Sponsorship Prospectus
DGIQ EAST 2022

JW Marriott
Washington DC
December 5-9, 2022

Listed pricing valid through 12/1/2021

Produced by:

DATAVERSITY®

COVID-19 SPONSOR UPDATE

As we prepare for Data Governance and Information Quality 2022, we at DATAVERSITY have evaluated the available COVID-19 health protection protocols very closely, always with the utmost priority on the safety and security of all DGIQ participants. This is why we have made the decision to require all DGIQ 2022 attendees to be fully vaccinated in order to attend this year's event.

There is a considerable amount of data that informs this decision, and though we anticipate that this policy may not be popular with everyone, we believe that it is in the best interests of allowing DGIQ participants to attend and network confidently with other attendees, speakers, and sponsors.

If you have any questions, please contact me at tony@dataversity.net, or Lynn Shaffer, Manager of Operations, at lynn@dataversity.net for more information.

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Tony Shaw
CEO
DATAVERSITY

Audience profile is based on our Data Governance network and events.

Role		IT Budget	
Information/Data Governance	46%	Under $100,000	9%
Executive Management	14%	Between $100,000 and $1 Million	13%
Data and Information Architecture	12%	Between $1 Million and $10 Million	15%
Business Intelligence/Analytics	7%	$10 Million and over	51%
IT Management	5%	Unknown	12%
Marketing/Market Research	3%		
Other	13%		

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	22%
5,000 - 9,999	17%
10,000 and over	41%

Sample attendee list was generated from past Data Governance events hosted by DATAVERSITY.

Company Name	Company Name
ABC	FedEx
ACE	First Citizens Bank
Administrative Office of the U.S. Courts	Fisher Scientific
Aflac	Ford Motor Company
Air Products and Chemicals	General Mills
Allianz Life	Genomic Health
Allstate	GM Financial
Amazon	Goldman Sachs & Co
AMC Theatres	Google
American AgCredit	H&R Block
American Express	Hallmark Cards, Inc.
American Family Insurance	HarbourVest
Argonne National Laboratory	Hewlett Packard
Arizona Department of Environmental Quality	HNTB
Aspen RxHealth	Home Trust Company
Astoria Bank	Honeywell
AT&T	Indeed
Bank of America	JB Hunt
Basin Electric Power Cooperative	JP Morgan
Blue Cross Blue Shield	Kaiser Permanente
Boeing	Key Bank
Bridgestone	LeasePlan USA
Bureau of Land Management	Liberty Mutual
California Department of Education	MasterCard
California Department of Motor Vehicles	Ministry of Forests and Range
Cancer Care Ontario	MIT
Capital One	Morgan Stanley
Charles Schwab	Multnomah County
Chesapeake Energy	Nike
Church of Jesus Christ of Latter-day Saints	Northwestern Mutual
Citigroup	Optum
Citizens Bank	Parkview Medical Center
Colorado Department of Education	Premise Health
Comcast	Priority Health
Cox Communications	Quest Diagnostics
CT, Wolters Kluwer	Salesforce
Deutsche Telekom AG	Sargento Foods Inc.
Equifax	Schlumberger
Fannie Mae	Scottrade, Inc.
Farm Bureau Insurance	Shutterfly
FDA	Southwest Airlines
Federal Reserve	State Farm

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

Sponsor Package Details

Premier Sponsorship

- **10x10 exhibit booth space.** Includes skirted table, two chairs, signage, and electrical connection.

- **Keynote panel participation** (for C-level sponsor representatives)**.**

- **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) free 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 **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.

- **DATAVERSITY-hosted white paper** for three months, no lead minimums or maximums.

- **Two (2) free 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

- **10x10 exhibit booth space.** Includes skirted table, two chairs, 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) free 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 **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.

- **DATAVERSITY-hosted white paper** for three months, no lead minimums or maximums.

- **Two (2) free 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

- **10x10 exhibit booth space.** Includes skirted table, two chairs, signage, and electrical connection.

- **30-minute product presentation.** A product-driven presentation allowing vendors to freely discuss their products, tools, and services.

- **Three (3) free conference and tutorial passes.**

- 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) free 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

- **10x10 exhibit booth space.** Includes skirted table, two chairs, signage, and electrical connection.

- **One (1) free conference and tutorial pass.**

- 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) free 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

Additional Sponsor Options

- **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).
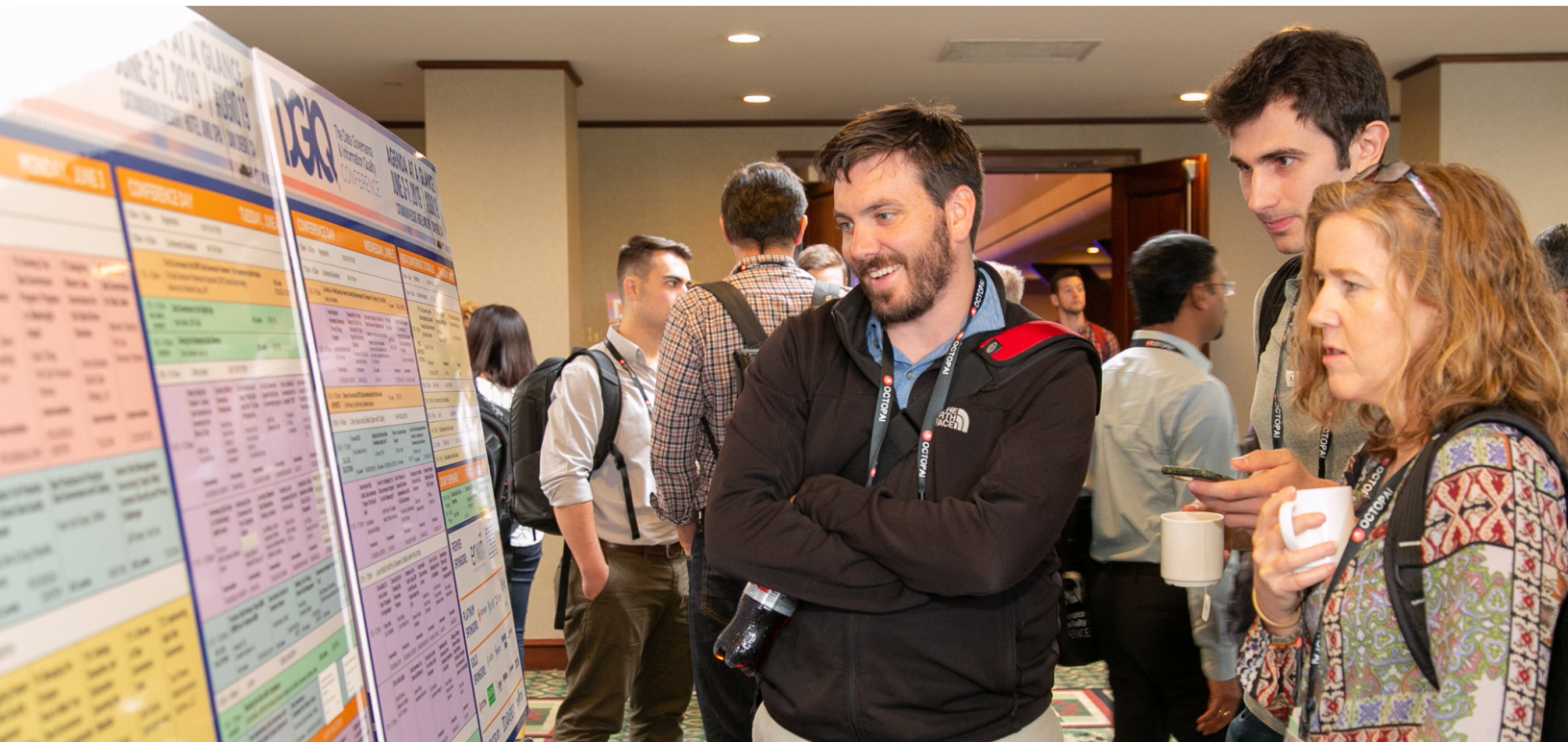

Photo taken at DGIQ 2019 Conference

Sponsor Packages & Pricing

	PREMIER SPONSORSHIP	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP
Exhibit Booth Space: Table, Chairs, Electrical Outlet Included	✓	✓	✓	✓
Free Exhibit Staff Passes (w/ Meals)	2	2	2	2
Keynote Panel Participation (For C-Level Sponsor Representatives)	✓			
45-Minute Speaking Slot (Conference Session)	✓	✓		
30-Minute Speaking Slot (Product Presentation)	✓	✓	✓	
Private Hosted Reception (See Package Details)	✓	✓		
Logo and Company Description on the Website	✓	✓	✓	✓
Hyperlinked Logo and Description on Sponsor Page & Homepage	✓	✓	✓	✓
Logo in Select Marketing Emails	✓	✓	✓	
Literature Insert in Attendee Bags	✓	✓		
Free Conference & Tutorial Passes for Colleagues or Customers (Mon – Thu)	7	5	3	1
Discount for Additional Staff Registrations Discount for Your Clients and Customers	15% 10%	15% 10%	15% 10%	15% 10%
Your White Paper Hosted by DATAVERSITY for Up to 3 Months (No Lead Minimums or Maximums)	✓	✓		

Popular Sponsor Add-Ons:

Lunch (Limited Availability). Easel sign and literature on each place setting.

Literature Distribution in Bags. Sponsor provided literature is distributed with the conference proceedings

FOR SPONSORSHIP INQUIRIES

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Warwick Davies:

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

DGIQConference.com