

# DATAVERSITY DEMO DAY 2024 PROSPECTUS



**Present your products and services to  
hundreds of data professionals online**

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# DATAVERSITY DEMO DAY 2024 SESSION SCHEDULE

Date	Topic
February 21	Data Governance
March 20	MDM
April 17	Data Quality
May 15	Data Catalog
June 12	Data Architecture
July 17	Data Governance
August 14	MDM
September 18	Data Quality
October 16	Data Catalog
November 20	AI Governance

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June 12

# DATAVERSITY DEMO DAY 2024

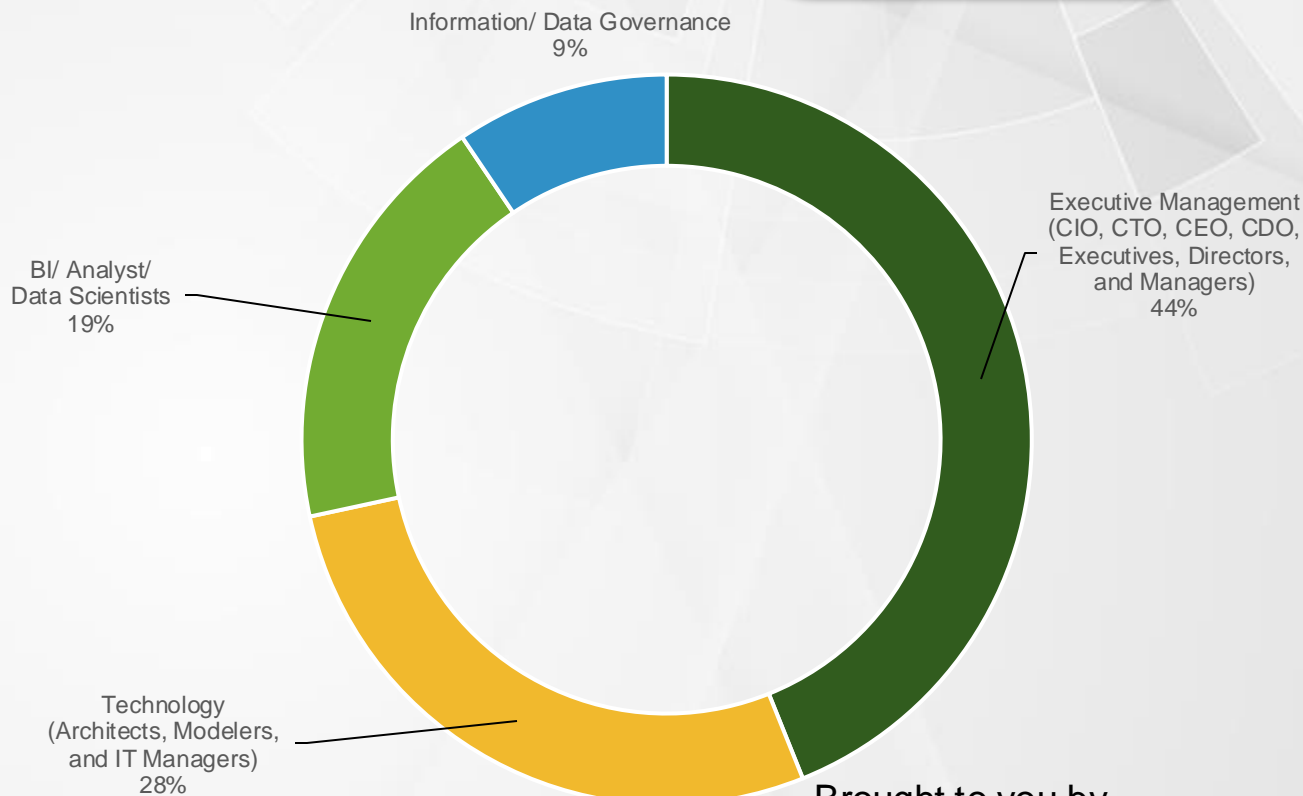
## Data Architecture

### Demographics

Industry	Percentage
Consulting	7.9%
Education	2.8%
Energy	3.3%
Finance	18.8%
Government	9.2%
Health Care	10.2%
Hospitality	1.0%
Insurance	8.4%
Manufacturing	5.3%
Retail	2.8%
Technology	10.4%

### Data Architecture Audience Statistics

- 75% of registrants describe themselves as “decision-makers”
- 55% U.S.-based
- 48% of registrants work for companies with >5,000 employees
- 46% of registrants work in finance, government, insurance, and health care



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May 15  
Oct 16

# DATAVERSITY DEMO DAY 2024

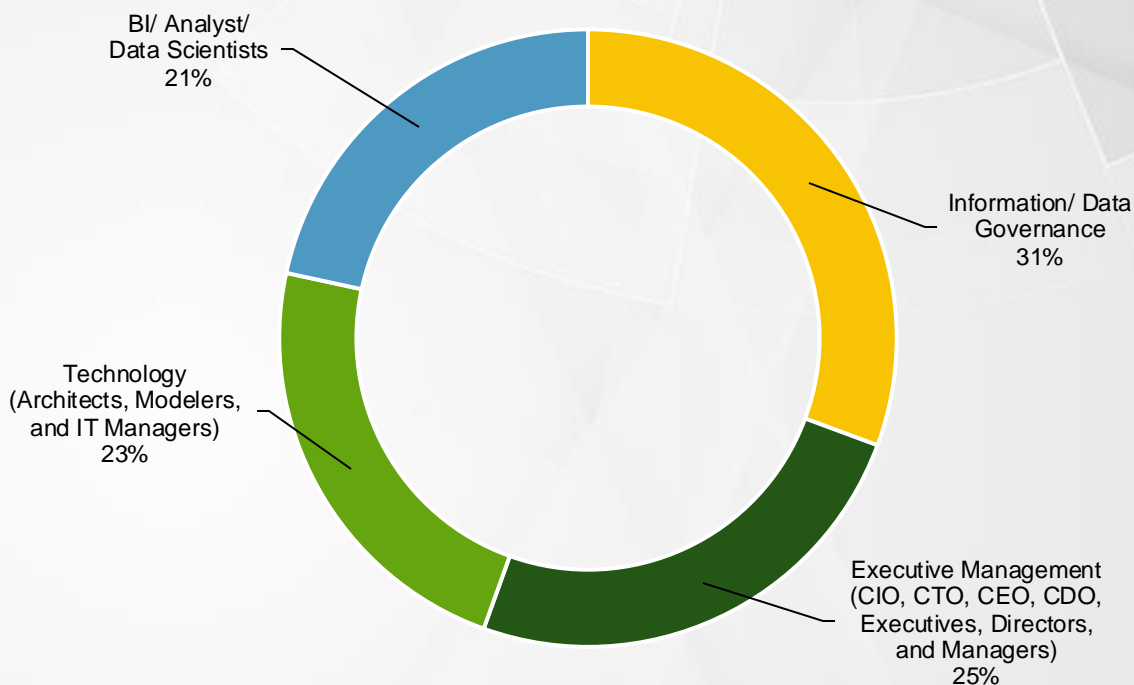
## Data Catalog

### Demographics

Industry	Percentage
Consulting	6.5%
Education	3.8%
Energy	2.8%
Finance	17.3%
Government	14.0%
Health Care	10.0%
Hospitality	0.3%
Insurance	7.5%
Manufacturing	3.8%
Retail	1.8%
Technology	11.5%

### Data Catalog Audience Statistics

- 78% of registrants describe themselves as “decision-makers”
- 63% U.S.-based
- 44% of registrants work for companies with >5,000 employees
- 49% of registrants work in finance, government, insurance, and health care



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Feb 21  
July 17

# DATAVERSITY DEMO DAY 2024

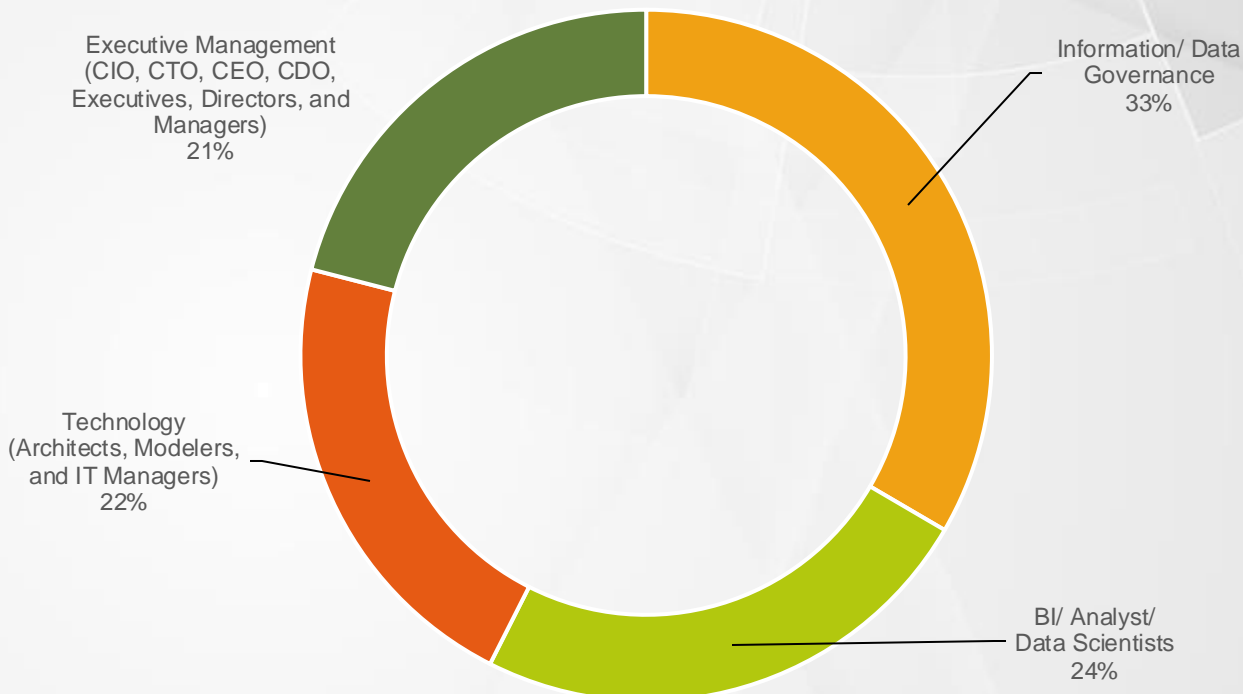
## Data Governance

### Demographics

Industry	Percentage
Consulting	8.70%
Education	4.20%
Energy	3.20%
Finance	15.00%
Government	9.70%
Health Care	12.30%
Hospitality	0.80%
Insurance	7.50%
Manufacturing	6.90%
Retail	2.40%
Technology	11.70%

### Data Governance Audience Statistics

- 72% of registrants describe themselves as “decision-makers”
- 62% U.S.-based
- 46% of registrants work for companies with >5,000 employees
- 45% of registrants work in finance, government, insurance, and health care



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April 17  
Sept 18

# DATAVERSITY DEMO DAY 2024

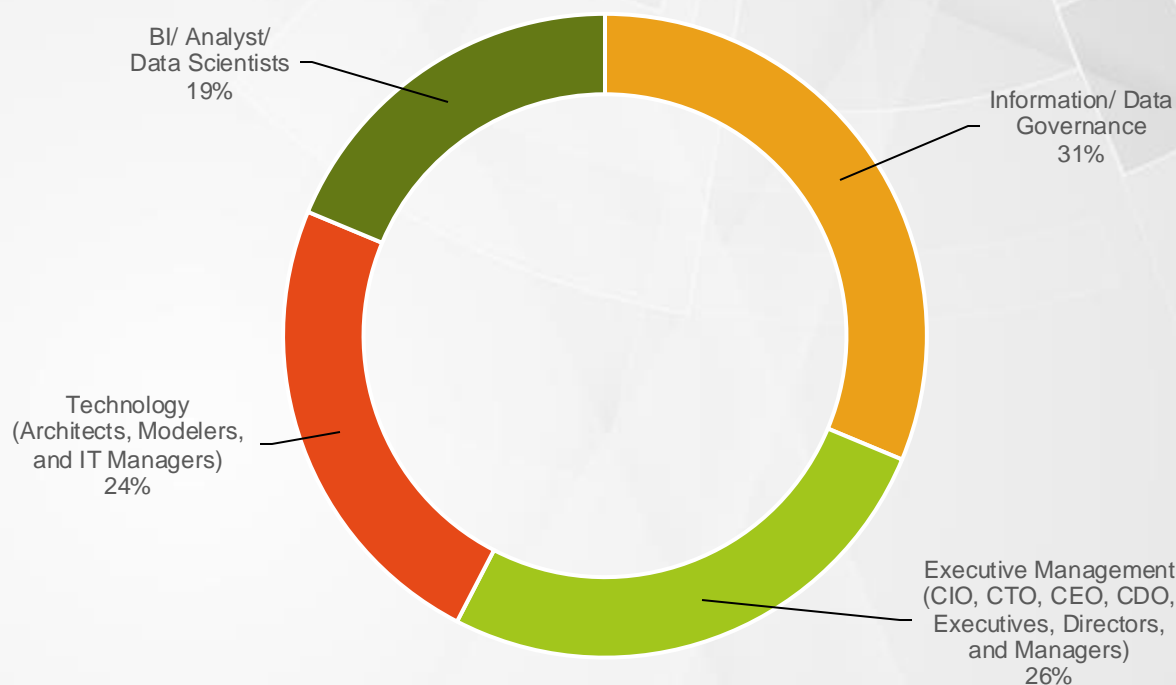
## Data Quality

### Demographics

Industry	Percentage
Consulting	6.2%
Education	2.8%
Energy	3.8%
Finance	20.9%
Government	11.9%
Health Care	10.2%
Hospitality	0.2%
Insurance	7.8%
Manufacturing	5.2%
Retail	2.6%
Technology	9.2%

### Data Quality Audience Statistics

- 81% of registrants describe themselves as “decision-makers”
- 56% U.S.-based
- 48% of registrants work for companies with >5,000 employees
- 51% of registrants work in finance, government, insurance, and health care



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Mar 20  
Aug 14

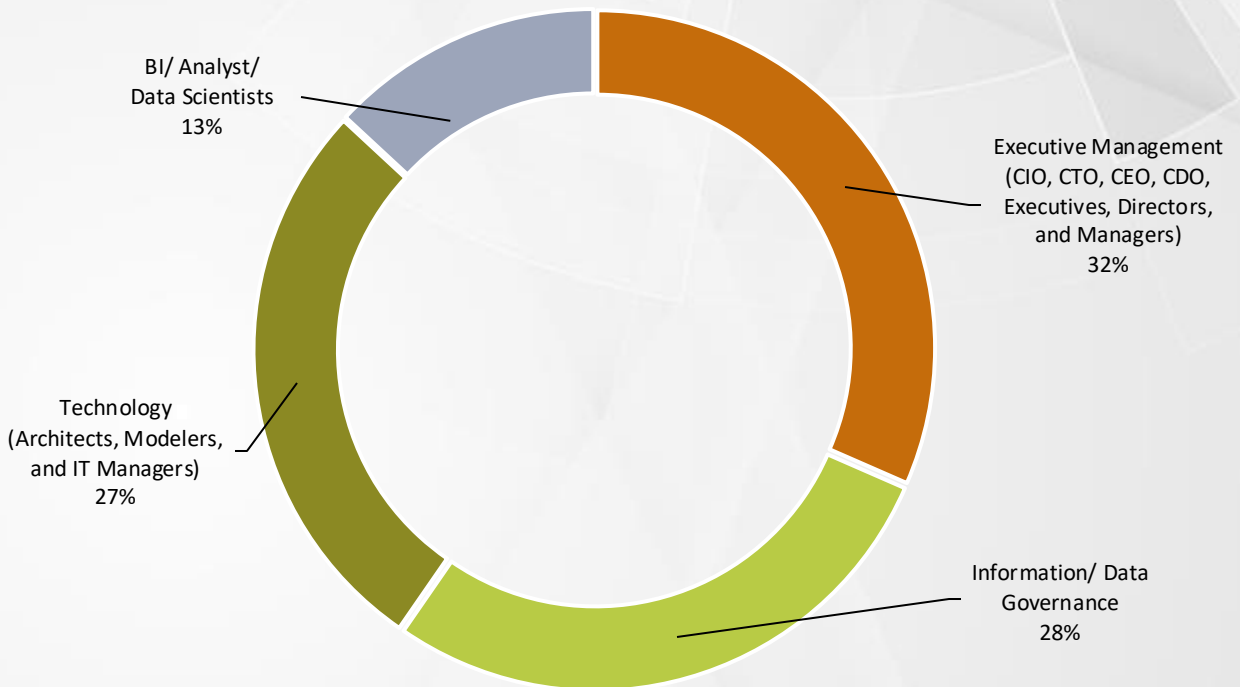
# DATAVERSITY DEMO DAY 2024

## Master Data Management Demographics

Industry	Percentage
Consulting	10.40%
Education	3.50%
Energy	3.50%
Finance	15.90%
Government	10.60%
Health Care	10.00%
Hospitality	1.00%
Insurance	5.10%
Manufacturing	3.90%
Retail	2.90%
Technology	14.50%

### Master Data Mgmt Audience Statistics

- 76% of registrants describe themselves as “decision-makers”
- 59% U.S.-based
- 48% of registrants work for companies with >5,000 employees
- 42% of registrants work in finance, government, insurance, and health care



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Nov 20

# DATAVERSITY DEMO DAY 2024

## AI Governance

### Demographics

\*Based on 2023 Data Governance Demo Day

#### Data Governance Audience Statistics

- 72% of registrants describe themselves as “decision-makers”
- 62% U.S.-based
- 46% of registrants work for companies with >5,000 employees
- 45% of registrants work in finance, government, insurance, and health care

Industry	Percentage
Consulting	8.70%
Education	4.20%
Energy	3.20%
Finance	15.00%
Government	9.70%
Health Care	12.30%
Hospitality	0.80%
Insurance	7.50%
Manufacturing	6.90%
Retail	2.40%
Technology	11.70%

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# DATAVERSITY DEMO DAY 2024 SPONSORSHIP

**Are you looking for ways to reach new customers  
with focused product demonstrations?**

**Join us for monthly Demo Day sessions!**

Get in on DATAVERSITY's most popular sponsor-driven event. Our data-focused community has requested an online event that gives people an opportunity to learn more about the available tools and services that could contribute to their Data Management program success.

***This event will give you a chance to put your brand and solution in front of hundreds of data professionals who want to hear from you.***

Each live online event will be composed of up to **five** 35-minute sponsor-driven presentations, with an additional 10-minute Q&A discussion with the audience. **Don't miss this limited opportunity to share your products!**

## SPONSOR BENEFITS

- 400 minimum lead guarantee\*
- Logo on all promotional content
- 45-minute session includes 35-minute live online presentation with 10-minute Q&A
- Receive a list of all registrants and attendees
- Get a recording of your session with a list of attendees and questions for your session

**400** lead guarantee

**\$20,000**

\*Each session is limited to only **five** sponsored time slots.

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

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