

THE TRANSFORMATION TO DATA-DRIVEN BUSINESS STARTS HERE

ENTERPRISE DATA WORLD

CONFERENCE SPONSORSHIP PROSPECTUS

SHERATON HOTEL & MARINA • SAN DIEGO, CA • APRIL 17 - 22, 2016

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

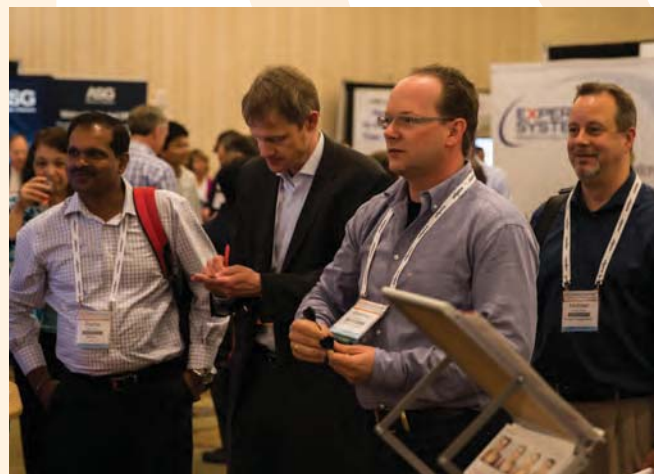
Employers don't spend money to send staff to conferences without a purpose: Our event is famous for its real-world, practical focus, with dozens of case studies and how-to sessions. Our audience is comprised of practitioners who are doing things right now, many with immediate product needs.

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

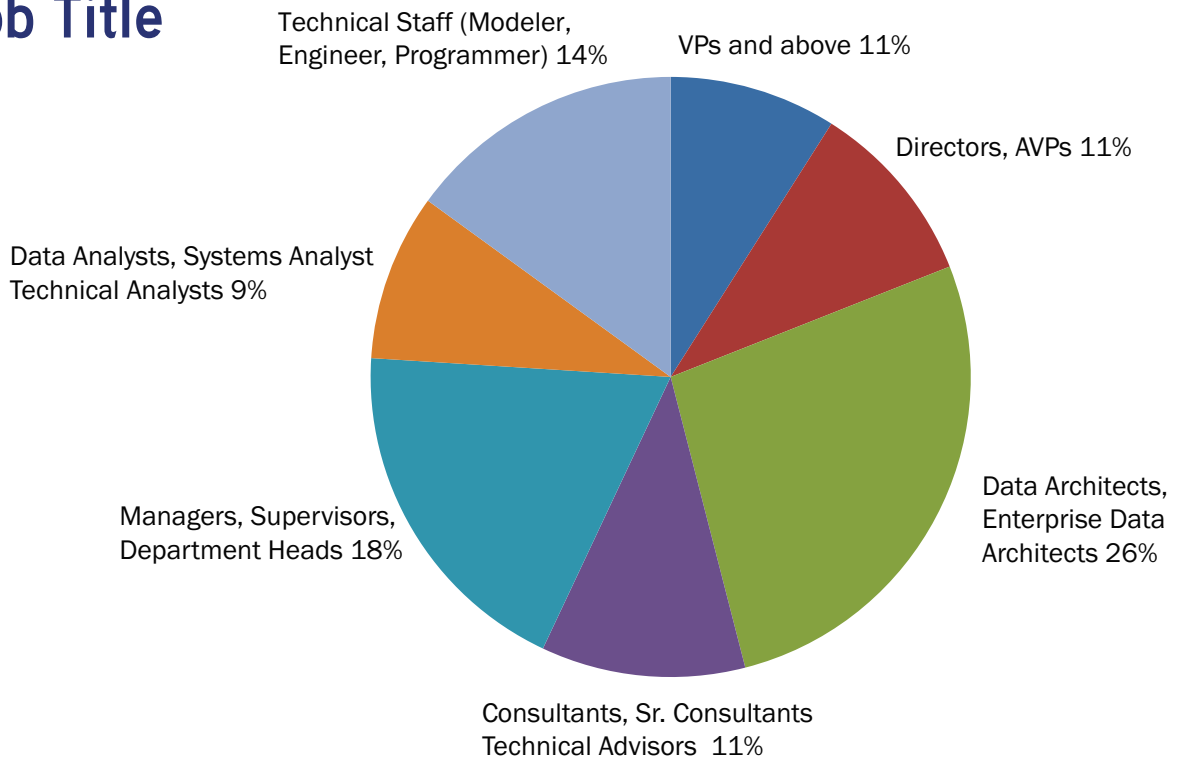
We offer sponsors the opportunity to place a half-hour product presentation on the agenda. These sessions are attended by the audience you most want to attract, individuals with recommendation power who are interested in your product.

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 2015:

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
 Gensidige 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
 Nedback 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

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: 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	✓	✓	✓	✓
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 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

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

2016 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**
- SOLD OUT **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.

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



**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 2016 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