

DGIQ Data Governance & Information Quality CONFERENCE



Sponsorship Prospectus

**JW Marriott | Washington, D.C.
December 7-11, 2020**

Exhibits Open: December 8-9, 2020

Produced by:



Audience profile is based on our Data Governance network.

Job Function		IT Budget	
CXO/CDO/President	10%	Under \$100,000	9%
VP/Director	11%	Between \$100,000 and \$1 Million	13%
Manager/Department Head	22%	Between \$1 Million and \$10 Million	15%
Data Architect/Enterprise Architect	23%	\$10 Million and over	51%
Consultant	8%	Unknown	12%
Business Analyst/Data Analyst	17%		
Technical Staff (Modeler, Engineer, Programmer)	9%		

Industry			
Chemicals/Petroleum	7%	Manufacturing	3%
Consultant/Business Service	9%	Retail/Ecommerce	9%
Finance/Banking	18%	Software Development	8%
Government/Military/Public Admin	10%	Telecommunications	2%
Health Care/Life Sciences	5%	Transportation/Logistics	3%
Insurance	16%	Other	10%

Number of Employees			
Under 50	9%		
50 - 999	11%		
1,000 - 4,999	21%		
5,000 - 9,999	17%		
10,000 and over	41%		



For sponsorship questions, contact: Warwick Davies +1-781-354-0119 warwick@dataversity.net

Sample attendee list was generated from past Data Governance events hosted by DATAVERSITY. **Expected attendance is over 650 data professionals.**

Job Title	Company Name	Job Title	Company Name
VP, Data Management	ACI Worldwide	Sr. Data Quality Analyst	Home Trust Company
VP, Data Science and Analytics	ACT	Director, Enterprise Architecture	Honeywell
Head of Data Governance	ADIA	Infrastructure Program Manager	HP
Chief, Data and Analysis	Admin Office of the U.S. Courts	Executive IT Architect	IBM
Sr. Information Governance	Aflac	Sr. Data Governance Analyst	Indeed
Sr. BI System Analyst	Alberta Education	CDO	ING
Data Steward	Allstate	Sr. Project Lead	JB Hunt
Data Engineering Manager	Amazon	CIO	Jefferson Center
Director of Data Quality	American Express	Sr. Data Governance Advisor	JM Family Enterprises
SVP	Astoria Bank	Data Governance Manager	JP Morgan
SVP, Data Risk Management	Bank of America	Vice President and CDO	Kaiser Permanente
Sr. Business Intelligence Architect	Basin Electric Power Cooperative	Data Governance	Key Bank
Enterprise Data Architect	Blue Cross Blue Shield of Kansas	Director, Business Intelligence	LeasePlan USA
Director, Data Governance	Cancer Care Ontario	Director, Data Governance	Liberty Mutual
Head of Data Governance	Capital One	CEO	Lone Star Solutions
Chief Data Steward	Charles Schwab	Chief Architect	Lucid Technologies
Sr. Data Strategist	Chesapeake Energy	VP, Information Governance	MasterCard
Data Warehouse Supervisor	Colorado Department of Ed.	CIO	Midrex Technologies
Sr. Data Governance Analyst	Cox Communications	Sr. Data Architect	Ministry of Forests and Range
Director, Data Management	CT, Wolters Kluwer	Dev. Ops. Tech Lead	MIT
Sr. Enterprise Data Modeler	Delta Technology Inc.	VP, Data Architect	Morgan Stanley
Sr. Expert, Data Management	Deutsche Telekom AG	Business Metadata Architect	MSD
Sr. Director, Data Governance	Equifax	Sr. Dev Analyst	Multnomah County
Data Modeler	Fannie Mae	Sr. Data Architect	Nike
Manager, Data Services	Farm Bureau Insurance	Data Steward	Northwestern Mutual
Sr. Data Architect	FDA	Sr. Data Governance Analyst	Optum
Sr. Enterprise Architect	Federal Reserve	Director of Data Governance	Parkview Medical Center
Enterprise Architect	FedEx	Data Quality Lead	Premise Health
Enterprise Data Manager	First Citizens Bank	Sr. Data Analytics Engineer	Priority Health
Data Warehouse Architect	Flint Group	Director, Data Governance	Quest Diagnostics
Data Governance Supervisor	Ford Motor Company	Director of Data Analytics	Salesforce
Information Architect	General Mills	Master Data Manager	Sargento Foods Inc.
Sr. Data Analytics Engineer	Genomic Health	Business Intelligence Manager	Scottrade, Inc.
Data Governance Manager	GM Financial	IT Lead Architect	Schlumberger
Vice President	Goldman Sachs & Co	Information Architect	Servus Credit Union
Data Governance Lead	Google	Sr. Master Data Manager	Shutterfly
Sr. Researcher and Advisor	Government of Canada	Vice President, Data Steward	SMBC
Head of Data Governance	Groupe Mutuel	Sr. Data Architect	Southwest Airlines
Data Governance Leader	Hallmark Cards, Inc.	Sr. Business Intelligence Analyst	St. Edwards University
CDO	HarbourVest	Director	State Farm
Analytics Data Modeler	Hewlett Packard	Business Intelligence Manager	Sun International
Manager of IT Architecture	HNTB	Enterprise Information Architect	Swedbank

For sponsorship questions, contact: Warwick Davies +1-781-354-0119 warwick@dataversity.net

Premier Sponsorship

Two (2) Available Slots

- **Turnkey 10 x 10 exhibit setup.** Includes skirted table, signage, and electrical connection.
- **30-minute keynote presentation.** Must meet conference vendor-neutral standards and be approved by DATAVERSITY.
- **45-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.
- **Seven (7) conference and tutorial passes.**
- **Private hosted reception. Sponsor chooses the guests** from attendee list, DATAVERSITY sends invitations to attendees with instructions to RSVP to the sponsor directly. Sponsor is responsible for costs and logistics of event.
- Your **literature distributed to every attendee** in conference bags (one piece no more than 4 ounces).
- Your **literature placed on a table** in a high-traffic area (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 150-word description** in the event app, on the homepage, and on the sponsor page of the conference website with a link to your website.
- **DATAVERSITY-hosted white paper** for three months, no lead minimums or maximums.
- **Two (2) complimentary exhibit passes** for booth staff (meals included on exhibit days only). Additional staff exhibit passes available for \$200 per person.
- **Conference registration discounts:** 15% for staff and 10% for clients and customers.

Platinum Sponsorship

Five (5) Available Slots

- **Turnkey 10 x10 exhibit setup.** Includes skirted table, signage, and electrical connection.
- **45-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.
- **Five (5) conference and tutorial passes.**
- **Private hosted reception. Sponsor chooses the guests** from attendee list, DATAVERSITY sends invitations to attendees with instructions to RSVP to the sponsor directly. Sponsor is responsible for costs and logistics of event.
- Your **literature distributed to every attendee** in conference bags (one piece no more than 4 ounces).
- Your **literature placed on a table** in a high-traffic area (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 125-word description** in the event app, on the homepage, and on the sponsor page of the conference website with a link to your website.
- **DATAVERSITY-hosted white paper** for three months, no lead minimums or maximums.
- **Two (2) complimentary exhibit passes** for booth staff (meals included on exhibit days only). Additional staff exhibit passes available for \$200 per person.
- **Conference registration discounts:** 15% for staff and 10% for clients and customers.

For sponsorship questions, contact: Warwick Davies +1-781-354-0119 warwick@dataversity.net

Gold Sponsorship

Nine (9) Available Slots

- **Turnkey 10 x10 exhibit setup.** Includes skirted table, signage, and electrical connection.
- **30-minute product presentation.** A product-driven presentation allowing vendors to freely discuss their products, tools, and services.
- **Three (3) conference and tutorial passes.**
- Your **literature placed on a table** in a high-traffic area (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 event app, on the homepage, and on the sponsor page of the conference website with a link to your website.
- **Two (2) complimentary exhibit passes** for booth staff (meals included on exhibit days only). Additional staff exhibit passes available for \$200 per person.
- **Conference registration discounts:** 15% for staff and 10% for clients and customers.

Silver Sponsorship

Six (6) Available Slots

- **Turnkey 10 x10 exhibit setup.** Includes skirted table, signage, and electrical connection.
- **One (1) conference and tutorial pass.**
- Your **logo and 75-word description** in the event app, on the homepage, and on the sponsor page of the conference website with a link to your website.
- **Two (2) complimentary exhibit passes** for booth staff (meals included on exhibit days only). Additional staff exhibit passes available for \$200 per person.
- **Conference registration Discounts:** 15% for staff and 10% for clients and customers.



Additional Sponsor Options

- **Attendee Bags.** Your logo printed in white alongside the event logo on all attendee bags.
- **Badge Lanyards.** Sponsor supplies branded lanyards for all attendees.
- **Badge Inserts.** Sponsor supplies 4"x4" insert to be placed behind 3"x4" badge cards.
- **Lunch (Limited Availability).** Easel sign and literature on each place setting.
- **Breakfast (Limited Availability).** Easel sign and literature displayed in the buffet area.
- **Coffee Break (Limited Availability).** Easel sign and literature displayed in the break area.
- **Literature Distribution in Bags.** Sponsor provides literature for attendee bags or to be distributed with the conference proceedings (no more than 4 ounces).
- **Literature Distribution at Keynote.** Sponsor provides literature for distribution during their approved Keynote session (no more than 4 ounces). For keynote sponsors only.
- **Evening Hospitality Event.** Sponsor to cover food and space rental costs. DATAVERSITY will distribute your invitations and promote your event on the master agenda.



	PREMIER SPONSORSHIP	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP
10x10 Exhibit Booth Space	✓	✓	✓	✓
Complimentary Exhibit Passes (booth staff)	2	2	2	2
30-Minute Keynote Speaking Session	✓			
45-Minute Speaking Slot (Conference Session)	✓	✓		
30-Minute Speaking Slot (Product Presentation)	✓	✓	✓	
Private Hosted Reception (See Package Details)	✓	✓		
Logo and Company Description in the Event App	✓	✓	✓	✓
Hyperlinked Logo and Description on Sponsor Page & Homepage	✓	✓	✓	✓
Logo in Select Marketing Emails	✓	✓	✓	
Literature Insert in Attendee Bags	✓	✓		
Literature Distribution in High-Traffic Area (Table)	✓	✓	✓	
Complimentary Conference & Tutorial Passes for Staff or Customers (Mon – Thu)	7	5	3	1
Discount for Additional Staff Registrations	15%	15%	15%	15%
Discount for Your Clients and Customers	10%	10%	10%	10%
Your White Paper Hosted by DATAVERSITY.net for up to 3 months (no lead minimums or maximums)	✓	✓		



Popular Sponsor Add-Ons:

Badge lanyards: Sponsor supplies branded lanyards for all attendees. Lanyards are distributed at registration..... Call for price

Attendee bag: Your logo and conference logos are imprinted in white. Cost of bags included..... Call for price

FOR SPONSORSHIP INQUIRIES

Warwick Davies:
warwick@dataversity.net | +1-781-354-0119