ENTERPRISE DATA W🌐RLD

CONFERENCE SPONSORSHIP PROSPECTUS

RENAISSANCE AUSTIN HOTEL • AUSTIN, TEXAS • APRIL 27 - MAY 1, 2014

GET FACE-TO-FACE WITH QUALIFIED BUYERS

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

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

CONNECT with over 800 future customers

EXHIBIT at the world's most authoritative data management conference

EDW2014.DATAVERSITY.NET

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:

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

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.
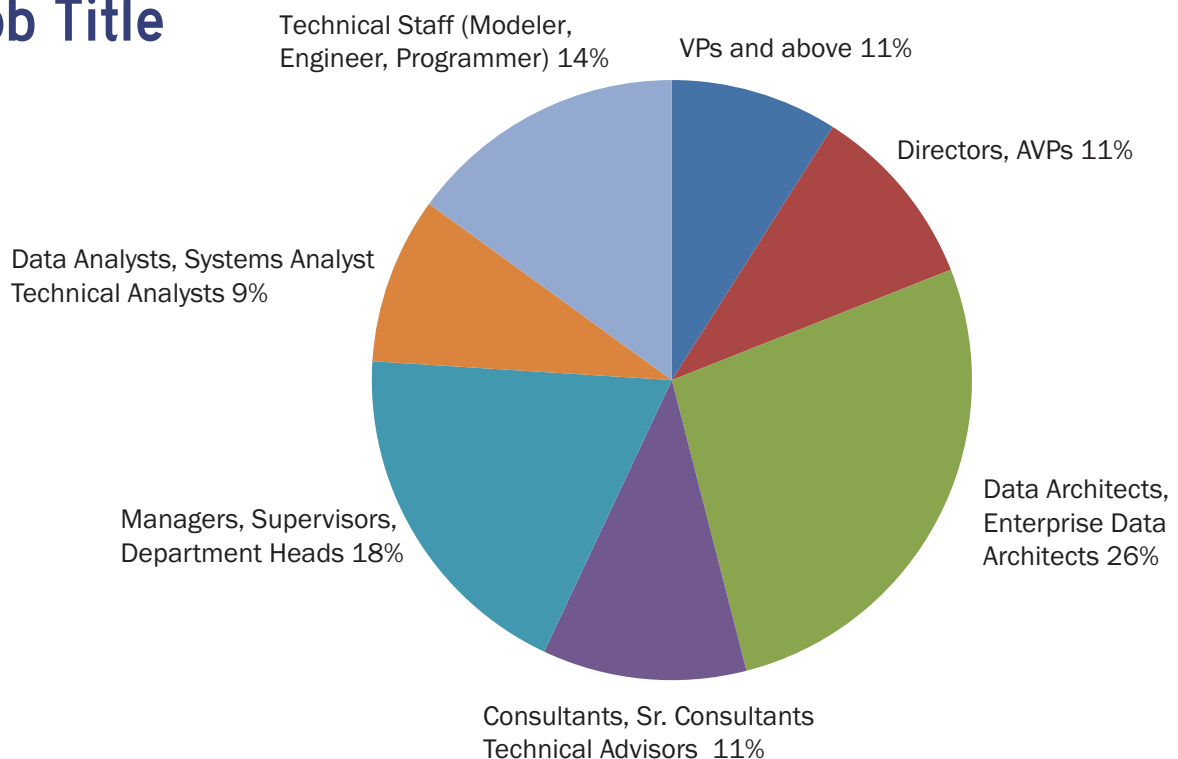
In-Perspectives Product Sessions

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

Technical Staff (Modeler, Engineer, Programmer) 14%

VPs and above 11%

Directors, AVPs 11%

Data Analysts, Systems Analyst Technical Analysts 9%

Data Architects, Enterprise Data Architects 26%

Managers, Supervisors, Department Heads 18%

Consultants, Sr. Consultants Technical Advisors 11%

Based on 2008 - 2012 Enterprise Data World Conferences

Enterprise Data World is 800 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 2012:

TITLE	COMPANY	TITLE	COMPANY
Data Development Lead	AAA Northern CA, NV, and UT	Strategic Planning	Honda America Mfg.
VP - Enterprise Data Architecture	Ace Insurance Group	Data Architect	HP
Senior Technical Evangelist	Adobe	Global Information Architect	HSBC
Information Specialist	Aera Energy LLC	Vice President of Big Data Products	IBM
Information Architect	Aetna	Director, BI	Ingram Content
Sr. Architect	AFLAC	Integration/Technical Lead	Intel Corp
Enterprise Information Architect	Aimia Canada	ETL Tech Lead	InterContinental Hotels Group
Data Architect	Allianz Life	Data Architect	Iowa College Aid
Information Analyst	Allstate Insurance	Chief Technology Officer	IRS
Data Architect	Ally Financial	Data Quality Manager	Itaú Unibanco SA
Data Architect	Altria	Senior Information Architect	JB Hunt Transport
Director - EIM	American Fidelity	Data Manager	JGC Corporation
Data Management Analyst	American Water	Information Architect	Johnson & Johnson
Manager, Enterprise Information	Amway	Enterprise Data Architect	Kaiser Permanente
Business Intelligence Specialist	Arion Bank	Program Manager	Key Bank
Chief Enterprise Architect	Arkansas Dept of Info Sys	Sr. Data Architect	Kohl's
Division Chief, Applications and	Arlington County Govt	Data Quality Manager	Landsbankinn
Manager Application Development	Assurant	Director, Content Architecture	LexisNexis
Sr. Technical Architect	AT&T	Data Modeler	Lowes
Data Architect	ATPCO	Lead Information Architect	Marriott
Enterprise Data Architect	Autotrader	Sr. Analyst Programmer	Mayo Clinic
Information Architect	Banco de Occidente	Manager Data Services	McKesson Health
Manager	Banco Do Brasil	Sr. IT Project Manager	MD Anderson
Senior Vice President	Bank of America	VP, MDM Operations	MedAssets
Sr. Business Support Analyst	Barrick Gold	Customer Insight Lead for Latin America	Merck & Co.
Manager	BC Securities Commission	Director	MetLife
Information Architect	BCBSF	Systems Architect	Microsoft
CEO	Black Watch Data	Director, Enterprise Info Architecture	MoneyGram Int'l
Manager	BNSF Railway	Enterprise Mgr, Business Architecture	Munich Re
Infrastructure Design and Integration	Boeing	AVP, Enterprise Data Strategy and	Navy Federal Credit Union
Data Architect	Booz Allen Hamilton	Senior Developer	NBC Universal
Enterprise Data Architect	Bristol-Myers Squibb	Sr. BSA	Nike
Information Architect	British Airways	Information Architect	NorthwesternMutual
Analyst, Data and Risk Control	Brookfield Renewable	Scientist (Computer)	NSWC Crane
Lead Data Scientist	Bundle.com	Manager, Systems	OneAmerica
Bureau Data Architect	Bureau of Land Mgmt	Manager, Data Architecture	Ontario Teachers' Pension Plan
Data Warehouse Developer	C.H. Robinson	Director	Oracle
System Analyst	Câmara Deputados	Director of Data Services	Passport Health
Senior Data Management Specialist	Canada Border Services	Director	PayNet, Inc.
Senior IT Infrastructure Support Analyst	Canada Revenue Agency	Development Manager	PennMutual
Lead Data Architect	Canadian Natural	System Analyst	Petrobras
Lead Architect	Capital Group	Enterprise Information Architect	PetSmart
Sr. Data Modeler	CareSource	Director - Data Standardization	Premier, Inc.
Senior Database Architect	CDC – Zambia	IT Business Analyst	Principal Financial Grp
Manager Info. Management	Chesapeake Energy	Manager, Corporate Data Stewardship	Research in Motion
Master Data Manager	CIBA Vision	Director, Data Quality	Salesforce.com
Enterprise Architect	CNO Financial	Director, Enterprise Data Management	Sallie Mae
Enterprise Architect	College Board	Exploration Systems Analyst	Saudi Arabian Oil Co.
Data Architect	Columbia Sportswear	Petroleum Engineering Specialist	Saudi Aramco
Director, IT Governance	Commonwealth Office of Technology	Manager, Data Services	Scripps Networks
Data Modeler	Constellation Energy	Director of Product Development	Sears Holdings
Sr. Data and Systems analyst	Copyright Clearance	Global Functions Data Architect	Shell Energy
Data Modeler	Costco Wholesale	General Manager, Data Management	Sony Electronics
Sr. Manager, Customer Management	Cox Communications	Business Analyst	State Farm
Information Engineer	CSX Technology	Data Modeler	State of WI, ETF
Information Architect	CUNA Mutual Group	Leading Advisor IA	Statoil
IT Specialist	Defense Information Systems Agency	CFO	Steel Pier Capital
Middleware Consultant	Dell	Enterprise Data Governance Manager	SunTrust
Enterprise Data Architect	Delta Airlines	Data Architect	TD Bank
Senior Associate	Discover Financial	Data Architect	TDS Telecom
Chief Data Officer	DoD/OSD CIO	Metadata Program Manager	The Hartford
Program/Project Manager	Dow AgroSciences	Principal Database Technology	The MITRE Corp
Sr. Data Analyst	DST Systems	Project Resource	Thrivent Financial
ITS Leader, Databases and Middleware	DTE Energy	Manager - Metadata	TIAA-CREF
Enterprise Data Architect	Duke Energy	Group Vice President Analytics	TransUnion, LLC
Sr. Manager, Enterprise Data	eBay, Inc.	Sr Data Analyst	TravelClick
Enterprise MDM Strategist	Eli Lilly & Co.	Dir, Data Governance and Data Quality	Travelers
Director, Data Management	Estes Express Lines	Program Manager	Travelport
Sr. Project Manager	Fannie Mae	Chief XML Architect	Treasury/FMS
Enterprise Data Management, Manager	Farmers Insurance	Data Stewardship Manager	Turner Broadcasting
Data Architect	FCC	Lead Data Architect	US Air Force
IT Specialist	FDIC	Data Standards Program	US EPA
Information Architecture Mgr	Federal Home Loan Bank	Cartographer	US Geological Survey
Assistant Vice President	Federal Reserve Bank NY	IT Manager	USAA
Sr. Data Modeler	FedEx	IT Project Lead	USTRANSCOM
Enterprise Database	FINCA International	Sr Information Analyst	Verizon Wireless
Database Administrator	FirstBank	Vice President	VHA, Inc.
Group Head - Information Governance	FirstRand Group	Director, Data Governance	Walgreens
Director, Data Architecture	Fiserv	Director - MDM	Walmart
Data Architect	FL Dept of Health	Senior Data Architect	Walt Disney Parks
Cloud Security - Governance Lead	General Dynamics	Lead Data Architect	Wellington Mgmt Co.
Information Architect	General Reinsurance	SVP	Wells Fargo
DBA	Georgia Dept of Labor	Senior Data Architect	WrightExpress
Chief Information Officer	Greenleaf Trust	Data Analyst	WY Dept of Education
Document Handling Specialist	Hasler Neopost	Principal Architect	Xerox

All data extracted from attendance at the 3 most recent Enterprise Data World (EDW) events (2010-2012).

- **Average Attendance**: 757 people

- **Average fee per paid conference attendee**: $1,483.00

- 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-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 OPPORTUNITIES

PACKAGES	PLATINUM PACKAGE	GOLD PACKAGE	SILVER PACKAGE	BASIC EXHIBITOR
Exhibit Space	8' x 20'	8' x 10'	8' x 10'	8' x 10'
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
(1 included with Platinum package)

- Attendee Bag
- Upgrade from 8x20 to 19x20
- Conference Track Sponsorship

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

- Lunch Sponsorship
- In-Perspective 30-minute Presentation session
- Badge-Holder Insert
- Upgrade from 8x10 to 8x20
- Literature Insert in Attendee bags
- Badge-Holder Lanyards
- Mobile App Sponsorship
- Thought Leadership Panel Participation

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

- White Paper on DATAVERSITY
- Hospitality Suite Promotion
- T-Shirt distribution
- Breakfast sponsorship
- Coffee Break Sponsorship

ADDITIONAL SPONSORSHIPS

- Webcast
- Literature Distribution near Registration area
- Exhibitor Page Link
- User Group Meeting
- Conference Track Sponsorship
- Analyst Briefing
- Custom Packages and Items

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

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

☐ P2 **Conference Track Sponsorship**

☐ P3 **Upgrade from 8x20 to 19x20 space**

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

☐ A1 **Upgrade from 8x10 to 8x20 space**

SOLD **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.)

☐ 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)

☐ A4 **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.

☐ A6 **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.

☐ A8 **Thought Leadership Panel participation:** A new feature of EDW in 2014 will be the "Thought Leadership Panel" featuring a leading industry analyst as moderator, and a panel of 3 or 4 experts drawn from customer, consulting and vendor organizations. The topics of the panels will follow the main conference track themes (ie. Governance, MDM, Metadata, Modeling, etc.). A maximum of two speaking slots will be available to vendors on each panel.

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

☐ B1 **White Paper:** Your White Paper posted 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:** Prominent signage on all food tables and 2 large easel signs.

☐ B5 **Coffee Break:** Prominent signage on all food tables 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.

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 2014 event-marketing schedule.

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

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