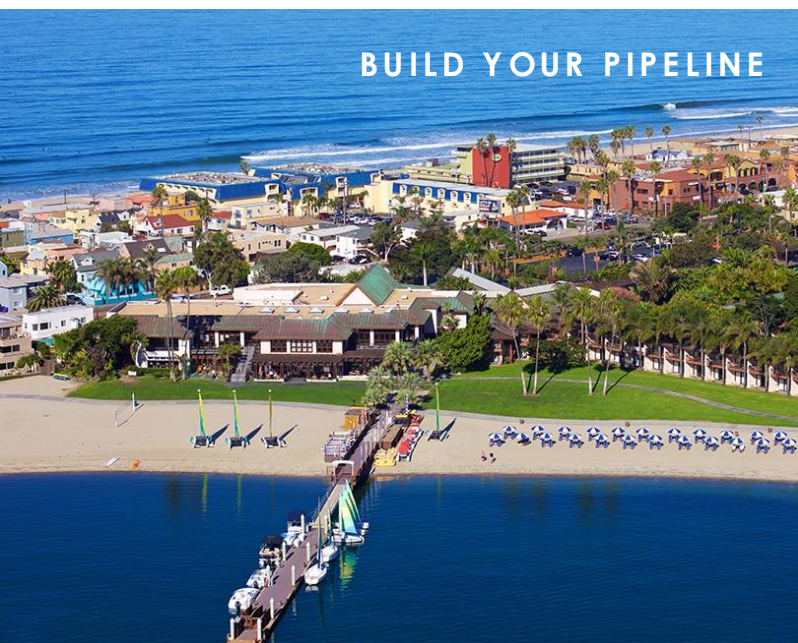


Catamaran Resort Hotel and Spa • San Diego, CA • April 12-16, 2027



POSITION YOUR BRAND AT THE CENTER OF THE DATA CONVERSATION



BUILD YOUR PIPELINE



ELEVATE THOUGHT LEADERSHIP

Exhibits Open: April 13-14, 2027

What Makes Our Attendees Your Most Qualified Customers

Specialists You Can Trust

We focus exclusively on data governance, data quality, information quality, AI governance, stewardship, and related fields — and, with the addition of Enterprise Data World (EDW), the most comprehensive educational conference on data management, our reach now spans the full spectrum of the field. This focus attracts an audience of professionals who live and breathe these topics and who come ready to find partners with proven solutions.

Quality That Drives Quantity

Our program is highly selective, accepting only one in five speaking proposals. Attendees know they'll learn from top practitioners and thought leaders. That's why year after year, this event continues to grow as the world's leading event in data governance and data management.



Attendees Invest to Be Here

With an average registration cost of \$2,100+, attendees are committed to making the most of their time. They come ready to research, compare, and invest in the tools and partners that will move their data strategies forward.

Budgets Backed by Fortune 1000 Companies

Our audience represents large enterprises and government agencies with substantial budgets for new initiatives and ongoing projects. They attend with clear business needs and the authority to act.

Cross-Industry Reach, Shared Challenges

From banking and insurance to healthcare, retail, energy, manufacturing, and beyond, our attendees represent the industries that invest most heavily in IT. While their sectors differ, what

unites them is a common challenge: turning data into measurable business value.

Employer-Justified, Business Driven

Employers approve attendance because our sessions are practical and results-focused. Dozens of case studies and how-to sessions ensure participants leave with actionable strategies, making them ideal prospects for solutions they can implement right away.

Beyond IT: Business Leaders in the Room

Over 35% of our audience comes from the "business side"—executives and managers who collaborate with technical teams to achieve enterprise-wide data goals. This growing segment is focused on outcomes, budgets, and results.

Buying Power in Numbers

More than 40% of attendees come as part of a group, underscoring the strategic importance their employers place on the event. These teams are tasked with evaluating vendors and learning from peers, and they arrive ready to make informed buying decisions.

Featured Topics for 2027

- Case studies & best practices
- Data strategy
- Data governance
- AI and digital transformation
- Change management
- Information quality
- Privacy
- Metrics
- Adaptive governance
- Metadata
- Data lineage
- Automation
- AI-driven quality
- AI Governance
- Responsible and explainable AI
- Synthetic data
- Preparing for quantum computing
- Scaling governance and quality
- Selecting and implementing tools

Attendee Profile and Demographics

Decision-Makers with Real Buying Power

More than half of attendees (51%) are directly involved in evaluating vendors, determining product needs, or approving budgets—making DGIQ + EDW a highly effective environment for solution-focused conversations with the people who influence buying decisions.

Industries That Invest Heavily in Data

15%	Technology
15%	Government & Public Sector
11%	Finance & Banking
11%	Energy, Utilities, Manufacturing
9%	Consulting
8%	Insurance
8%	Education
6%	Healthcare
21%	Other Industries

Global Reach, U.S. Core

Attendees come from 25+ countries, giving sponsors strong access to the U.S. market alongside international visibility across Canada, Europe, Latin America, and Asia-Pacific.

90%	United States
10%	International

Organizations of Every Scale

Sponsors engage with decision-makers from global enterprises and fast-growing organizations alike—including over 44% from companies with more than 5,000 employees.

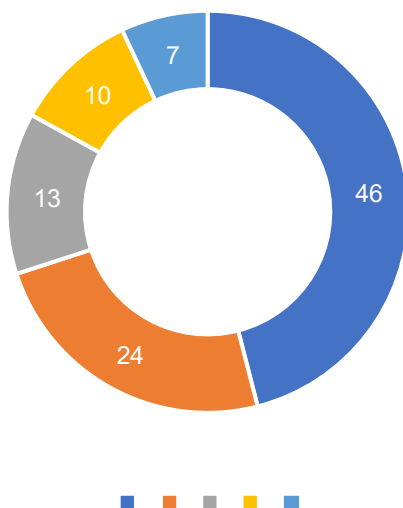
32%	Over 10,000 people
13%	5,000 to 10,000 people
18%	1,000 to 4,999 people
37%	Fewer than 1,000 people

Budgets That Match Ambition

Attendees represent organizations with substantial and diverse IT budgets that support meaningful purchasing decisions:

17%	Over \$10 Million
28%	\$1 Million -10 Million
32%	\$100,000 - \$1 Million
23%	Under \$100,000

Attendee Roles: A Strategic Mix of Business and Technical Leadership



- Data Governance / Information Management leaders
- IT, product, consulting, and other technical roles
- Data Architecture & Engineering
- Executive Management (C-level, VPs, Presidents)
- Analytics & BI leaders

**Data from DGIQ + EDW 2026*

Trusted by the World's Largest Organizations

DGIQ + EDW bring together hundreds of data governance and data management professionals from the world's most influential companies and agencies, all seeking solutions, partners, and innovations in one place.

Here's a sample of the organizations that have joined us at past conferences:

American Airlines
American Express
Ahold Delhaize USA
Astellas Pharma
Bayer Crop Science
Becton Dickinson
Bloomberg
Blue Cross Blue Shield Kansas City
Bristol Myers Squibb
Caterpillar
CBRE
Cencora
CenterPoint Energy
Children's Hospital of Philadelphia
Con Edison
Creative Artists Agency
Cummins
CVS / Signify Health
Daiichi Sankyo
Duke Energy
e.l.f. Beauty
Enbridge Asset Management
Experian
FanDuel
Fastenal
Federal Home Loan Bank
Freddie Mac
FUJIFILM Holdings
GE Aerospace
General Mills
Global Payments
HCA Healthcare
Hologic
HSBC Mexico
Humana
Huntington Bank
IDEXX
Interactive Brokers

JPMorganChase
Keck Medicine of USC
Kiewit
KoBold Metals
Liberty Energy
Liberty Mutual
Lockheed Martin
Lowe's Home Improvement
Macquarie Group
McKesson
Meta
MIT Lincoln Laboratory
MITRE
Moody's
Mutual of Omaha
NASA
Nationwide Insurance
Nestlé Purina
Newell Brands
Nomura Research Institute
Northrop Grumman
Northwestern Mutual
Novartis
Oceaneering
PG&E
Patagonia
PayPal
Petrobras
Progressive Insurance
Raytheon Technologies
Roche
Rolls-Royce
S&P Global
Sanofi
Saudi Aramco
Sony
Sony Interactive Entertainment
St. Jude Children's Research Hospital

TD Bank
Temple Health
Terracon Consultants
The Hershey Company
Thermo Fisher Scientific
Thrivent Financial
Travelers Insurance
Truist Bank
Uline
UnitedHealth Group
USAA
Vanderbilt University
Vanguard
Visa
Waste Management
W.R. Berkley Corporation
Xcel Energy
Zurich North America
Finastra
Farm Credit Services of America
Genworth Financial
Grange Insurance
HomeTrust Bank
Jackson Financial
JM Family Automotive
Lutron Electronics
Mizuho Financial Group
Oatey
Project Management Institute
RCB Bank
Reliance Matrix
Reyes Holdings
Securian Financial
Seqirus
Skanska
Tractor Supply
TriNet
Vancouver Airport & Port Authorities

"DGIQ is where data professionals have to be, no matter where they are in their journey.

It answers all the right questions if you're starting your programs and provides the higher level, impactful solutions for those well into the journey.

Providing practical advice, direction and solutions for our governance team in an environment where we can easily talk to the biggest thought leaders in the industry from Netflix and American Express to Microsoft and IBM."

- Joe, Data Governance Manager

EVENT SPONSORSHIP OPTIONS

Premier Sponsorship

\$34,950 | Only Two (2) Available

- **10x10 exhibit booth space.** Includes skirted table, two chairs, signage, and electrical connection.
- **Keynote panel participation** (for C-level or VP-level sponsor representatives) – *must be confirmed by December 1st.*

Premier Exclusive

- **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 | Only Six (6) Available

- **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.

Premier + Platinum Exclusive Benefit

- **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.

EVENT SPONSORSHIP OPTIONS

Gold Sponsorship

\$14,950 | Only Eight (8) Available

- **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.



EVENT SPONSORSHIP OPTIONS

	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) – <i>must be confirmed by December 1st.</i>	✓			
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)	✓	✓		

POPULAR SPONSORSHIP ADD-ONS

EXPO RECEPTION ✓ Food and beverage included ✓ 100 branded drink tickets keep your logo visible all night ✓ Easel and tabletop signage throughout the reception \$17,500	SPONSORED BREAKFAST Limited Availability Signage at the entrance plus your literature at every place setting \$4,500	SPONSORED LUNCH Prime midday visibility with branded signage and literature at the buffet \$6,000	APP BANNER AD ✓ 600px x 110px banner displayed in the mobile app navigation menu ✓ Linked to your website or sponsor profile ✓ Visible to all app users throughout the event \$3,500
HOTEL KEYS & SLEEVES ✓ Your branding printed on hotel room key cards and sleeves ✓ Distributed to all hotel guests at check-in ✓ High-visibility touchpoint before attendees ever enter the event \$4,000	COFFEE BREAK Exclusive Branded signage and your literature at every break station across 4 exclusive coffee breaks \$2,500	LITERATURE DISTRIBUTION Your literature in every attendee's conference bag \$2,500	SPONSOR ONE-TAP MENU ITEM ✓ Your brand name as a dedicated shortcut at the top of the mobile app menu ✓ One tap takes attendees directly to your sponsor profile ✓ Prime placement — visible every time an attendee opens the app \$4,500

WHERE DATA LEADERS CHOOSE THEIR PARTNERS



Our Conference Sponsorship Partners



Hundreds of qualified decision-makers, dozens of networking opportunities, and a track record of delivering sponsor ROI make DGIQ + EDW 2027 a must-participate event for companies like yours.

This is where the world's leading data governance and data management professionals gather to evaluate solutions, build partnerships, and make purchasing decisions. Don't miss the chance to have your brand at the center of it all.

Reserve your space today and secure one of the limited sponsorship opportunities available.



**Contact Shannon Kempe
for more information:
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DGIQConference.com

EnterpriseDataWorld.com