

ENTERPRISE DATA WORLD[®]

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



CONNECT

enterprisedataworld.com

PRODUCED BY

 DATAVERSITY[®]



A MESSAGE FROM TONY SHAW, CEO OF DATAVERSITY

COVID-19 SPONSOR UPDATE

As of June 15, 2021, the State of California has lifted almost all significant COVID restrictions on group meetings, including social distancing and indoor capacity limits. With this news, we at DATAVERSITY are moving forward with preparations for the 2022 EDW Conference to be 100% in-person at the Sheraton Hotel & Marina in San Diego in March of 2022.

As part of our due diligence, we are working closely with event partners in San Diego to ensure that we meet all local, state, and national health and safety requirements. We will be following all relevant hygiene protocols and policies, which may include mandatory face coverings, proof of vaccination (or proof of negative testing), rapid on-site testing, and implementation of specific COVID hygiene procedures. We will therefore need to require all event participants and staff to comply with the health and safety regulations that are in place at the time of the conference. We greatly appreciate your ongoing understanding and support as we work to meet these standards and/or resolve relevant issues as they arise.

If you have any questions, please contact me at tony@dataversity.net, or Kat Parker, Operations Manager, at kat@dataversity.net for more information.

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.

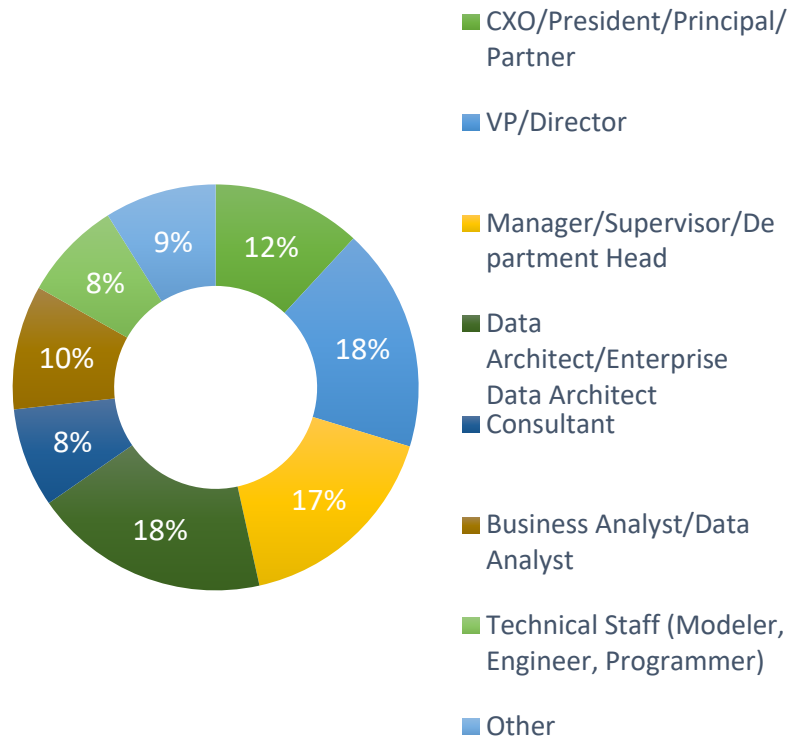
EXECUTIVES IN ATTENDANCE:

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
NBTY
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

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

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.)

Attendee bag literature insert: Sponsor supplies literature or promotional item to be placed in all attendee bags distributed at registration.

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



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

**ENTERPRISE
DATA WORLD**

DATAVERSITY
13020 Dickens Street
Studio City, CA 91604 USA

enterprisedataworld.com