

# ENTERPRISE DATA WORLD<sup>®</sup>

**2022**

Sponsorship  
Prospectus

**THE TRANSFORMATION TO DATA-DRIVEN BUSINESS STARTS HERE**

**Sheraton Hotel & Marina • San Diego, CA • March 20-25, 2022**

## Introduce Yourself to Qualified Decision-Makers

- Sponsor-Driven Presentations
- Exhibit Options
- Networking Opportunities



**EXHIBIT**



**SPEAK**



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 **DATAVERSITY<sup>®</sup>**



# A MESSAGE FROM TONY SHAW, CEO OF DATAVERSITY

## COVID-19 SPONSOR UPDATE

As we prepare for our first in-person Enterprise Data World conference in almost two years, 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 EDW participants. This is why we have made the decision to require all EDW 2022 attendees to be fully vaccinated in order to attend this year's event. Face coverings will be required indoors, with practical exceptions for meals and active speakers.

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 EDW participants to attend and network confidently with other attendees, speakers, and sponsors.

Of course, we understand that most people will still have questions, and we are currently preparing a FAQ page to address these. Meanwhile, you are welcome to email [registration@dataversity.net](mailto:registration@dataversity.net) with any specific questions. We are currently working with a specialist testing firm to define the validation and testing protocols that will be necessary for EDW, and we will post this plan as soon as it is available. If you have any questions, please contact me at [tony@dataversity.net](mailto:tony@dataversity.net), or Lynn Shaffer, Operations Manager, at [lynn@dataversity.net](mailto:lynn@dataversity.net) for more information.

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**Tony Shaw**  
CEO  
DATAVERSITY



# What Makes Our Attendees Your Most Qualified Customers?

## **We're Specialists, Not Generalists**

We focus specifically on Data Governance, Enterprise Data, 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 more attendees each year no matter the location.



## **Our Audience Has Money to Spend**

Attendees pay over \$2,100 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 Special Features and Topics**

- Data Strategy
- Data Governance & Quality
- Master Data Management
- Data Architecture
- Business Intelligence & Analytics
- Data Science
- Data and Business Modeling
- New Data Technologies
- Data Security, Privacy & Protection
- Data Literacy
- Enterprise Information Management (EIM)
- Metadata Management
- Digital Transformation
- Knowledge Graphs
- Industry Trends
- Unstructured Data

# 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:** 73% 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

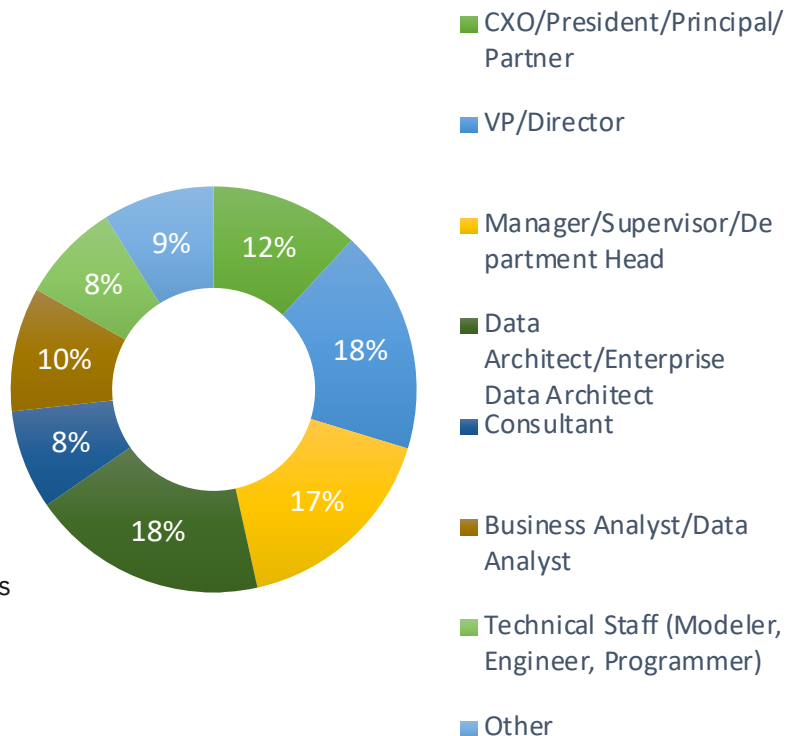
## PAST ATTENDEES BY JOB TITLE:

## 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

## ATTENDEES BY INDUSTRY:

21%	Banking/Finance
13%	Insurance
8%	Government/Military
15%	Technology/Communications
7%	Health Care
5%	Retail/Manufacturing
3%	Energy/Utilities
11%	Consulting/Services
3%	Food & Beverage/Entertainment
14%	Other



## 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



**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 the companies that have been represented at past EDW conferences.

1-800 Contacts  
1st Bank  
Ace Hardware  
ADRM Software  
Aflac  
Akamai  
Alberta Dept. of Energy  
Alberta Environment  
Allstate  
American AgCredit  
American Cancer Society  
American Express  
American Greetings  
Amtrak  
Amway  
Apache Corp  
AT&T  
ATPCO  
AutoZone  
Baird  
Bank of America  
Bank of Oklahoma  
BCBS KC  
BCBS KS  
BD  
Bendigo Bank  
Blue Shield CA  
BNSF Railway  
Boeing  
BP  
Brady Corp  
Brazil Chamber of Deputies  
BrightScope  
British Army  
Buchanan & Edwards  
Capital Group  
Capital One  
Catalina Marketing  
Charles Schwab  
Chata Technologies  
Citizens Bank  
City of Austin  
City of Redmond  
CNO Financial  
Cognizant  
Compassion Int'l  
Compuware  
Consumers Energy  
Cooperators Group  
CPP Investment Board  
CSL Behring  
Cummins, Inc.  
Curtiss Wright  
Dun & Bradstreet  
Daymon Worldwide  
Defense HR Activity  
Dept. of Nat'l Defense CA  
Dimensional Fund Advisors  
Discover  
DST Systems  
Duke Medicine  
E\*TRADE  
East West Bank  
Equifax  
Eugene Water & Electric  
Eurasian Resources Group  
Exelon Corp  
Export Development CA  
ExxonMobil  
Fannie Mae  
Farm Credit Canada  
Farmers Insurance  
FBI  
Federal Reserve Bank  
FHLBI  
Fidelis Care NY

Fidelity Investments  
First Command  
First National Bank  
First Republic Bank  
FirstBank  
FRB NY  
Galliard Capital Mgmt.  
General Electric  
General Mills  
General Motors  
Gjensidige  
GM Financial  
Graph Story  
Harvard Pilgrim  
Hitachi Data Systems  
Honda North America  
Horace Mann  
HP Vertica  
HSBC  
Hyundai Capital  
IBM  
ICEDQ  
IDEXX Laboratories  
Innovapost  
Intel  
International Finance Corp  
IRS  
JB Hunt  
John Deere  
Kaiser Permanente  
Key Bank  
Kimberly-Clark  
LDS Church  
LexisNexis  
Liberty Mutual  
Lockheed Martin  
Lotame  
Lowe's  
Marriott  
Marrow Donor Program  
MasterCard  
Mayo Clinic  
McAfee  
McDonald's  
MD Anderson  
Medtronic  
Meijer  
Mercer  
MetLife  
Microsoft  
MillerCoors  
MITRE  
Moneygram  
Morgan Stanley  
Morningstar  
Moxie  
NASA Langley Research Ctr.  
National Instruments  
Navy Federal Credit Union  
NBTV  
Nedbank  
NetApp  
New York Power Authority  
Nissan North America  
Northwestern Mutual  
Novo Nordisk Inc.  
NTT DATA  
OneAmerica  
Onyx Pharmaceuticals  
Optum / UnitedHealth  
Oracle  
ORBIT Analytics  
Overstock  
Pekin Insurance  
PEMCO  
Petrobras

Pfizer  
Philip Morris  
Piedmont Natural Gas  
Presidio  
Progressive Insurance  
Providence Health  
Public Safety Canada  
Purdue University  
QuantRes  
Quicken Loans  
Quintiles  
Raytheon  
Red Hat  
Robert W. Baird & Co.  
Ropes & Gray  
Royal Bank of Canada  
Sacramento Utility  
Safeway Inc.  
Salesforce  
SAP  
Sapient  
SAS  
Saudi Aramco Oil Co.  
Schneider  
Scholastic Corp  
Scotiabank  
Sears Holdings  
Securities Commission  
Sharp Healthcare  
Shell  
Shelter Insurance  
SimCorp  
Smith & Nephew  
Sonic Automotive  
Sony PlayStation  
Standard and Poor's  
Stanford University  
State Farm  
Symantec  
T-Mobile  
Target  
Taubman Co  
Tanner Medical Center  
TD Bank  
TD Insurance  
Teacher Retirement Sys TX  
TELUS  
The Data Incubator  
The Hartford  
Thompson Reuters  
Thrivent Financial  
TIAA  
TN Nashville Schools  
TravelClick  
Travelers Insurance  
Turkey GarantiBank  
UL Systems  
Uline, Inc.  
University of Pittsburgh  
University College Cork  
U.S. Government  
U.S. Treasury  
U.S. Xpress  
USAC  
Uturn Data Solutions  
Vanguard  
Verizon  
Vonage  
WA State DOT  
Walgreens  
Wells Fargo Insurance  
Western Canada Lottery Corp  
Westfield Group  
WI DOT  
York Region  
Zions Bancorp

# EVENT SPONSORSHIP OPTIONS

	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP	BASIC EXHIBITOR
Exhibit Space	10' x 20'	10' x 10'	10' x 10'	10' x 10'
1 "P" Level Item	✓			
1 "A" Level Item	✓	✓		
1 "B" Level Item	✓	✓	✓	
60-Minute Speaking Slot (Conference Session)	✓			
30-Minute <i>In Perspectives</i> Speaking Slot (Product Presentation)	*	*		
Private Reception Networking Opportunity	✓	✓		
Logo and Company Description in Mobile App	✓	✓	✓	✓
Hyperlinked Logo and Description on the Website (Homepage and Sponsor Page)	✓	✓	✓	✓
Logo on Selected Marketing Emails	✓	✓		
Literature Included In Attendee Registration Bags	✓	✓		
Literature Distribution Near Registration Area	✓	✓	✓	
Full Event Passes for Your Staff or Customers	5	3	2	
Discount Off Additional Registrations (Can Be Combined With Early Bird and Group Discounts)	15%	15%	15%	15%
Complimentary Exhibit Passes	Unlimited	Unlimited	Unlimited	Unlimited

\* Platinum and Gold sponsors can use their "A" level item for a 30-minute *In Perspectives* product presentation.

## ADDITIONAL SPONSORSHIP ITEMS

<b>P LEVEL</b> <b>(Platinum sponsors choose one)</b> <ul style="list-style-type: none"> <li>✓ Keynote panel participation</li> <li>✓ Branded attendee bag</li> <li>✓ Upgrade from 10' x 20' to 20' x 20' booth</li> <li>✓ Sponsored lunch</li> </ul>	<b>A LEVEL</b> <b>(Platinum and Gold sponsors choose one)</b> <ul style="list-style-type: none"> <li>✓ <i>In Perspectives</i>, a 30-minute product session</li> <li>✓ Badge holder insert OR branded lanyard</li> <li>✓ Upgrade from 10' x 10' to 10' x 20' booth</li> </ul>	<b>B LEVEL</b> <b>(Platinum, Gold, and Silver sponsors choose one)</b> <ul style="list-style-type: none"> <li>✓ White paper hosted by DATAVERSITY</li> <li>✓ Sponsored breakfast</li> <li>✓ Sponsored coffee break</li> <li>✓ Lead Scanner + booth convenience package</li> </ul>	<b>ADDITIONAL SPONSOR ADD-ONS</b> <ul style="list-style-type: none"> <li>✓ Live webinar</li> <li>✓ Literature distribution near registration area</li> <li>✓ User group meeting</li> </ul>
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# EVENT SPONSORSHIP OPTIONS

## PLATINUM OPTION "P" LEVEL – Platinum sponsors choose one

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

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

**Upgrade exhibit booth space** from 10' x 20' to 20' x 20'

**Luncheon:** Prominent acknowledgment on signage. Your literature placed on every chair. (Limited to one sponsor per lunch. Total of three lunches during conference schedule.)

## "A" LEVEL – Platinum and Gold sponsors choose one

**Upgrade exhibit booth space** from 10' x 10' to 10' x 20'

**In Perspectives presentation:** A 30-minute conference session detailing your company's chosen topic or product demonstration. *In Perspectives* sessions are held during exhibit hours. (One included with every platinum-level sponsorship.)

**Badge holder insert:** Sponsor supplies a 4" x 4" printed card to be inserted into our 4" x 3" badge holders. (A one-inch headline appears above attendee name.)

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

## "B" LEVEL – Platinum, Gold, and Silver sponsors choose one

**Breakfast:** Two large easel signs and literature are placed in breakfast areas.

**Coffee break:** Two large easel signs and literature are placed in coffee break areas.

**White paper:** Sponsor-provided paper hosted by DATAVERSITY for 3 months (no lead limits).

**Lead Scanner + Convenience Package:** One 6' draped table, two chairs, scanner and printer, and electrical outlet.

## ADDITIONAL SPONSOR ADD-ONS

**Literature distribution:** Literature is placed in high traffic areas (non-exclusive placement).

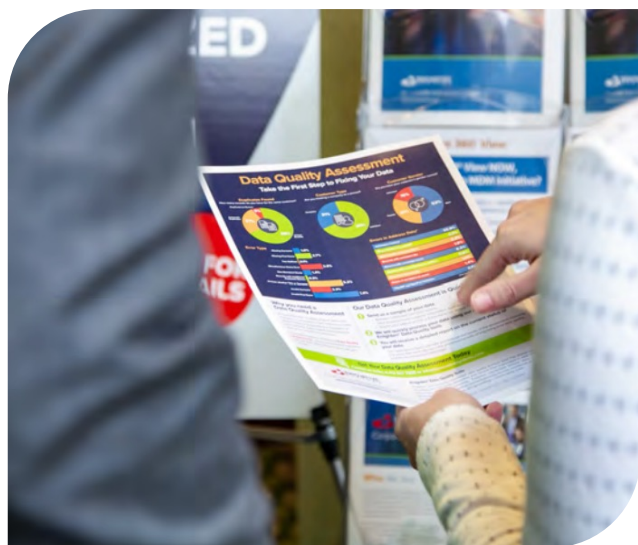
**Webinar** hosted and promoted by DATAVERSITY

**User-group meeting:** Consulting, budgeting, promotion, registration, meeting planning, and on-site support can be provided, depending on needs of the sponsor.



# JOIN THESE PAST EDW SPONSORS!

360Science	Data Advantage Group	IBM	Onna	SitScape
Access Sciences	Data Blueprint	IDERA	Openprise	SmartSoftDQ
ActivNAV	data.world	IDMA	Orbis Technologies	SnapLogic
Adaptive	Datablau	Immuta	ORBIT Analytics	Snowflake Computing
Adeptia, Inc.	Dataiku	Infinata	Osthus Group	SplashBI
ADRM Software	DataKitchen	InfiniteGraph	Phasic Systems	Splice Machine
Aerospike	Datasource Consulting	Infogix	PoolParty	Stardog
Alation	Datasparc	Informatica	Precisely	Stibo Systems
Alteryx	Datawatch	Information Asset	Profium	Syniti
Altilia	DataWise	Innovative Systems	Protiviti	Synthos Technologies
ALTR	Dell Boomi	Intellicus	PSSC Labs	T4G
Amazon Web Services	Deloitte	intelligentTag	Pyramart	Tamr
Anchor Software	Denodo Technologies	Io-Tahoe	Pyramid Analytics	TDAN.com
ASG Technologies	DGPO	IRI (The CoSort Company)	Qlik Technologies	Texas A&M University
Astera	DQ Labs	JJR Solutions	Quest Software	Tibco
Ataccama Corporation	Drexel University	LeanXcale	R2C Reports & Requirements	TigerGraph
AtomRain	EnterpriseWeb	MANTA Software	Redis Labs	TopQuadrant
BigID	Experian	MarkLogic	RedPoint Global	Vertica
Bitwise	Expert.ai	Melissa	Reltio	WhereScape
Blanco	FairCom	Merkle	RepreZen	XenoDATA
Cambridge Semantics	Finch Computing	Meta Integration	Saffron Technology	ZE PowerGroup
CapTech Consulting	First San Francisco	Technology	Sandhill Consultants	
Cloudera	Partners	Metric Insights	SAP	
CloverETL	Fluree	Neo4j	SAS Institute	
CMMI Institute	Franz	Noah Consulting	Semantic Arts	
Collibra	Global Data Strategy	Octopai	Semarchy	
Compunnel Digital	GraphGrid	OmniSci	Silwood Technology	
D&B	Hackolade	OneTrust		



## BE IN THE RIGHT PLACE AT THE RIGHT TIME!

Hundreds of qualified decision makers, dozens of networking opportunities, and a track record of consistently superior results make EDW 2022 a must-participate event for companies like yours. Make sure your brand is represented!

**Call today to reserve your space and find out which sponsor options are still available.**

**Contact Warwick Davies for more information at 781-354-0119 or [warwick@dataversity.net](mailto:warwick@dataversity.net)**

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