ENTERPRISE DATA WORLD

2024 Sponsorship Prospectus

THE TRANSFORMATION TO DATA-DRIVEN BUSINESS STARTS HERE

Hyatt Grand Cypress, Orlando, Florida • March 24-29, 2024

EXHIBIT

SPEAK

CONNECT

PRODUCED BY

DATAVERSITY

enterprisedataworld.com

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, government, 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 projects right now, many with immediate product and service needs.

They Are Not Only "IT" People, They are 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
- Data Observability

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

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

PAST ATTENDEES BY JOB TITLE:

- CXO/President/Principal/Partner
- VP/Director
- Manager/Supervisor/Department Head
- Data Architect/Enterprise Data Architect
- Consultant
- Business Analyst/Data Analyst
- Technical Staff (Modeler, Engineer, Programmer)
- Other
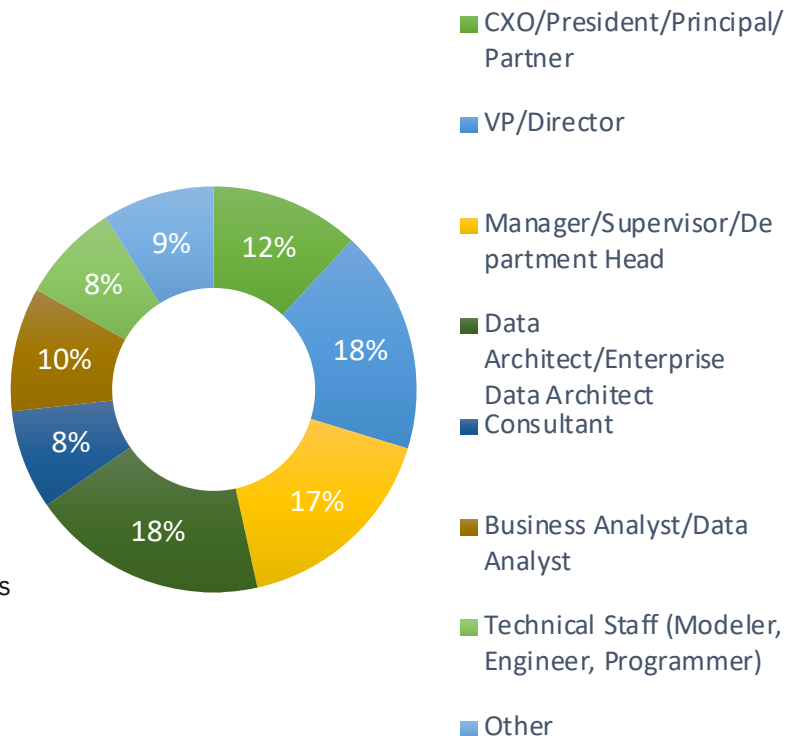
GEOGRAPHY:

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

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
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Baird
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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
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Farm Credit Canada
Farmers Insurance
FBI
Federal Reserve Bank
FHLBI
Fidelis Care NY

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First Command
First National Bank
First Republic Bank
FirstBank
FRB NY
Galliard Capital Mgmt.
General Electric
General Mills
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Gjensidige
GM Financial
Graph Story
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Hitachi Data Systems
Honda North America
Horace Mann
HP Vertica
HSBC
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IBM
ICEDQ
IDEXX Laboratories
Innovapost
Intel
International Finance Corp
IRS
JB Hunt
John Deere
Kaiser Permanente
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LexisNexis
Liberty Mutual
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Nedbank
NetApp
New York Power Authority
Nissan North America
Northwestern Mutual
Novo Nordisk Inc.
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Optum / UnitedHealth
Oracle
ORBIT Analytics
Overstock
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Petrobras

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Purdue University
QuantRes
Quicken Loans
Quintiles
Raytheon
Red Hat
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Sacramento Utility
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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
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State Farm
Symantec
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Wells Fargo Insurance
Western Canada Lottery Corp
Westfield Group
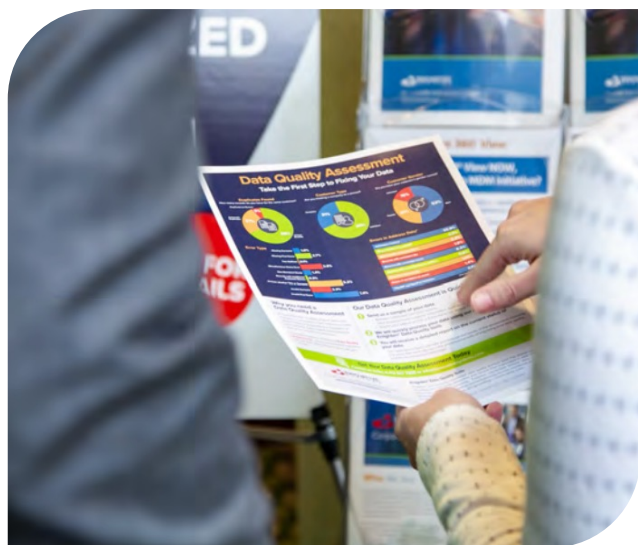WI DOT
York Region
Zions Bancorp

EVENT SPONSORSHIP OPTIONS

	PLATINUM SPONSORSHIP (2 Sponsorships Available) $29,500	GOLD SPONSORSHIP (10 Sponsorships Available) $16,500	SILVER SPONSORSHIP (18 Sponsorships Available) $8,000
45-minute educational presentation. A noncommercial presentation designed to educate the audience. Topic and speaker must be approved by DATAVERSITY.	✓		
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.	✓		
DATAVERSITY-hosted white paper for three months, no lead minimums or maximums.	✓		
Your literature distributed to every attendee in conference bags (one piece no more than 4 ounces).	✓		
30-minute product presentation. A product driven presentation allowing vendors to freely discuss their products, tools, and services.	✓	✓	
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.	✓	✓	
10x10 exhibit booth space. Includes skirted table, two chairs, signage, and electrical connection.	✓	✓	✓
Free conference and tutorial passes.	5	3	1
Discount Off Additional Registrations (Can Be Combined With Early Bird and Group Discounts).	15%	15%	15%
Complimentary Exhibit Staff Passes, including lunch (additional passes $250).	1	1	1

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Cambridge Semantics
CapTech Consulting
Cloudera
CloverETL
CMMI Institute
Collibra
Compunnel Digital
D&B

Data Advantage Group
Data Blueprint
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Datablau
Dataiku
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Datasource Consulting
Datasparc
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DataWise
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Deloitte
Denodo Technologies
DGPO
DQ Labs
Drexel University
EnterpriseWeb
Experian
Expert.ai
FairCom
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Immuta
Infinata
InfiniteGraph
Infogix
Informatica
Information Asset
Innovative Systems
Intellicus
intelligentTag
Io-Tahoe
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JJR Solutions
LeanXcale
MANTA Software
MarkLogic
Melissa
Merkle
Meta Integration Technology
Metric Insights
Neo4j
Noah Consulting
Octopai
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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 2024 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 Lenore Higgins for more information at lenore@dataversity.net

ENTERPRISE DATA WORLD®

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