

DG Vision

DATA GOVERNANCE & STEWARDSHIP

Sponsorship Prospectus



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

Exhibits Open: December 8-9, 2020

DG Vision is the latest forum on Data Governance and Stewardship from DATAVERSITY, the preeminent producer of online and face-to-face Data Governance events in North America for the past decade.

The event will be attended by approximately 400 Data Governance professionals from around the world.

Produced by



[DATAGOVERNANCEVISION.COM](https://datagovernancevision.com)

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/E-commerce	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 the official 2019 DG Vision attendee list.

Job Title	Company Name	Job Title	Company Name
Manager, Data Governance	AAMC	Governance & Steward Lead	Hyster-Yale Group
CDO	Admin Office of US Courts	Enterprise Data Architect	Kiewit
Enterprise Data Governance Lead	AEP	Principal Data Analyst	Liberty Mutual Insurance
Enterprise Governance Director	Aetna / CVS Health	Business Intelligence Analyst	MEMIC
Enterprise Data Steward III	American AgCredit	Data Governance Administrator	Memorial Hermann
Sr. Research Associate	Annie E. Casey Foundation	Manager, IT	MultiPlan Inc
Sr. Director of Data Governance	Bandwidth	Head of Digitalization	Municipality of CPH
VP, Data Integration	Bank OZK	SVP	National Cooperative Bank
Data Governance Program Manager	BCBS Association	Practice Manager	Optiv
Manager, Data Governance	Be the Match	Asst. Director - EIM	PCAOB
Sr. Consultant Data Governance	Booz Allen Hamilton	Program Associate	PCORI
Sr. Director	Brighton Center	CTO	Peoria Unified School District
State Data Admin	Bureau of Land Management	AVP - Enterprise Data Management	Protective Insurance
Program Analyst (Data Management)	Bureau of Reclamation	Sr. Systems Analyst	Rich Products Corp.
National Manager	Canadian Forces-CFMWS	Enterprise Data Manager	Rogers Corporation
Risk Data Management	Capital One	Solutions Architect	Sandia National Labs
IT Specialist	CFTC	Lead - Data Governance	SAP Fieldglass
Sr. Data Strategist	Chesapeake Energy	Director Financial Transformation	Securitas
Data Architect/Manager	Chesterfield County	Director, Data Science & Governance	Security Benefit
Asst. Director	Cleveland Clinic	State Data Management Architect	State of Arizona
Lead Information Analyst	College Board	Oregon GIS Framework Coordinator	State of Oregon DAS OSCIO
Data Governance Lead	Columbia Sportswear Company	Master Data Analyst	Stryker
Data Steward	Conestoga Wood	Executive Director	Sutter Health
Finance DG/Metadata Mgmt. Lead	CVS Health	Asst. Director, IT Security	TCU
Data Steward	Conestoga Wood	AVP Data Governance	The Doctors Company
Director, Data	Danone	Data Governance Specialist	The Future Group
AD Data Operations	Department of Treasury	Data Governance Advisor	The Pensions Regulator
Data Governance Chair	DHS	Sr. Director Data Governance	Trustmark Insurance
Supervisory IT Specialist	DMDC	Head of IT Department	TV Center JSC
Project Manager	Employee Trust Funds	Executive Director of Data Solutions	UNC Health Care System
SVP Core Banking & Data Manager	Enterprise Bank	AVP of Information Management	University of Washington
Director of Data Integration	Evergreen Health	Director of PMO	University Hospital of NJ
Sr. Director & Corporate Counsel	Evergy	Director, Institutional Assessment	University of Nevada
Sr. Director, Enterprise Data	Express Scripts	Chief Data Officer	University of Rochester
Privacy Program Manager	FDIC	Data Compliance Program Lead	US Government
Data Manager	Federal Government	Lead, Data Governance	USAA
Officer, Data Management	Federal Reserve	Librarian	USG
Asst. Director, Data Management	FinCEN/Treasury	Director of Data Management	USPS OIG
BI Director	First American	Data Governance Program Manager	VA Dept. of Health
Director, Business Improvement	Fisheries and Oceans Canada	Sr. Financial Systems Manager	Varex Imaging Corp
VP, Data Strategy & Governance	Freedom Mortgage	Director of Data Governance	Voya Financial
Sr. Manager Master Data	Fresenius Kabi	Data Steward	W. L. Gore & Associates
Data Steward	GAF Materials	Asst. Director	WA State Labor & Industries
Data Governance Specialist	George Mason Univ.	Data Integrity Manager	Wells Fargo
AVP, Data Quality	Global Atlantic	Data Engineer	Widen
Director of Data Governance	Harvard Univ. AAD	Sr. Business Systems Officer	World Bank
Senior Data Quality Analyst	Highmark Health	Executive Director	Yale New Haven Health
Enterprise Professional Data Analyst	Humana Military	Data Integration & Governance Lead	Young Life

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Sponsor Package Details

Premier Sponsorship

Two (2) Available Slots

- **Turnkey tabletop exhibit setup.** Includes skirted table, two chairs, and electrical connection.
- **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.



- **10-minute fireside chat.** A creative new thought-leadership opportunity allowing top-level sponsors to discuss an important hot topic in an exclusive general session. The session will be moderated by the DATAVERSITY CEO, or an appropriately qualified industry expert. Suitable topic to be discussed and agreed by both DATAVERSITY and Sponsor prior to scheduling.

- **Seven (7) Conference + Tutorials Registration Passes** (two-day seminars not included)
- **Private 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. DATAVERSITY is responsible for the cost of up to 50 people.
- 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 Guidebook 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 tabletop exhibit setup.** Includes skirted table, two chairs, and electrical connection.
- **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.
- **Five (5) 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 **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 Guidebook 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.

Gold Sponsorship

Six (6) Available Slots

- **Turnkey tabletop exhibit setup.** Includes skirted table, two chairs, and electrical connection.
- **30-minute product presentation.** A product-driven presentation allowing vendors to freely discuss their products, tools, and services.
- **Three (3) Conference + Tutorials Registration Passes** (two-day seminars not included)
- 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 Guidebook 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 tabletop exhibit setup.** Includes skirted table, two chairs, and electrical connection.
- **One (1) Conference + Tutorials Registration Pass** (two-day seminars not included)
- Your **logo and 75-word description** in the Guidebook 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.

	PREMIER SPONSORSHIP	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER EXHIBITOR
Turnkey Tabletop Exhibits	✓	✓	✓	✓
60-Minute Speaking Slot (Conference Session)	✓	✓		
30-Minute Speaking Slot (Product Presentation)	✓	✓	✓	
10-Minute Fireside Chat (Exclusive Session)	✓			
Private Hosted Reception (DATAVERSITY Pays for Food & Beverage for up to 50 People)	✓			
Logo and Company Description in Guidebook App	✓	✓	✓	✓
Hyperlinked Logo and Description on Homepage	✓	✓	✓	✓
Hyperlinked Logo and Description on Sponsor Page	✓	✓	✓	✓
Logo in Select Marketing Emails	✓	✓	✓	
Literature Insert in Attendee Registration Bags	✓	✓		
Literature Distribution in High-Traffic Area (Table)	✓	✓	✓	
Free Conference + Tutorials Registration Passes	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)	✓	✓		



Additional Sponsor Opportunities:

Badge lanyards: Sponsor supplies branded lanyards for all attendees. Lanyards are distributed at registration..... \$1,500

Attendee bag: Your logo and conference logos are imprinted in white. Cost of bags included..... \$3,500

FOR SPONSORSHIP INQUIRIES

Warwick Davies:
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