

October 19-23, 2020 | Chicago, IL

DATA ARCHITECTURE SUMMIT

Featuring

GRAPHORUM



Conference Venue: The Drake Hotel in Chicago, IL

The fourth annual **Data Architecture Summit** is DATAVERSITY's only educational program focused on topics related to Data Architecture and strategy. The 2020 program will feature sessions on knowledge graphs and new graph technologies.

Approximately 400 data professionals from around the world are expected to attend.

Exhibits Open:
Tuesday, October 20th
Wednesday, October 21st

Contact Warwick Davies for more information at (781) 354-0119 or warwick@dataversity.net

SPONSORSHIP PROSPECTUS

DataArchitectureSummit.com

PRODUCED BY:  DATAVERSITY®

Why Our Attendees Are Your Most Qualified Customers

These demographics are collected from registrants of the 2019 Data Architecture Summit

Job Function		Decision Makers	
CXO/President/Principal/Partner	13%	I determine the need for new products	13%
VP/Director	4%	I evaluate and recommend new products	31%
Manager/Supervisor/Department Head	19%	I approve the budget for new products	16%
Data Architect/Enterprise Data Architect	47%	I have no involvement in new product selections	22%
Technical Staff (Modeler, Engineer, Programmer)	5%	Blank	18%
Business Analyst/Data Analyst	11%		
Consultant	1%		
Other	11%		

Industry			
Finance/Banking/Accounting	19%	Manufacturing	5%
Consultant/Business Service/Entrepreneur	11%	IT/Technology	17%
Insurance/Legal/Real Estate	12%	Retail/E-Commerce	4%
Government/Military/Public Admin	4%	Other	9%
Healthcare/Medical/Pharmaceutical/Biotech/	7%		

Number of Employees		IT Budget	
Under 50	9%	Under \$100,000	11%
50 - 999	11%	Between \$100,000 and \$1 Million	12%
1,000 - 4,999	21%	Between \$1 Million and \$10 Million	5%
5,000 - 9,999	17%	\$10 Million and over	19%
10,000 and over	41%	Unknown	44%

Featured Program Topics:

- Knowledge Graphs
- Analytics Architectures
- Cloud Data Platforms
- Metadata Management
- Graph Databases
- Self-Service Architectures
- Data Modeling
- Data Lakes and Catalogs
- Natural Language Processing
- Governance
- Real-Time Analytics
- Data Ops and Agility
- Ontologies
- Big Data
- Data Warehouses
- AI & Machine Learning
- Enterprise Data Management
- Linked Data
- Data Science
- Data Strategy
- Security, Privacy, and Protection
- Master Data Management
- Agile Data
- Data Engineering
- Enterprise Information Architecture
- Data Ops
- And much more...

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Data Architecture Summit attracts hundreds of decision makers from every avenue in Data Management. Here's a small sample of attendees from 2019.

Company Name	Job Title	Company Name	Job Title
AArete	Director of Data Architecture	Lowe's Companies, Inc	Sr. Data Model Architect
American Integrity Insurance	Sr. Data Analyst	Microsoft	Governance Lead
Andersen Windows	IT Manager	Mintel	Director of U.S. Operations
Arbella Insurance	Senior Data Analyst	Northwell Health	VP, Customer Insights and Analytics
ArcBest Technologies	Manager, Technical Services	Oregon State Treasury	Applications Development Manager
Arity	Sr. Manager, Data Governance & Quality	Parallon (HCA)	Director, Data & Analytics
Astellas US LLC	Sr. Manager, Business Governance & Quality Process	Pembina Pipeline Corp	Enterprise Data Architect
Atlanta Aviation Associates Inc	AEC Technology Manager	Pemco Insurance	Data Warehouse Analyst
Basin Electric	Sr. Integration Architect	Pichincha Corp S.A.	Corporative Data Manager
BCD Travel	Data Architect	Plex Systems	Senior Software Engineer
BMA	Senior Officer	Pramana	Manager
Bristol Myers Squibb	Associate Dir., R&D Data Architect	Progressive Insurance	Data Architect
Canadian Institute for Health Information	Data Architect	REI	Solution Architect
Canon Medical	Distinguished Software Engineer	Rotary International	Data Analytics Architect
Cengage	Senior Content Architect	Royal Bank of Canada	Data Architect
Charter Manufacturing Inc.	Director of Enterprise Architecture and Security	S&P Global	Vice President, Enterprise Architecture
Chesapeake Energy	Sr. Data Strategist	SAIF Corporation	Business Intelligence Analyst
CIBC	Head Of Data Management	SAP Fieldglass	Sr. Manager - Data Quality
Cincinnati Children's Hospital	Director	Sentara Healthcare	Manager, IT Operations
Cook Biotech Inc.	Senior Data Architect	Shell Oil	Information Data Architect
Datablau	CEO	Southwest Airlines	Sr. Database Administrator
DataCamp	Head of Content Quality	State Farm	Technology Analyst
Department of Homeland Security	Deputy Director ITD	Steelcase	Data Architect
Duke Energy	Sr. Manager, Advanced Analytics	The Kenan Advantage Group Inc	Enterprise Data Architect
Duke University Health System	Data Architect, Team Lead	TIAA Bank	Principal Data Architect
ECDC	Data Manager	TTX Company	Business Intelligence Lead
Electronic Arts	Senior Manager, Data Analytics	U.S. Cellular	Senior Application Architect
Elkay Manufacturing	Master Data Management Lead	U.S. Venture, Inc.	Director of Enterprise Architecture
European Central Bank	Head of Section	University of KY	Enterprise Data Architect
ExxonMobil	Enterprise Data Architect	UPMC HealthPlan	Data Engineer
Ezone Liberia Inc	Manager	USAA	Senior Information Architect
F&G	Sr. Data Analyst	Veterans United	Director of Data Services
Freddie Mac	Shared Info Support, Director	Vizient Inc.	Director of Data Governance
Genentech	Group Leader, Research Pathology Informatics	Whirlpool	IT Analyst
Ghabbour Auto	VP of Master Data Management	Winshuttle LLC	Sr Business Intelligence Engineer
Global Data Strategy	Senior Consultant	Wintrust Financial	Vice President of Data Programs
GM Financial	Sr. Data Governance Specialist	World Wide Technology	Sr. Data Governance Specialist
Humana Military	Information Architect	Yale	Director

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Platinum Level Sponsorship

Three (3) Available Slots

- **Turnkey tabletop exhibit setup.** Includes table, 2 chairs, electrical connection, and two exhibit staff passes (meals included on exhibit days only).
- **60-minute educational presentation.** A non-commercial presentation designed to educate the audience. Topic and speaker must be approved by DATAVERSITY.
- **30-minute product presentation.** A product-driven presentation allowing vendors to freely discuss their products, tools, and services.
- **Four (4) Conference + Tutorials Registration Passes** (two-day seminars not included).
- **Private sponsor-hosted reception.** Sponsor chooses the guests from an attendee list of companies and job titles, DATAVERSITY sends the invitations to attendees with instructions to RSVP to the sponsor directly (sponsor is responsible for the cost and logistics of private event).
- Your **literature distributed to every attendee** in conference bags (one piece no more than 4 ounces).
- Your **logo in select marketing emails** sent to over 100k data professionals in our network.
- Your **logo and 100-word description** in the Guidebook event app, and on the homepage and sponsor page of the conference website with a link to your website.
- **DATAVERSITY-hosted White Paper.**
- **Conference registration discounts:** 15% for staff and 10% for clients and customers.



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Gold Level Sponsorship

Ten (10) Available Slots

- **Turnkey tabletop exhibit setup.** Includes 6ft table, 2 chairs, electrical connection, and two exhibit staff passes (meals included on exhibit days only).
- **30-minute product presentation.** A product-driven presentation allowing vendors to freely discuss their products, tools, and services.
- **Two (2) Conference + Tutorials Registration Passes** (two-day seminars not included).
- Your **literature distributed to every attendee** in conference bags (one piece no more than 4 ounces).
- Your **logo in select marketing emails** sent to over 100k data professionals in our network.
- Your **logo and 100-word description** in the Guidebook event app, and on the homepage and sponsor page of the conference website with a link to your website.
- **Conference registration discounts:** 15% for staff and 10% for clients and customers.

Silver Level Sponsorship

Six (6) Available Slots

- **Turnkey tabletop exhibit setup.** Includes 6ft table, 2 chairs, electrical connection, and two exhibit staff passes (meals included on exhibit days only).
- **One (1) Conference + Tutorials Registration Pass** (two-day seminars not included)
- Your **logo and 75-word description** on the homepage and sponsor page of the conference website with a link to your website.
- **Conference registration discounts:** 15% for staff and 10% for clients and customers.

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Sponsor Packages & Pricing

	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER EXHIBITOR
Turnkey Tabletop Exhibits	✓	✓	✓
60-Minute Speaking Slot (Conference Session)	✓		
30-Minute Speaking Slot (Product Presentation)	✓	✓	
Private Hosted Reception (sponsor responsible for costs and logistics of private event)	✓		
Logo and Company Description in Guidebook App	✓	✓	✓
Hyperlinked Logo and Description on the Homepage and Sponsor Page of the Event Website	✓	✓	✓
Logo in Select Marketing Emails	✓	✓	
Literature Insert in Attendee Registration Bags	✓	✓	
Free Conference + Tutorials Registration Passes	4	2	1
Discount for Additional Staff Registrations	15%	15%	15%
Discount for Your Clients and Customers	10%	10%	10%
Your White Paper Hosted by DATAVERSITY.net	✓		



Additional Sponsor Opportunities:

Badge lanyards: Sponsor supplies branded lanyards for all attendees. Lanyards are distributed at registration..... **TBD**

Attendee bag: Your logo and conference logos are imprinted in white. Cost of bags included..... **TBD**

Data Architecture Strategies Turnkey Webinars: Sponsor any of the webinars in this series..... **20% off**

FOR SPONSORSHIP INQUIRIES

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