

THE TRANSFORMATION TO DATA-DRIVEN BUSINESS STARTS HERE

# ENTERPRISE DATA WORLD

CONFERENCE SPONSORSHIP PROSPECTUS

GRAND HYATT • WASHINGTON, DC • MARCH 29 - APRIL 2, 2015

## 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 800  
future customers

**EXHIBIT**  
at the world's most  
authoritative data  
management conference

ENTERPRISEDATAWORLD.COM

PRODUCED BY:

 DATAVERSITY



# What makes our attendees YOUR most qualified customers?

## We're Specialists, Not Generalists

We focus specifically on the enterprise data, big data and information management (EIM) markets.

## Our Program: Substance Attracts QUALITY

We accept only one in five speaking proposals, so our audience knows they'll learn from the best speakers at our event.

## Substance Also Attracts QUANTITY

Because of our quality and value-intensive program, this event has established itself as the world's most authoritative data management conference. More customers for us means more customers for you.

## Our Audience Has Budget

Most attendees pay over \$1,500 to be at the conference. They are not free walk-ins looking for a t-shirt or "exhibition-only" types. They are serious buyers whose organizations understand the importance of spending money to make money.

## Our Attendees Represent Big Organizations

Large organizations have budgets to spend on new initiatives and ongoing projects. Our audience comes mostly from Fortune 1000 companies and large government agencies—a large percentage come from industries that spend a lot on IT, including banking, insurance, energy, telecom, manufacturing, and pharma.

## Our Conference Has a Practical Focus

Employers don't spend money to send staff to conferences without a purpose: Our event is famous for its real-world, practical focus, with dozens of case studies and how-to sessions. Our audience is comprised of practitioners who are doing things right now, many with immediate product needs.

## Our Attendees Are Not Only IT People; They're Business Managers

Each year the percentage of attendees from the "business side" increases and now exceeds 30%. They join their colleagues from IT to collaborate and learn more about how to provide data-centric solutions to satisfy their business strategies.

## Attendee Groups = Buying Teams

Over 40% of our attendees are part of a group of two or more people from the same company. Why would a company spend thousands or even tens of thousands of dollars on registration fees and travel expenses to send five or ten people to a conference? Obviously, they have large projects underway. And this is not a guess—these participants have told us they attend specifically to compare vendors and learn from peers who have already completed similar projects.



## This year's Special Features + Hot Topics include:

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

# 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

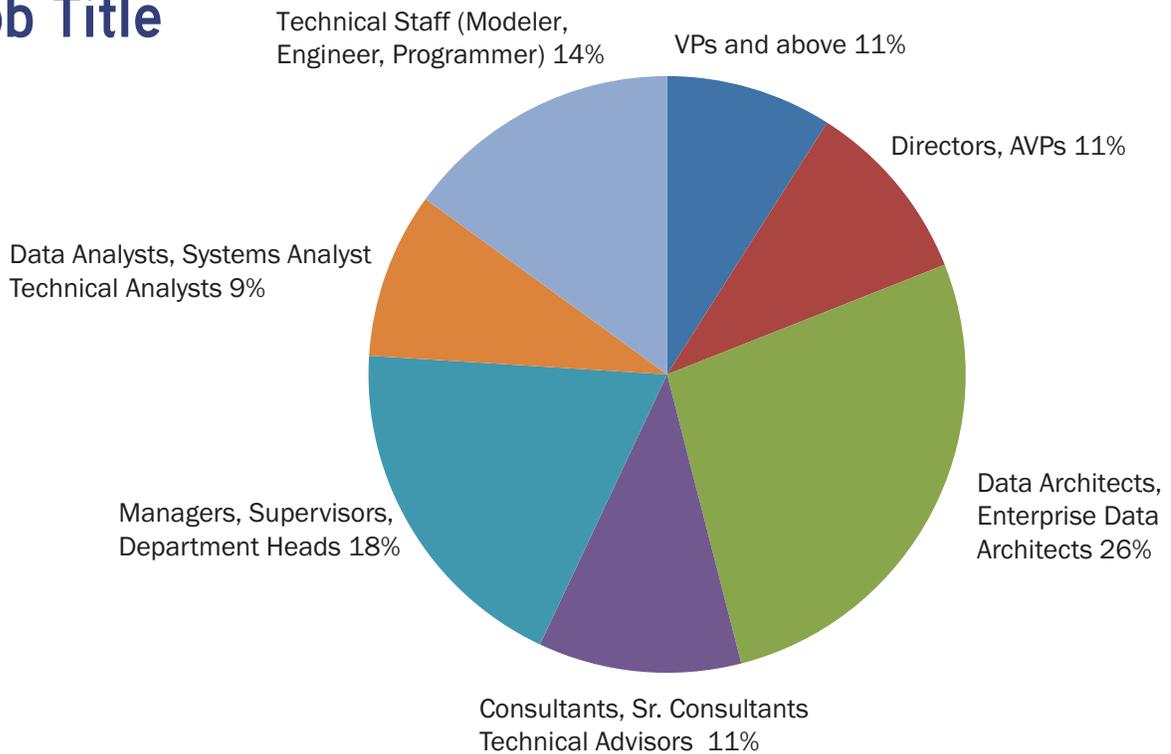
We offer sponsors the opportunity to place a half-hour product presentation on the agenda. These sessions are attended by the audience you most want to attract, individuals with recommendation power who are interested in your product.

## 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 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 2014:

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

# 2015 ENTERPRISE DATA WORLD CONFERENCE

## Attendee Profile and Demographics

All data extracted from attendance at the 3 most recent Enterprise Data World (EDW) events (2012-2014).

**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	GOLD PACKAGE	SILVER PACKAGE	BASIC EXHIBITOR
Exhibit Space	10' x 20'	10'x10'	10'x10'	10'x10'
1 "P" Level Item	✓			
1 "A" Level Item	✓	✓		
1 "B" Level Item	✓	✓	✓	
45-minute Speaking Slot (Conference Session)	✓			
30-minute Speaking Slot (Product Presentation)	✓	*		
Private Reception Networking Opportunity	✓	✓		
Logo & Company Description Inside Program Guide app	✓	✓	✓	✓
Hyperlinked Logo on Conference Home Page	✓	✓		
Hyperlinked Logo & Description on Sponsor Web Page	✓	✓	✓	✓
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 10x20 to 20x20
- 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 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 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

# 2015 Enterprise Data World 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**

## “A” LEVEL - One included with Platinum and Gold Sponsorship Packages

- A1 **Upgrade from 10x10 to 10x20 space**
- 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.)
- 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.
- A7 **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 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.
- SOLD **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 **Literature Distribution:** Literature placed in high traffic location (non-exclusive) near registration area
- C3 **Exhibitor Page Link:** Free to exhibitors who provide a reciprocal link, otherwise \$500
- C4 **Webinar**
- C5 **User Group Meeting:** Consulting, Budgeting, Promotion, Registration, Meeting Planning, and Onsite support can be provided, depending on your specific needs.

# JOIN THESE PAST SPONSORS!

1010data	Expert System	Oracle
3sage Consulting	Firstlogic	Orchestra Networks
Ab Initio Software	Franz, Inc.	Perficient
Adaptive	Global Address	Phasic Systems
Ataccama	Global IDs	Praeos Technologies
ASG	Herzum Software	Pragmatic Solutions
Axis Software Designs	HiT Software	Progress Software Corp.
Business Objects	IBM	QL2
CA ERwin	Identity Systems	Quest Software
Cambridge Semantics	InfoLibrarian Corp	Recommind
Cerebra	Informatica	Revelytix
Certica Solutions	InfoZoom	Sapiens Americas Corp
ChoiceMaker Technologies	Initiate Systems	SchemaLogic
Collibra	Innovative Systems Inc.	Satori Software
Compact Solutions	Intellidimension	Silver Creek Systems
Composite Software	Kalido	Silwood Technology Ltd
Core Integration Partners	Kforce Government	Siperian
CoSORT/IRI	Solutions	Software AG
COZYROC	Knightsbridge Solutions	Spry
Data Advantage Group	Liaison Technologies	Sybase
DataAssist	Loqate	Syncsort
Data Management Group	MarkLogic	Sypherlink
DataFlux	Masai Technologies	Syspedia
DataLever Corporation	Melissa Data	Tableau Software
DataMentors	Meta Integration	Talend
DataMirror	Technology	Teragram Corporation
DecisionPath Consulting	Metatomix	Top Quadrant
Denodo Technologies	Microsoft	Treehouse Software
E2E Technologies	Microstrategy	Trillium Software
Embarcadero Technologies	Modulant	TUSC
EMC Corporation	Morgan Kaufman/Elsevier	Unicorn Solutions
Enterprise Analytics	Navigant Consulting	Uniserv
Enterprise Software	NEON Enterprise Software	Utopia
Solutions	Netrics	Visual Numerics
EWSolutions	ObjectRiver	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 2015 event-marketing schedule.



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

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# ENTERPRISE DATA WORLD

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