software Engineer	Mail.Ru	Head of Innovation Services	T-Systems
SVP Audit	Cisco	Information Architect	Manulife Financial	Software Architect	T. Rowe Price
Director	Citigroup	Chief Architect	MarkLogic	Sr. Software Developer	TD Ameritrade
Managing Member	Citrusleaf	VP, Web & Application Development	Marvel Entertainment	Solution Architect	TELUS
CTO	Clados Management	Data Architect	MasterCard	Director of System Architecture	The Weather Channel
Chief Scientist	Cloud9 Analytics	Director Information Planning	Medco Health	Software Engineer	Thomson Reuters
COO	Cloudant	Innovation Solution Manager	Merck and Co	Senior Software Engineer	Topix LLC
Enterprise Architect	Cloudera	Founder	Metric Insights	Sr. Web Developer	Trapster
Director	Coca Cola Co.	Principal Development Manager	Microsoft	IT Sr. Director	Trend Micro
Senior Manager	Cognizant	Lead Computational Biologist	MITRE	Executive Manager	triAGENS
CEO	Comcast	Web Architect	Molina Healthcare	Principal Engineer	Union Pacific Railroad
CTO	Couchbase	Senior Engineer	NAVTEQ	Mgr. Data Analytics	United HealthCare
Engineer	CreativeWorx	Architect	NEC	Data Architect	Unum
Senior Software Architect	CyberAgent	Sr. Director Products	Neo Technology	Research Health Science Specialist	US Veterans Affairs
CEO	Dassault Systems	CTO, Digital Media	Netezza	Lead Software Developer	USAA
CoFounder	Data Advantage Group	Dir. Data Science & Eng Platform	Netflix Inc.	Sr Cloud Architect	Verizon
CTO	Datahero	Platform Lead & Architect	ngmoco:)	V.P. Technology	Versant
CTO Storage	DataStax	Principal Software Engineer	Nice Systems	VP-Technology & Development	VHA, Inc.
IT Enterprise Architect	Dell, Inc.	Manager, Information Systems	Nissan	Lead Engineer	Visa
Sr Software Engineer	Denver Water	Senior Database Architect	Nokia	Co-Founder & Chief Strategy Officer	VoltDB
Director, Data Architecture Mgmt	Disney	Sr. Technical Manager	Northrop Grumman	Solutions Architect - EDW	Vonage
Sr Applied Researcher	DST Systems	Managing Director	NTT	Senior Director	Vucast Media Inc
Disruptive Technology Director	eBay	Founder	Objectivity	Digital Media Solutions Architect	Warner Bros.
Sr. Technologist, OCTO	Elsevier	Sr. Architect	Oppenheimer Funds	Senior Development Engineer	Washington Post Labs
Director (Development)	EMC	VP Development	Oracle	Manager, Data Management	WebMD
Data Architect	Endpoint Clinical	Senior Software Engineer	Orange Labs	VP, Strategic Planning Manager	Wells Fargo
Senior Data Architect	Equity Trust	CTO	Orbis Technologies	Director, Information Services	WestEd
Architect	Eventbrite	CIO	Pacific Comp Insurance	Principal Software Engineer	Western Digital Corp
Enterprise Data Mgmt, Manager	Experian	MTS	PayPal	CTO	Wordnik
Architect	Farmers Insurance	Chief Technology Evangelist	Pentaho	Distinguished Architect	X.commerce
Research Engineer	FICO	Business Analyst	Pfizer	Sr. Systems Engineer	XBox Live
Principal Analyst	Ford Motor Co.	Sr. Fellow	PwC	Researcher	Xerox Research Center
Team Lead	Forrester Research	Strategic Marketing Director	QLogic	CTO	XStor Systems
Sr. Researcher	Franklin Templeton	Startup Liaison Officer	Rackspace	Software Engineer	Yahoo!
Portfolio Resource Manager	Fujitsu Labs	Engineer	Rakuten, Inc.	Research Fellow	Yokohama Nat'l Univ
Research Vice President	Gap Inc.	Data Architect	Raytheon	Information & Technology Svcs Mgr	Yorba Linda Library
Principal Software Engineer	Gartner	Developer Evangelist	Red Hat	Systems Engineer	YottaMark
Architect and Strategist	GE	Senior Rocket Scientist	Rocket Fuel	President	ZapThink
	Genentech	Software Architect	Ruckus Wireless	VP of R&D	Zettaset

2015 Enterprise Data World Conference Attendee Profile and Demographics

All data extracted from attendance at the 3 most recent Enterprise Data World (EDW) events (2012-2015).

AVERAGE ATTENDANCE: 757 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)
15%	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-continent 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 \$24,950	GOLD PACKAGE \$12,950	SILVER PACKAGE \$6,250	BASIC EXHIBITOR \$4,250
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	✓	✓	✓	✓
Hyperlinked Logo on All 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)	25%	15%	10%	
Complimentary Exhibit Passes for your Customers, Prospects and Partners	Unlimited	Unlimited	Unlimited	Unlimited

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

ADDITIONAL SPONSORSHIP ITEMS

P LEVEL	A LEVEL	B LEVEL	ADDITIONAL SPONSORSHIPS
(1 included with Platinum package)	(1 included with Platinum and 1 included with Gold Packages)	(1 included with Platinum, 1 included with Gold and 1 included with Silver Packages)	(1 included with Platinum, 1 included with Gold and 1 included with Silver Packages)
<ul style="list-style-type: none"> Attendee Bag Upgrade from 10x20 to 20x20 Conference Track Sponsorship 	<ul style="list-style-type: none"> Lunch Sponsorship 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 	<ul style="list-style-type: none"> White Paper on DATAVERSITY Hospitality Suite Promotion T-Shirt distribution Breakfast sponsorship Coffee Break Sponsorship 	<ul style="list-style-type: none"> Webinar Literature Distribution near Registration area Exhibitor Page Link User Group Meeting Conference Track Sponsorship Analyst Briefing Custom Packages and Items

TURNKEY EXHIBITS MAKE IT EVEN EASIER

Need help with your exhibit logistics? Too busy to worry about exhibit set-up? The Convenience Package (\$800) does all the legwork for you. We ensure the following items are waiting for you in your booth:

- One draped table
- 2 chairs
- Company name sign
- Lead retrieval scanner
- Basic electrical connection

2016 NoSQL NOW! CONFERENCE

SPONSORSHIP MENU

PLATINUM OPTION “P” LEVEL – One Included with Platinum Sponsorship Package Value

- | | | |
|-----------------------------|---|---------|
| <input type="checkbox"/> P1 | Attendee Bag: Your logo and conference logos imprinted in white. Cost of bags is included. | \$7,500 |
| <input type="checkbox"/> P2 | Conference Track Sponsorship | \$6,500 |
| <input type="checkbox"/> P3 | Upgrade from 10x20 to 20x20 space | \$8,500 |

“A” LEVEL – One Included with Platinum and Gold Sponsorship Packages Value

- | | | |
|-----------------------------|--|---------|
| <input type="checkbox"/> A1 | Upgrade from 10x10 to 10x20 space | \$4,250 |
| <input type="checkbox"/> A2 | 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.) | \$3,500 |
| <input type="checkbox"/> A3 | 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) | \$3,500 |
| <input type="checkbox"/> A4 | Mobile App Sponsorship | \$3,500 |
| <input type="checkbox"/> A5 | 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 |
| <input type="checkbox"/> A6 | Literature inserted in attendee bags: Company information placed in all attendee bags at registration. | \$3,000 |
| <input type="checkbox"/> A7 | 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

- | | | |
|-----------------------------|--|---------|
| <input type="checkbox"/> B1 | White Paper: Your White Paper posted on DATAVERSITY website for 3 months. | \$2,100 |
| <input type="checkbox"/> 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. | \$2,000 |
| <input type="checkbox"/> 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 |
| <input type="checkbox"/> B4 | Breakfast: Literature placed in the breakfast area and 2 large easel signs. | \$1,500 |
| <input type="checkbox"/> B5 | Coffee Break: Literature placed in the coffee break area and 2 large easel signs. | \$1,500 |

ADDITIONAL SPONSORSHIPS Value

- | | | |
|-----------------------------|---|---------|
| <input type="checkbox"/> C1 | Conference Track Sponsorship | \$6,500 |
| <input type="checkbox"/> C2 | Analyst Briefing | \$4,500 |
| <input type="checkbox"/> C3 | Literature Distribution:
near registration area | \$1,000 |
| <input type="checkbox"/> C4 | Exhibitor Page Link: Free to exhibitors who provide a reciprocal link, otherwise \$500 | \$500 |
| <input type="checkbox"/> C5 | Webinar | Quote |
| <input type="checkbox"/> C6 | User Group Meeting: Consulting, Budgeting, Promotion, Registration, Meeting Planning, | Quote |

Previous NoSQL Now! Sponsors

PLATINUM SPONSORS



GOLD SPONSORS

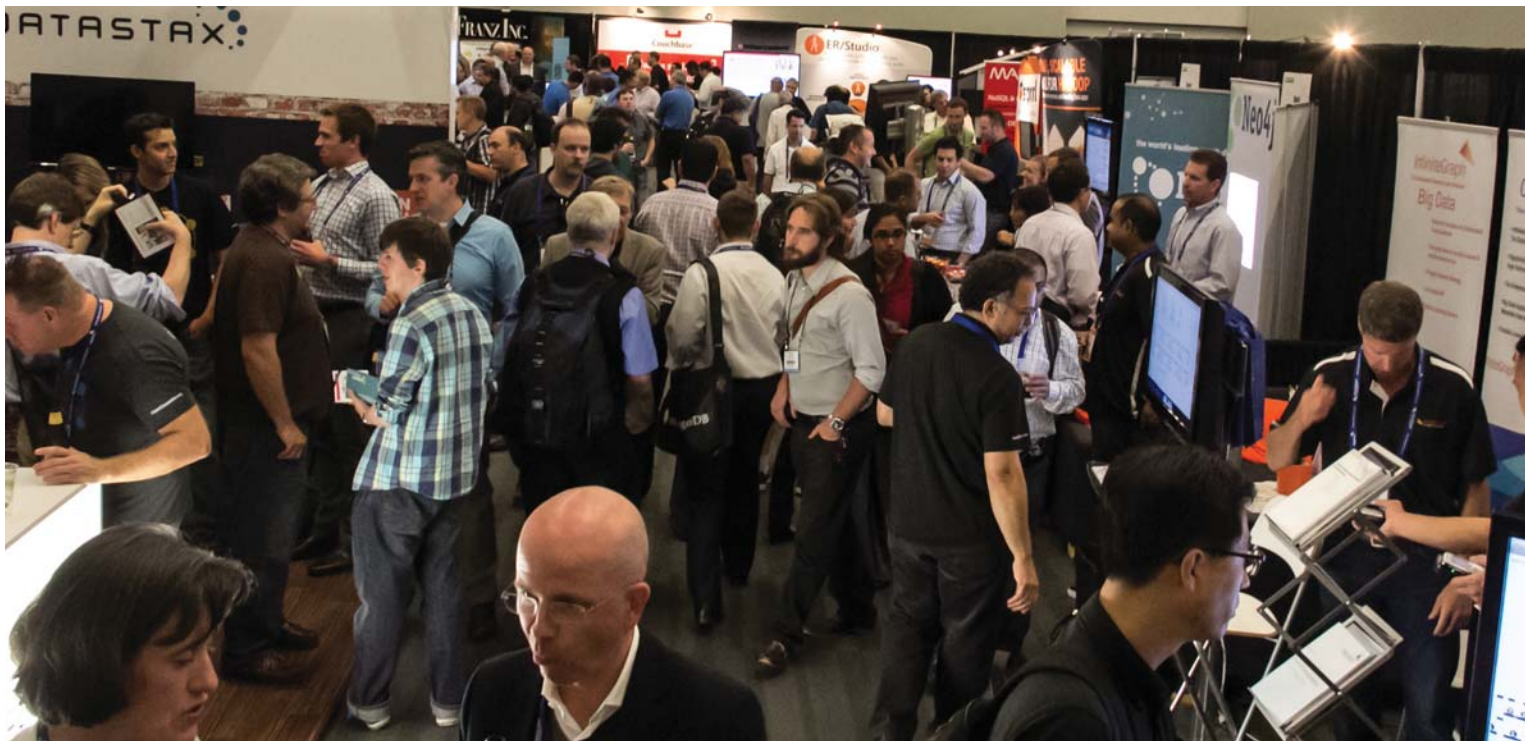


SILVER SPONSORS



ADDITIONAL SPONSORS





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

**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 NoSQL Now! Conference the one "must attend" conference on your 2016 event marketing schedule.

Many of the sponsorship opportunities sell out months in advance, including attendee bags, badge inserts, lanyards and luncheons.

ENTERPRISE **NO SQL NOW!**
2016

DATAVERSITY
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Studio City, CA 91604 USA

www.NoSQLNow.com