

NO SQL NOW!

APR 2-7, 2017 | ATLANTA, GA

The Largest Forum
Focused on Enterprise
NoSQL Technologies
and New Databases

CONFERENCE
SPONSORSHIP
PROSPECTUS

CONNECT WITH

Over 1,000 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

Omni Atlanta Hotel
Atlanta, Georgia
April 2-7, 2017

www.NoSQLNow.com
www.EnterpriseDataWorld.com

PRODUCED BY:

 DATAVERSITY®

NoSQL is moving into the Enterprise in a Big Way!

20% Increase in 2016 Attendance!

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 2017 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 a 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 come 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

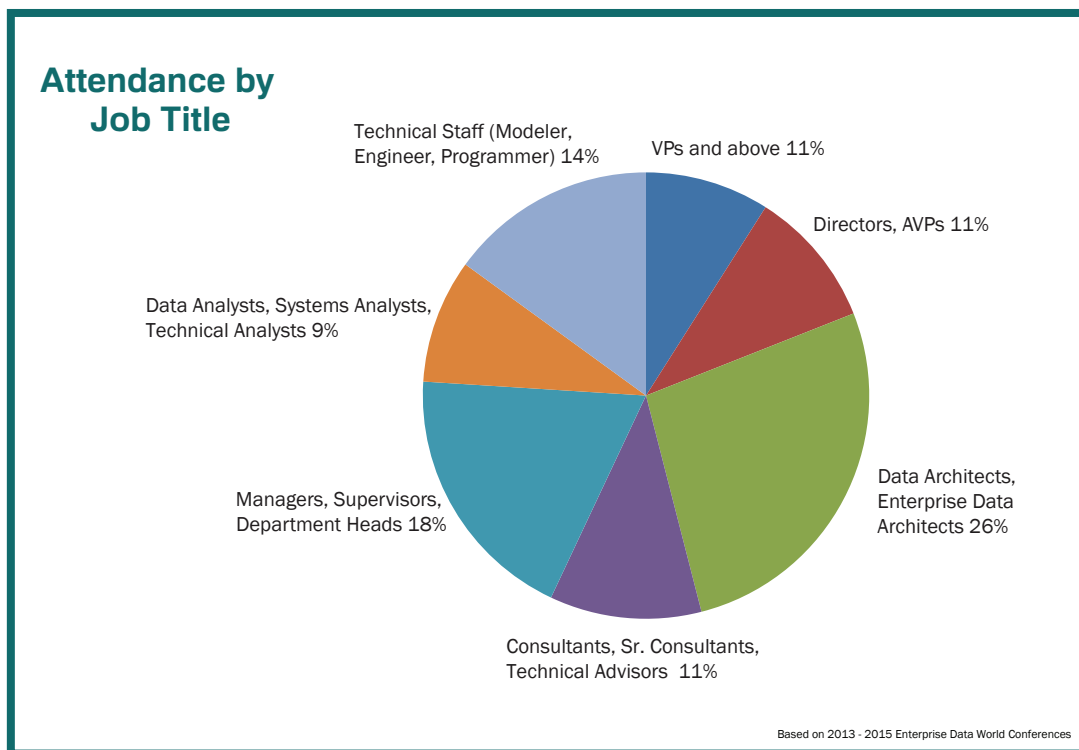
No sessions or other distractions compete for your customers’ attention during tradeshow hours. The floor is packed with individuals looking for solutions. The schedule also leaves your staff and employees free to attend sessions or network at the conference, or free to get other work done. It’s simple – 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 Customer 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 4:

4:30pm - 7:30pm

Wednesday, April 5:

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 (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 \$28,950 | GOLD PACKAGE \$14,950 | 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 | A LEVEL | B LEVEL | ADDITIONAL SPONSORSHIPS |
|---|---|--|---|
| (1 included with Platinum package) <ul style="list-style-type: none"> Attendee Bag Upgrade from 10x20 to 20x20 Conference Track Sponsorship Lunch Sponsorship | (1 included with Platinum and 1 included with Gold Packages) <ul style="list-style-type: none"> 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 | (1 included with Platinum, 1 included with Gold and 1 included with Silver Packages) <ul style="list-style-type: none"> White Paper hosted by DATAVERSITY.net 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

2017 NoSQL NOW! CONFERENCE

SPONSORSHIP MENU

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

- P1 **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 **Analyst Briefing**
- C3 **Literature Distribution:** Literature placed in high traffic location (non-exclusive) near registration area.
- C4 **Exhibitor Page Link:** Free to exhibitors who provide a reciprocal link, otherwise \$500.
- C5 **Webinar**
- C6 **User Group Meeting:** Consulting, Budgeting, Promotion, Registration, Meeting Planning, and Onsite support can be provided, depending on your specific needs.

Previous NoSQL Now! Sponsors

PLATINUM SPONSORS



GOLD SPONSORS

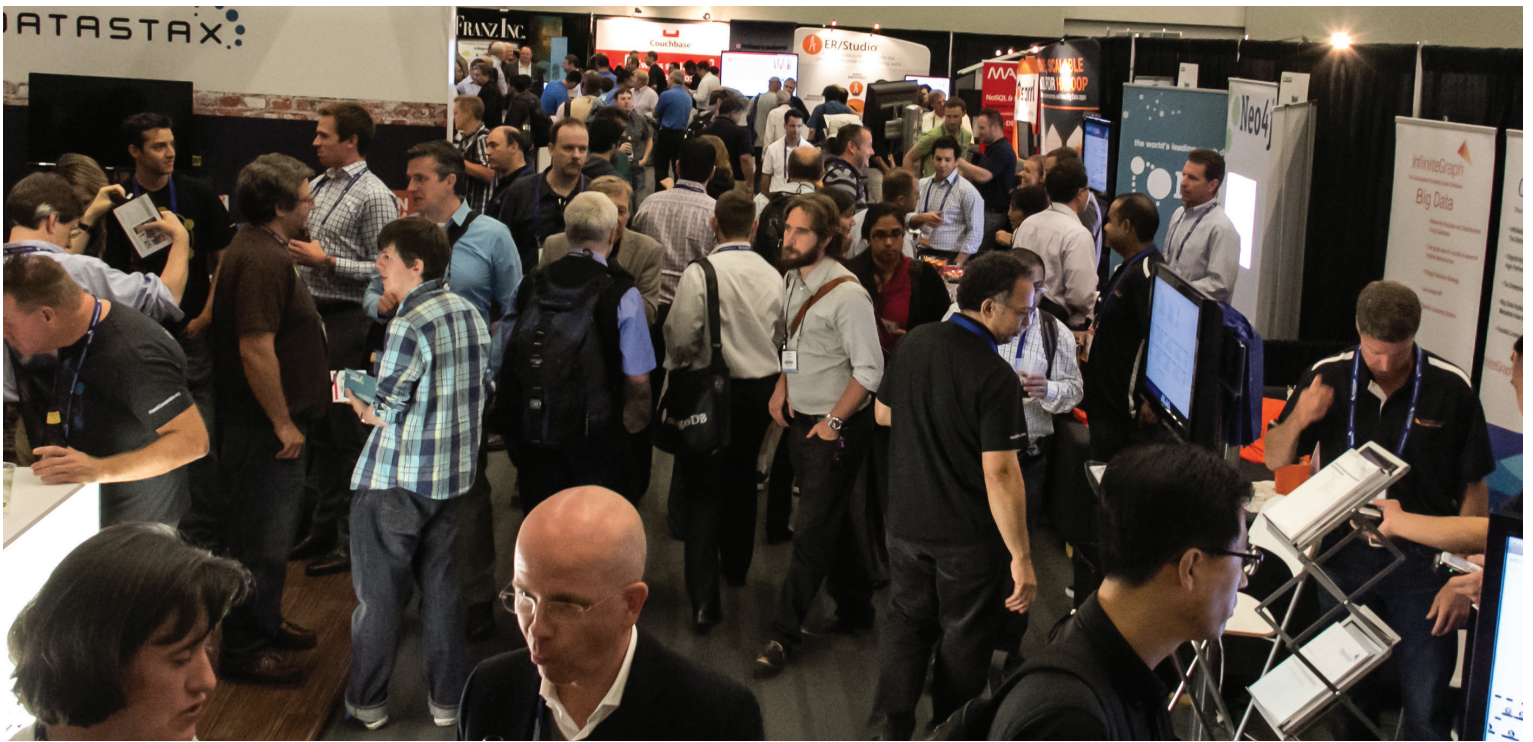


SILVER SPONSORS



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 2017 event marketing schedule.

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

ENTERPRISE NOSQL NOW!
2017

DATAVERSITY
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