

ENTERPRISE DATA WORLD

2021

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Prospectus

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THE TRANSFORMATION TO DATA-DRIVEN BUSINESS STARTS HERE

enterprisedataworld.com

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 **DATAVERSITY**



What Makes Our Attendees Your Most Qualified Customers?

We're Specialists, Not Generalists

We focus specifically on Data Governance, Data Architecture, Data Strategy, and Enterprise 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 practitioners.

Substance and Quality Attract Quantity

Because of our value-intensive program, this event is known as the world's most authoritative Data Management conference and draws new attendees each year no matter the location.



Our Audience Has Money to Spend

Attendees pay over \$1,500 on average to be involved in the conference each year. Attendees understand the importance of researching what's best for their success strategy and aren't afraid to use their buying power to get results.

Attendees Represent Many Organizations and Fortune 1000 Companies

Large organizations have budgets to spend on new initiatives and ongoing projects. Our audience comes mostly from Fortune 1000 companies and large government agencies.

All Industries Are Represented

Our attendees work in industries that spend a lot on IT, including banking, insurance, healthcare, energy, telecom, retail, manufacturing, and pharma. What brings them all together at our event is data.

Employer-Driven Attendance Justification

Employers don't like to spend money to send staff to events without a purpose. Our conference is famous for its real-world, practical focus. We offer dozens of case studies and how-to sessions: That's why our audience is primarily composed of professionals who are working with data challenges right now, many with immediate product and service needs.

They Are Not Only IT People, They're Business Managers and Executives

Each year, the percentage of attendees from the "business side" increases and now exceeds 35%. Business managers and executives join their colleagues to collaborate and learn about providing data-centric solutions from all sides to satisfy their strategic business needs.

Corporate Groups = Buying Power

Over 40% of our attendees are part of a group of two or more people from their organization. Wondering why a company would spend thousands of dollars to send groups of staff to a conference? We asked conference participants, and they told us they specifically attend to compare vendors and learn from peers who have already found solutions to their data challenges.

This Year's Popular Topics Are...

- Data Strategy
- Data Governance & Quality
- Master Data Management
- Data Architecture
- Business Intelligence & Analytics
- Data Science
- Data and Business Modeling
- Data Literacy
- Data Security, Privacy & Protection
- Enterprise Information Management (EIM)
- Metadata Management
- Graph Databases
- DataOps
- Data Visualization
- AI & Machine Learning
- Data Lakes & Data Warehouses

Attendee Profile and Demographics

*Data was extracted from attendance at the three most recent Enterprise Data World events.

LEVEL OF INVOLVEMENT IN PURCHASING PRODUCTS AND/OR SERVICES: 67% of attendees determine the need for new products, evaluate available solutions, and approve the budget.

EXECUTIVES IN ATTENDANCE:

12%	CXO (CTO, CDO, CIO), President, and Principal
18%	Executive, VP, and Director-level (Director, EVP, VP, AVP, etc.)
17%	Manager-level (Manager, Senior Manager, Project Manager)
18%	Architect (Data Architect, Enterprise Architect, Information Architect, IT Architect)
8%	Advisory-level (Consultant, Sr. Consultant, Technical Advisor, Consulting Engineer)
10%	Analyst-level (Data Analyst, Systems Analyst, Technical Analyst)
8%	Technical Staff (Programmer, MTS, Data Modeler, Database Administrator (DBA))

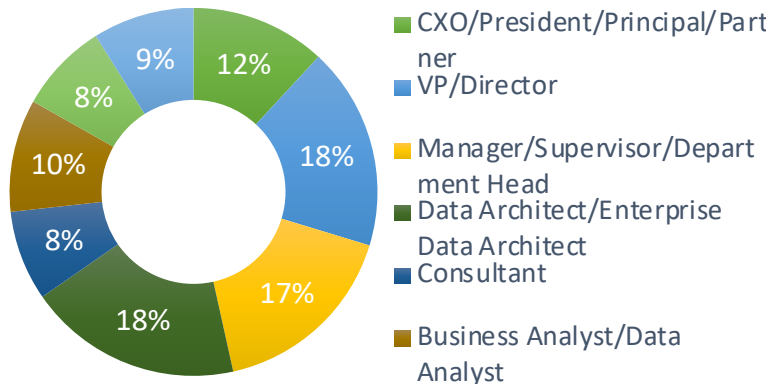
ORGANIZATION SIZE:

31%	Over 25,000 people
13%	5,000 to 25,000 people
22%	1,000 to 4,999 people
33%	Fewer than 1,000 people

SIZE OF IT BUDGET:

12%	Over \$10 million
14%	\$1 million to \$10 million
11%	\$100,000 to \$1 million
10%	Less than \$100,000
53%	Do not know / No answer

PAST ATTENDEES BY JOB TITLE:



GEOGRAPHY:

More than 30 countries are represented; however, attendees are primarily U.S.-based, with regional bias to the event's location (which moves each year between the eastern, central, and western regions).

35%	Eastern U.S.	5%	Canada
31%	Central U.S.	4%	European Union
16%	Western U.S.	9%	Other

ATTENDEES BY INDUSTRY:

Attendees represent a wide range of customer organizations and industries.

21%	Banking/Finance	5%	Retail/Manufacturing
13%	Insurance	3%	Energy/Utilities
8%	Government/Military	11%	Consulting/Services
15%	Technology/Communications	3%	Food & Beverage/Entertainment
7%	Health Care	29%	Other

Enterprise Data World (EDW) engages hundreds of Enterprise Information professionals representing the largest organizations in the world, all looking for solutions in one place, at one time. Here's a sample of some of the typical decision makers who have attended past EDW conferences.

COMPANY NAME

AARP
ABB
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ABC
ACE
Adecco
Administrative Office of the U.S. Courts
Adobe
ADP
AEGIS Insurance Services
Aflac
AIG
AllianzLife
Allstate
American AgCredit
American Equity
American Express
Ameriprise Financial
Andersen Windows
Arvest Bank
Auto-Owners Insurance
AutoZone
Baird
BioMarin
Blue Shield of CA
BMS
Boeing
BP
Burriss Logistics
Canadian Tire
Capital One
Caterpillar Inc.
Confluence Health
Costco Wholesale
CUNA Mutual Group
Customers Bank
Danish Crown
Department of Defense
eBay Inc
Edlong Corporation
Electronic Arts
EMC Insurance
Entergy LLC
Enterprise Bank
Equifax
Erie Insurance
ExxonMobil
Federal Reserve Bank
FirstBank
Fisheries and Oceans

COMPANY NAME

Ford Motor Company
Freddie Mac
General Motors
Government of Canada
Habitat For Humanity International
Hawaiian Airlines
John Deere
Kaiser Permanente
Kiewit
Lamb Weston
Land O'Lakes
Lane Transit District
Leprino Foods Company
Liberty Mutual
Lowes Companies, Inc.
Mastercard
MGM Resorts Intl
NASA
National Credit Union Administration
National Grid
N.J. Office of Information Technology
Northwest FCS
O.C. Tanner Company
Old Republic Title
Port of Seattle
Progressive Insurance
Quicken Loans
Sammons Financial
SaskPower
SC Johnson
Shell
Starbucks
State Farm
Steelcase
Tandigm Health
Telus
The World Bank
Thermo Fisher
U.S. Secret Service
Vanguard
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Vidant Health
VTB Bank
Wellington Management Company
Wells Fargo
Western Asset Management
WL Gore & Associates
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XPO Logistics
Zions Bancorporation

EVENT SPONSORSHIP OPTIONS

	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP
All Registered Leads (1,200 Lead Minimum)	✓	✓	✓
Custom Branded Virtual Exhibit Booth (Includes Options to Display Videos, Documents, and Resource Links)	✓	✓	✓
Sponsor/Attendee Direct Contact Options	✓	✓	✓
Dedicated Networking Opportunity Within Virtual Platform	✓		
50-Minute Speaking Slot (General Conference Session)	✓		
30-Minute <i>In Perspectives</i> Speaking Slot (Product-Driven Presentation)	✓	✓	
Hyperlinked Logo and Description on Homepage	✓	✓	✓
Hyperlinked Logo and Description on Dedicated Sponsor Page	✓	✓	✓
Logo in Selected Marketing Emails	✓	✓	
Free Full Event Passes for Your Staff or Customers	5	2	1
Free Staff/Exhibit Passes (Limited Virtual Event Access)	10	5	3
Discount on Additional Full Event Registrations (Can Be Combined with Active Early Bird and Group Discounts)	15%	15%	15%
Additional 10% Off When Combined with Other DATAVERSITY Media Kit Options	✓	✓	✓

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Immuta
Infinata
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Infogix
Informatica
Information Asset
Innovative Systems
Integrus Software
Intellicus
intelligentTag
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MANTA
MapR Technologies
MarkLogic
Melissa
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Openprise
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Hundreds of qualified decision makers, over 1,200 virtual attendees, and a track record of consistently superior results make EDW 2021 a must-participate event for companies like yours. Make sure your brand is represented!

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ENTERPRISE DATA WORLD

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