

SmartData

CONFERENCE

**The Largest Forum
Focused on
Smart Data
Technologies**

CONFERENCE SPONSORSHIP PROSPECTUS

CONNECT WITH

**CTOs, Chief Scientists,
Technology Strategists,
Product Architects and Designers**

**Exhibit Networking
Product Presentation Sessions
Extensive Marketing &
Promotional Opportunities**

Smart Data Technologies:

- Semantic Technologies
- Cognitive Computing
- Machine Learning
- Artificial Intelligence
- Deep Learning

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

**San Jose Convention Center
San Jose, California
August 18-20, 2015**

www.SmartDataWeek.com

PRODUCED BY:

 DATAVERSITY®

What makes our attendees YOUR most qualified customers?

The **Smart Data Conference** will bring together emerging disciplines that are focused on more intelligent information gathering and analysis, including:

- Cognitive Computing
- Machine Learning
- Semantic Technologies
- Artificial Intelligence
- Deep Learning

Who Will Attend?

- 84% of attendees at the Smart Data Conference have direct involvement in technology acquisition decisions (identifying, evaluating and/or recommending solutions). 28% have direct budget approval and buying authority.
- 57% of conference attendees are from outside of Silicon Valley. Strong presence from Financial, Telecom, Media, Healthcare, Energy, Insurance and Government sectors.
- 39% of conference attendees have IT budgets over \$10 million.

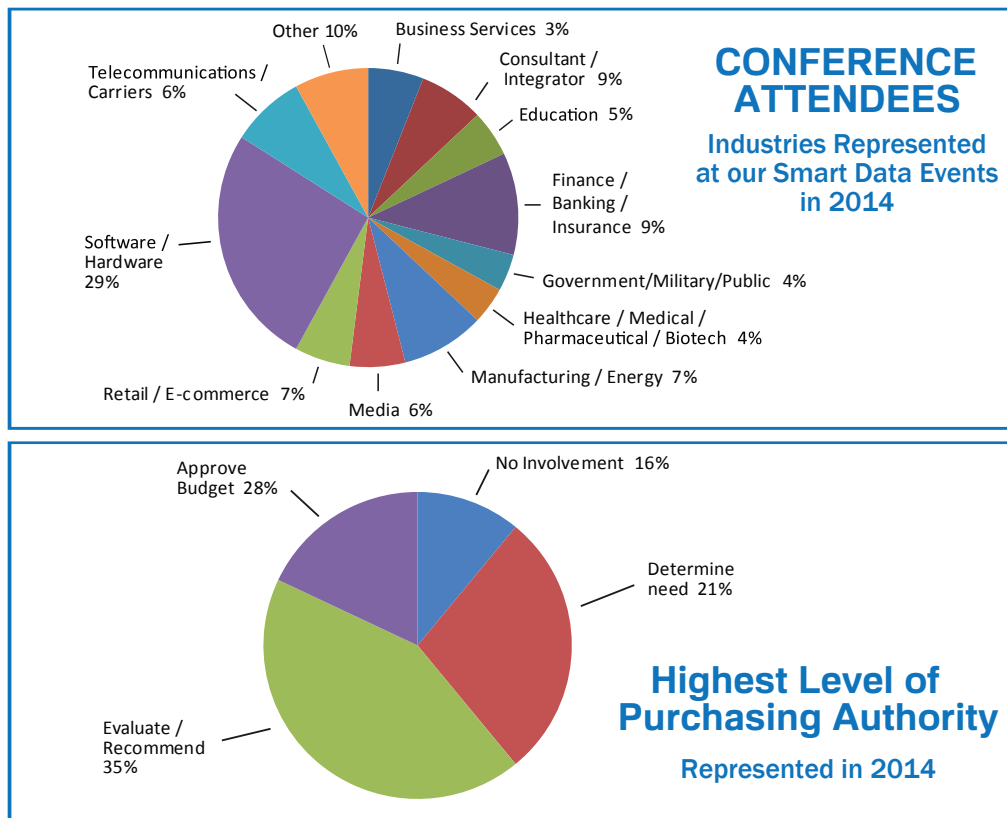
Is the Audience Well-Qualified?

The majority of conference attendees have paid a significant fee to attend the conference, plus travel and living expenses. They're serious about acquiring advanced technology to solve their business needs. They are hungry for information and education about products, services and available solutions, with a short-term purchasing horizon.

How are We Marketing the Event?

We are promoting the 2015 conference with:

- Extensive email campaigns. In-house lists >60K names focused on smart data markets.
- Marketing partnerships give us access to additional external lists >200K names, which have been very effective in the past.
- Extensive social media campaigns
- Promotional programs reaching specialized tech communities face-to-face, such as Local Meet-ups and User Groups.
- Strong relationships with major data and IT publications
- Partnerships with sponsors
- Partnerships with industry associations



First Annual the Smart Data Conference is The World's Largest Forum for Smart Data Technologies

Exhibitors Benefit From:

- Speaking Opportunities: 45 and 30-minute Conference Sessions
- 90-minute Tech Tutorials
- 5-minute Lightning Talks
- Large Smart Data Exhibition Floor
- Product Demonstrations
- 3 full days of Networking
- Identity/Logo Placement and Promotions

Smart Data Topics Include:

- Semantic Technologies
- Cognitive Computing
- Machine Learning
- Artificial Intelligence
- Deep Learning
- Reasoning Systems
- Contextual Computing
- Natural Language Processing
- Internet of Things
- Sensor Networks
- Autonomous Robots
- Decision-Automating
- Agent Technologies
- Predictive Analytics

Industry Case Studies:

- Financial
- Media & Publishing
- Social Applications
- Gaming
- Retail and E-commerce
- Government
- Telecom and Utilities
- Healthcare and Life Sciences

EXHIBIT HOURS:

Tuesday, August 18:

4:30pm - 6:30pm

Wednesday, August 19:

2:30pm - 7:30pm

(Reception both nights)

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 or 45-minute presentation as part of the conference agenda.
- 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.

Lightning Talks

- 5-minute Sponsor presentation with a 10-slide maximum.

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 Smart Data 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 two receptions on the both evenings of the event.

The Smart Data Conference is designed to accommodate all levels of technical understanding, from novice through expert. Here's a sample of decision makers who have attended similar events recently:

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	Sambreen
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	BP	Editor-in-Chief	IT Newswire	Chief Software Architect	Stanford University
Telecom Engineer	Caltrans	Worldwide Head of Alliances	Jaspersoft	Platform Architect	Staples.com
Director	Capital One	Chief Data Officer	Kavaii Analytics	CEO	Starcounter
Developer	CARFAX	Lead Engineer	Kelley Blue Book	Project Manager	State Farm
Distinguished Research Fellow	Carnegie Mellon	Manager	KLA-Tencor	Director of Operations	StudyBlue
Senior Software Engineer	CBS Interactive	Computer Scientist	Lawrence Livermore	Senior Manager	SunGard
Technical Director	Cedrom-SNi	Development Director	Lawson Software	DBA	Sunpower
Software Engineer	Charles Schwab	Principal Architect	LDS Church	Vice President	Sutter Health
Optimization Engineer	Chevron	Lead Enterprise Architect	Lincoln Trust	Director of Development	Symantec
Senior Database Administrator	Children's Hospital	Senior Manager, Sys Engineering	Lockheed Martin	AVP	Synnex Corp
Chief Architect & Co-Founder	ChowNow Inc.	CEO	M2MI	Director, IT	T-Mobile
VP	Cisco	Software Engineer	Mail.Ru	Head of Innovation Services	T-Systems
SVP Audit	Citigroup	Information Architect	Manulife Financial	Software Architect	T. Rowe Price
Director	Citrusleaf	Chief Architect	MarkLogic	Sr. Software Developer	TD Ameritrade
Managing Member	Clados Management	VP, Web & Application Development	Marvel Entertainment	Solution Architect	TELUS
CTO	Cloud9 Analytics	Data Architect	MasterCard	Director of System Architecture	The Weather Channel
Chief Scientist	Cloudant	Director Information Planning	Medco Health	Software Engineer	Thomson Reuters
COO	Cloudera	Innovation Solution Manager	Merck and Co	Senior Software Engineer	Topix LLC
Enterprise Architect	Coca Cola Co.	Founder	Metric Insights	Sr. Web Developer	Trapster
Director	Cognizant	Principal Development Manager	Microsoft	IT Sr. Director	Trend Micro
Senior Manager	Comcast	Lead Computational Biologist	MITRE	Executive Manager	triAGENS
CEO	Couchbase	Web Architect	Molina Healthcare	Principal Engineer	Union Pacific Railroad
CTO	CreativeWorx	Senior Engineer	NAVTEQ	Mgr. Data Analytics	United HealthCare
Engineer	CyberAgent	Architect	NEC	Data Architect	Unum
Senior Software Architect	Dassault Systems	Sr. Director Products	Neo Technology	Research Health Science Specialist	US Veterans Affairs
CEO	Data Advantage Group	CTO, Digital Media	Netezza	Lead Software Developer	USAA
CoFounder	Datahero	Dir. Data Science & Eng Platform	Netflix Inc.	Sr Cloud Architect	Verizon
CTO	DataStax	Platform Lead & Architect	ngmoco:)	V.P. Technology	Versant
CTO Storage	Dell, Inc.	Principal Software Engineer	Nice Systems	VP-Technology & Development	VHA, Inc.
IT Enterprise Architect	Denver Water	Manager, Information Systems	Nissan	Lead Engineer	Visa
Sr Software Engineer	Disney	Senior Database Architect	Nokia	Co-Founder & Chief Strategy Officer	VoltdB
Director, Data Architecture Mgmt	DST Systems	Sr. Technical Manager	Northrop Grumman	Solutions Architect - EDW	Vonage
Sr Applied Researcher	eBay	Managing Director	NTT	Senior Director	Vucast Media Inc
Disruptive Technology Director	Elsevier	Founder	Objectivity	Digital Media Solutions Architect	Warner Bros.
Sr. Technologist, OCTO	EMC	Sr. Architect	Oppenheimer Funds	Senior Development Engineer	Washington Post Labs
Director (Development)	Endpoint Clinical	VP Development	Oracle	Manager, Data Management	WebMD
Data Architect	Equity Trust	Senior Software Engineer	Orange Labs	VP, Strategic Planning Manager	Wells Fargo
Senior Data Architect	Eventbrite	CTO	Orbis Technologies	Director, Information Services	WestEd
Architect	Experian	CIO	Pacific Comp Insurance	Principal Software Engineer	Western Digital Corp
Enterprise Data Mgmt, Manager	Farmers Insurance	MTS	PayPal	CTO	Wordnik
Architect	FICO	Chief Technology Evangelist	Pentaho	Distinguished Architect	X.commerce
Research Engineer	Ford Motor Co.	Business Analyst	Pfizer	Sr. Systems Engineer	XBox Live
Principal Analyst	Forrester Research	Sr. Fellow	PwC	Researcher	Xerox Research Center
Team Lead	Franklin Templeton	Strategic Marketing Director	QLLogic	CTO	XStor Systems
Sr. Researcher	Fujitsu Labs	Startup Liaison Officer	Rackspace	Software Engineer	Yahoo!
Portfolio Resource Manager	Gap Inc.	Engineer	Rakuten, Inc.	Research Fellow	Yokohama Nat'l Univ
Research Vice President	Gartner	Data Architect	Raytheon	Information & Technology Svcs Mgr	Yorba Linda Library
Principal Software Engineer	GE	Developer Evangelist	Red Hat	Systems Engineer	YottaMark
Architect and Strategist	Genentech	Senior Rocket Scientist	Rocket Fuel	President	ZapThink
		Software Architect	Ruckus Wireless	VP of R&D	Zettaset

SPONSORSHIP PACKAGES

	PLATINUM PACKAGE	GOLD PACKAGE	SILVER PACKAGE	BASIC EXHIBITOR
Exhibit Space	8' x 20'	8'x10'	8'x10'	8'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)	✓			
5-minute Lightning Talk	✓			
Logo on Conference Home Page	✓	✓		
Logo & Description on Sponsor Web Page	✓	✓	✓	✓
Logo & Company Description Inside Program App	✓	✓	✓	✓
Literature Insert into Conference Attendee Bags	✓			
Literature Distribution Near Registration Area	✓	✓	✓	
Full Event Passes for your Staff / Customers	10	5	2	1
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

ADDITIONAL SPONSORSHIP ITEMS

P LEVEL

(1 included with Platinum package)

- Attendee Half-Day Workshop
- Attendee Bag
- Pre or Post-conference Webinar conducted by DATAVERSITY

A LEVEL

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

- Agenda-at-a-Glance Ad (4-color)
- Promotional Item Distribution
- Badge-Holder Lanyards
- Badge-Holder Insert
- Attendee Email
- 30-minute Product Presentation
- Mobile App Sponsorship
- Upgrade booth from 8' x 10' to 8' x 20'

B LEVEL

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

- 5-minute Lightning Talk
- White Paper
- Break Sponsorship
- Hospitality Function
- Literature Insert in Attendee Bags

ADDITIONAL SPONSORSHIPS

- Literature Distribution near Registration Area
- User Group Meeting

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 6' draped table
- 2 chairs
- Electrical drop (5 amp / 500 watts)
- Lead retrieval scanner
- Wastebasket

2015 SMART DATA CONFERENCE

SPONSORSHIP MENU

Some Opportunities Have Limited Availability — Contact Us Today!

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

- ☐ P1 **Attendee Half-Day Workshop:** Conduct a 3-hour workshop on your product/technology for attendees (maximum of 2 available)*
- ☐ P2 **Attendee Bag:** Your logo and conference logos imprinted in white.
- ☐ P3 **Post-conference Webinar conducted by DATAVERSITY.**
- ☐ P4 Email sent by DATAVERSITY to approximately **50,000 names**.

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

- ☐ A1 **Agenda-at-a-Glance Advertising (4-Color):** Advertiser supplies PDF file.
- ☐ A2 **Promotional Item Distribution:** Distributed to all attendees in attendee bag at time of on-site registration. Exhibitor supplies the promotional item. Item must be approved by Event Management.
- ☐ A3 **Badge-Holder Lanyards:** (shoestring-type cords) Distributed to all attendees at registration. Exhibitor supplies the lanyards imprinted with their company logo.
- ☐ A4 **Badge-Holder Insert:** Exhibitor supplies 4"x4" printed cards to be inserted in badge-holders (1" visible at top)
- ☐ A5 **Attendee Email:** A dedicated email sent to conference attendees within 60-days after the conference. Subject matter/content subject to approval and may not be competitive to the activities of DATAVERSITY
- ☐ A6 **30-minute Product Presentation***
- ☐ A7 **Mobile App Sponsorship**
- ☐ A8 **Upgrade space to 8x20**

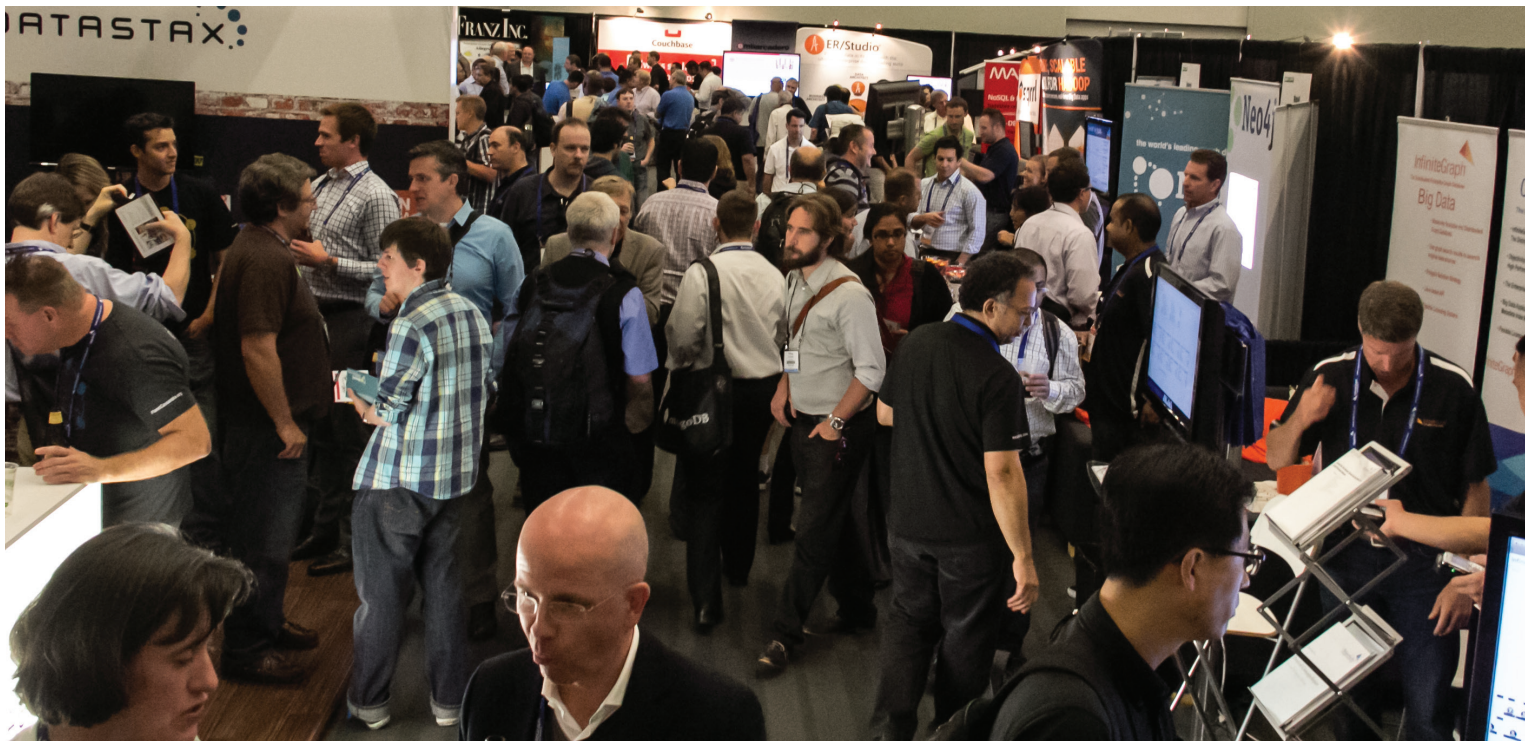
“B” LEVEL – One included with Platinum, Gold and Silver Sponsorship Packages

- SOLD OUT
- ☐ B2 **5-minute Lightning Talk***
 - ☐ B2 **White Paper:** Your White Paper included on DATAVERSITY website for 3 months, with leads provided to you. Sponsor supplies PDF.
 - ☐ B3 **Break Sponsorship:** Prominent signage on all food tables and 2 large easel signs with a table top display area.
 - ☐ B4 **Hospitality Function:** Held in the conference hotel or nearby. We distribute your invitations in the attendee carry bags, and promote your hospitality suite on the agenda. Does not include food and beverage, or eventual room cost, if any.
 - ☐ B5 **Literature Insert in Attendee Bags** (Literature provided by sponsor)

ADDITIONAL SPONSORSHIPS

- ☐ C1 **Literature Distribution:** Your literature placed in high traffic location (non-exclusive) at conference.
- ☐ C2 **User Group Meeting:** Consulting, Budgeting, Promotion, Registration, Meeting Planning, and On-site support can be provided, depending on your specific needs.

****No Sponsor may select more than one kind of speaking opportunity.***



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 Smart Data Conference the one "must attend" conference on your 2015 event marketing schedule.

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

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DATAVERSITY

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www.SmartDataWeek.com