DGIQ Data Governance &
Information Quality
C O N F E R E N C E

2025
Sponsorship
Prospectus

**ENTERPRISE
DATA WORLD**

The Westin Anaheim Resort • Anaheim, CA • May 5-9, 2025

EXHIBIT

SPEAK

CONNECT

Exhibits Open: May 6-7, 2025

DGIQConference.com
EnterpriseDataWorld.com

We're Specialists, Not Generalists

We focus specifically on Data Governance, Information Quality, Data Quality, Artificial Intelligence, Policy, Stewardship, and more!

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 Governance 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 Governance
- Data Quality
- Artificial Intelligence
- Data Literacy
- Data Catalogs
- Machine Learning
- Master Data Management
- Metadata Governance
- Data Security, Privacy & Protection
- AI Governance
- Analytics Governance
- Stewardship
- Getting Business Buy-In
- Human Factors
- Industry Trends
- Metrics

Attendee Profile and Demographics

Data was extracted from attendance at the most recent DGIQ and EDW events.

LEVEL OF INVOLVEMENT IN PURCHASING PRODUCTS AND/OR SERVICES: 48% of attendees determine the need for new products, evaluate available solutions, and approve the budget.

ATTENDEES BY INDUSTRY:

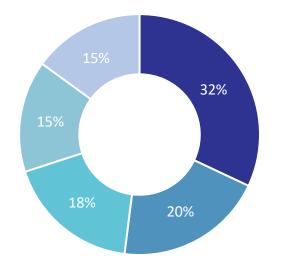|	
16%	Government/Military
13%	Banking/Finance
11%	Healthcare
8%	Technology/Communications
7%	Energy/Utilities
6%	Retail/Manufacturing
5%	Education
1%	Telecommunications

ORGANIZATION SIZE:

35%	Over 10,000 people
14%	5,000 to 10,000 people
23%	1,000 to 4,999 people
28%	Fewer than 1,000 people

IT BUDGET:

21%	$10 Million and over
23%	$1 Million -10 Million
30%	$100,000 - $1 Million
26%	Under $100,000

GEOGRAPHY:

More than 37 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).

31%	Eastern U.S.	21%	Western U.S.
33%	Central U.S.	5%	Europe

ATTENDEE ROLES:

- Information/Data Governance — 32%
- Executive Management (CIO, CTO, CEO, CDO, Executives, Directors, and Managers) — 20%
- Technology (Architects, Modelers, and IT Managers) — 18%
- BI/Analysts/Data Scientists — 15%
- Other — 15%

Data Governance & Information Quality (DGIQ) engages hundreds of Data Governance and Information Quality 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 DGIQ conferences.

Abbott Labs	Los Alamos National Laboratory
Adidas	Los Angeles Unified School District
Allstate Insurance	McKesson
American Airlines	Mutual of Omaha
American Express	National Cybersecurity Authority
Amtrak	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
Brigham Young University	Panasonic
Bristol Myers Squibb	Patagonia
California Department of Social Services	Paychex
Capital One	PepsiCo
Cardinal Health	Petrobras
Carhartt	PIMCO
Carnegie Mellon University	Procter & Gamble
Chick-fil-A	Progressive Insurance
Cigna	Prudential
Columbia Sportswear	Roche
Comcast	San Diego Gas & Electric
Department of Defense	Sargento Foods
Discover Financial Services	Shell
eBay	Siemens Energy
Electronic Arts	Sierra Nevada Corporation
Eli Lilly & Company	Social Security Administration
Equifax	Sony Pictures Entertainment
ExxonMobil	Starbucks
Federal Aviation Administration	Subaru of America
Federal Energy Regulatory Commission	Sun Life
Federal Emergency Management Agency	Takeda
Federal Reserve Bank of New York	The Hartford Insurance Group
Fidelity Investments	The Home Depot
General Electric	Thermo Fisher Scientific
General Mills	T-Mobile
George Washington University	U.S. Army
Hilton	Under Armour
Humana	University of Arizona
IBM	University of Colorado
Internal Revenue Service	University of Texas

EVENT SPONSORSHIP OPTIONS

Premier Sponsorship

$34,950 | Two (2) Available Slots

- **10x10 exhibit booth space.** Includes skirted table, two chairs, signage, and electrical connection.

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

- **45-minute educational presentation.** A non-commercial presentation designed to educate the audience. Topic and speaker must be approved by DATAVERSITY.

- **30-minute product presentation.** A product-driven presentation allowing vendors to freely discuss their products, tools, and services.

- **Five (5) free conference and tutorial passes.**

- **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.

- Your **literature distributed to every attendee** in conference bags (one piece no more than 4 ounces).

- 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

$24,950 | Six (6) Available Slots

- **10x10 exhibit booth space.** Includes skirted table, two chairs, signage, and electrical connection.

- **45-minute educational presentation.** A non-commercial presentation designed to educate the audience. Topic and speaker must be approved by DATAVERSITY.

- **30-minute product presentation.** A product-driven presentation allowing vendors to freely discuss their products, tools, and services.

- **Three (3) free conference and tutorial passes.**

- **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.

- Your **literature distributed to every attendee** in conference bags (one piece no more than 4 ounces).

- 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.
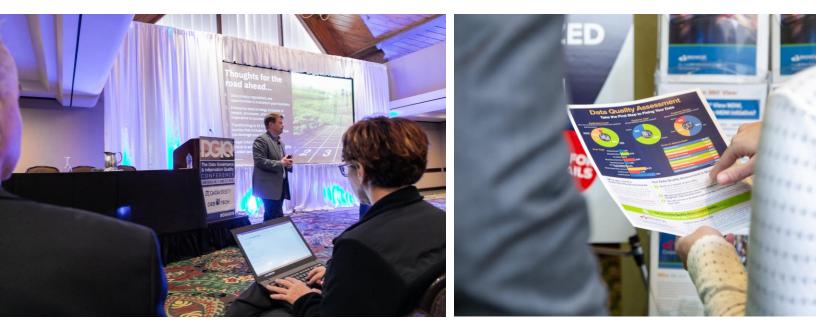
Gold Sponsorship

$14,950 | Eight (8) Available Slots

- **10x10 exhibit booth 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, tools, and services.

- **Two (2) free conference and tutorial passes.**

- 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

$8,950

- **10x10 exhibit booth 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.

	PREMIER SPONSORSHIP $34,950	PLATINUM SPONSORSHIP $24,950	GOLD SPONSORSHIP $14,950	SILVER SPONSORSHIP $8,950
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 Discount for Your Clients and Customers	15% 15%	15% 15%	15% 15%	15% 15%
Your White Paper Hosted by DATAVERSITY for Up to 3 Months (No Lead Minimums or Maximums)	✓	✓		

POPULAR SPONSORSHIP ADD-ONS

SPONSORED BREAKFAST (Limited Availability)
- ✓ Easel Sign
- ✓ Literature at each place setting

$6,000

SPONSORED LUNCH
- ✓ Easel Sign
- ✓ Literature displayed in the buffet area

$6,000

COFFEE BREAK (Exclusive)
- ✓ Easel Sign
- ✓ Literature displayed in the break area
- ✓ Exclusive 2-day sponsorship includes 4 coffee breaks

$1,800

LITERATURE DISTRIBUTION
- ✓ Sponsor provided literature is distributed with the conference proceedings

$2,500

EXPO RECEPTION
- ✓ Food and Beverage
- ✓ 100 drink tickets
- ✓ Branded drink tickets
- ✓ Easel Sign
- ✓ Tabletop signage

$17,500