



# Sponsorship Prospectus

Featuring co-located event:

**WOMEN** IN DATA MANAGEMENT  
AND GOVERNANCE

**Omni Shoreham Hotel**  
**Washington, D.C.**  
**December 9-13, 2024**

Exhibits Open: December 10-11, 2024

Produced by:

**DATAVERSITY**<sup>®</sup>

Role		IT Budget	
Information/Data Governance	25%	Under \$100,000	21%
Executive Management (CIO, CTO, CEO, CDO, Executives, Directors, and Managers)	31%	Between \$100,000 and \$1 Million	32%
Technology (Architects, Modelers, and IT Managers)	6%	Between \$1 Million and \$10 Million	27%
BI/Analysts/Data Scientists	18%	Over \$10 Million	20%
Other	20%		

Industry			
Consultant/Business Service	12%	Energy	2%
Finance/Banking	13%	Manufacturing	8%
Government/Military/Public Admin	19%	Technology	13%
Health Care/Life Sciences	6%	Telecommunications	2%
Education	12%	Other	13%

Number of Employees	
Under 50	10%
50 - 999	23%
1,000 - 4,999	27%
5,000 - 9,999	12%
10,000 and over	28%

For sponsorship questions, contact Shannon Kempe at [shannon@dataversity.net](mailto:shannon@dataversity.net)

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

Company Name	Company Name
Abbott Labs	Los Alamos National Laboratory
Adidas	McKesson
Allstate Insurance	Mutual of Omaha
American Airlines	National Cybersecurity Authority
American Express	Nestle
Amica	NetJets
Ascensus	New Balance
Baird	Northrop Grumman
Bank of America	Northwestern Mutual
Blue Cross Blue Shield of North Carolina	NY Power Authority
Boehringer Ingelheim	Ocean Spray Cranberries
Bristol Myers Squibb	Panasonic
California Department of Social Services	Patagonia
Capital One	Paychex
Cardinal Health	PepsiCo
Carhartt	PIMCO
Carnegie Mellon University	Procter & Gamble
Chick-fil-A	Progressive Insurance
Columbia Sportswear	Prudential
Comcast	Roche
Department of Defense	San Diego Gas & Electric
Discover Financial Services	Sargento Foods
eBay	Shell
Electronic Arts	Siemens Energy
Eli Lilly & Company	Sierra Nevada Corporation
ExxonMobil	Sony Pictures Entertainment
Federal Aviation Administration	Starbucks
Federal Energy Regulatory Commission	Subaru of America
Federal Reserve Bank of New York	Sun Life
Fidelity Investments	Takeda
General Electric	The Hartford Insurance Group
General Mills	The Home Depot
George Washington University	Thermo Fisher Scientific
Hilton	U.S. Army
Humana	Under Armour
Internal Revenue Service	University of Arizona
Johns Hopkins	US Department of Agriculture
Johnson & Johnson	US Environmental Protection Agency
JP Morgan Chase	USAA
Liberty Mutual	Vanguard
Lincoln Financial Group	Walgreens
Lockheed Martin	Williams Sonoma

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## Premier Sponsorship

### Two (2) Available

- **Top billing logo visibility** online, on-site signage, and in the mobile app.
- **10x10 Exhibit Space:** Includes skirted table, two chairs, signage, and electrical connection.
- **Keynote Panel Participation – exclusive to Premier Sponsors:** your c-level or VP-level representative will be listed online and in the mobile app as part of this featured session.
- **45-minute Thought Leadership Presentation:** non-commercial presentation designed to educate the audience. Topic and speaker to be approved by DATAVERSITY. Lead retrieval can be used.
- **30-minute Product Presentation:** product-driven presentation allowing vendors to freely discuss their products and services. Lead retrieval can be used.
- **Five (5) free conference and tutorial passes, \$15,000+ value.**
- **Optional – Private hosted event opportunity:** Sponsor chooses guests from attendee list. Sponsor is responsible for costs and logistics.
- Your **literature distributed to every attendee** in attendee packets (one page, 8.5x11, 4 oz. maximum).
- 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 \$300 per person.
- **Conference registration discounts:** 15% for staff and 15% for clients and customers.

## Platinum Sponsorship

### Three (3) Available

- **10x10 Exhibit Space:** Includes skirted table, two chairs, signage, and electrical connection.
- **45-minute Thought Leadership Presentation:** A non-commercial presentation designed to educate the audience. Topic and speaker must be approved by DATAVERSITY. Lead retrieval can be used.
- **30-minute Product Presentation:** A product-driven presentation allowing vendors to freely discuss their products, tools, and services. Lead retrieval can be used.
- **Three (3) free conference and tutorial passes, \$9,000+ value.**
- Your **literature distributed to every attendee** in attendee packets (one page, 8.5x11, 4 oz. maximum).
- 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 \$300 per person.
- **Conference registration discounts:** 15% for staff and 15% for clients and customers.

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## Gold Sponsorship

### Five (5) Available

- **10x10 Exhibit 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 and services. Lead retrieval can be used.
- **Two (2) free conference and tutorial passes, a \$6,000+ value.**
- 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 \$300 per person.
- **Conference registration discounts:** 15% for staff and 15% for clients and customers.

## Silver Sponsorship

- **10x10 Exhibit 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 \$300 per person.
- **Conference registration discounts:** 15% for staff and 15% for clients and customers.



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- **Expo Reception Sponsorship - exclusive: SOLD**
- **Attendee Lunch Sponsorships - only 2 available: Day 1 SOLD;** Day 2 Sign with your logo at lunch area and on each attendee table, plus your literature at each place setting. Inclusive of food & beverage arranged by event management.
- **Attendee Breakfast Sponsorships – only 2 available:** Day 1; Day 2 Sign with logo at breakfast area and on each food and coffee station. Sponsor can provide branded napkins which will be displayed at the coffee stations. Sponsorship includes all food & beverage, organized by event mgt.
- **Attendee Coffee Break Sponsorships:** Your logo will be displayed on coffee station signs. Sponsor can provide branded napkins. Sponsorship includes coffee, organized by event management.
- **Dessert Sponsorships - only 2 available:** Day 1 Ice Cream Social; Day 2 Dessert. Your logo will be displayed on area signs, and one dessert station will be placed next to your booth! Food and beverage arranged by event management.
- **Attendee Bag Sponsorship - exclusive: *two ways to sponsor***
  - Option 1:** Your organization supplies your own branded bags and event staff will insert your literature\* and directly hand out your bags to attendees at registration. [you ship bags and inserts to event mgt.]
  - Option 2:** Your logo along with the DATAVERSITY logo will be printed on the keepsake bags, your literature\* will be added to the bags by DATAVERSITY staff, and directly handed out to attendees at registration. [cost inclusive of bags, printing] \*Please note: other Sponsors' literature will also be included in these bags, part of Premier and Platinum Packages.
- **Literature Distribution - limited to 3 opportunities:** Sponsor provides literature for attendee packets received at on-site registration. (Premier and Platinum Sponsor Packages already include this perk. Note: 8.5x11, 4 oz maximum size.)

**Women in Data Management & Governance** *Supporting Sponsorships - see page 8*



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	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)	5	3	2	1
Discount for Additional Staff Registrations	15%	15%	15%	15%
Discount for Your Clients and Customers	15%	15%	15%	15%
Your White Paper Hosted by DATAVERSITY for Up to 3 Months (No Lead Minimums or Maximums)	✓	✓		



## NEW for 2024:

### Thought Leadership Sessions with Lead Generation

These 45-minute sessions are available only with Premier and Platinum Sponsorship Packages. A dedicated session room, with standard A/V, and promotion of your topic and speakers both online and in the mobile app are included. Sponsors can utilize the same lead retrieval devices used at their booth.

## FOR SPONSORSHIP INQUIRIES

Contact Shannon Kempe at [shannon@dataversity.net](mailto:shannon@dataversity.net)

# **WOMEN** IN DATA MANAGEMENT AND GOVERNANCE

## **Support Sponsorship Opportunities**

Align your organization with DATAVERSITY's Women in Data Management & Governance (WDMG) learning and networking opportunities which take place during the DGIQ Conference. As a Sponsor of this program, your organization will be seen as a key ally as we work to lift women's voices, highlight their career paths, and provide opportunities for mentorship connections.

Sponsorship support of the WMDG event will include brand visibility prior to the event and continues on-site in high visibility locations to correspond with each aspect of the robust WDMG event.

### **WDMG Supporting Organization Opportunities**

Includes the following deliverables before, during and after the event

- **Public Sponsorship announcements will include your logo:**
  - On the Conference Website – August through December.
  - In the Conference Mobile App – which launches prior to the event.
  - In multiple Sponsor Thank You posts on Social Media prior to event.
- **WDMG Content Support:**

As Women in Data Management & Governance attendees delve into inspiring content, they will be reminded of your vital support of the learning initiatives with:

  - Signage at the session room entrance featuring your logo.
  - Sponsor logos featured on the “walk in” slide displayed prior to each of the sessions, will greet attendees as they enter the room.
  - A dedicated slide added to rotation displayed between sessions – we invite you to include a QR code to maximize attendee interaction.

*More WDMG Supporting Sponsorships available - please see the next page!*

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## WDMG Networking Reception Sponsorship

### Exclusive

5:30 to 6:30 PM ET

Attendance at the reception is open to all DGIQ attendees. The Reception kicks off the celebratory portion of the day and provides attendees with time to network. Your Sponsorship deliverables include **all of the brand visibility included at the Supporting Organization Sponsorship level (noted above) plus:**

- Sponsorship is inclusive of beer, wine, cocktails, and hors d'oeuvres served during the reception. The DATAVERSITY team will arrange/provide all food & beverage.
- Sponsor's logo on attendee drink tickets.
- Bar-top and table-top food station signs to announce your Sponsorship with logo, provided and displayed by DATAVERSITY.
- Optional: Sponsor can provide branded cocktail napkins, to be shipped to address provided with deadline. These will be used at the bar and food stations.
- Digital signage in Reception area featuring your slide with logo and messaging.

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## WDMG Dinner Sponsorship

### Exclusive

6:30 to 8 PM ET

The WDMG event will culminate with a 3-course dinner, we anticipate 100 attendees. Your Sponsorship includes all of the brand visibility included at the Supporting Organization Sponsorship level (noted above) plus:

In addition, for taking on this higher level of support for the WDMG event, your organization will receive top billing among all WDMG Sponsor, plus:

- Sponsorship is inclusive of all Food & Beverage, a 3-course meal and open bar to be arranged/provided by DATAVERSITY.
- Table-top signs noting your Sponsorship at each dinner table and at the bar.
- Option to provide cocktail napkins to be used at the bar throughout dinner.
- Digital sign announcing your sponsorship at the room entrance.
- Sponsor logo slide will be displayed on the video screen during the duration of Dinner.
- Your organization's executive-level representative can address the Women's event audience for 5 minutes to kick off the Dinner.
- 2 members of your team can attend the Dinner to network with attendees.