



Sponsorship Prospectus

**Mayflower Hotel | Washington, D.C.
December 9-12, 2019**

Exhibits Open: December 10-11, 2019

DG Vision is the latest forum on Data Governance and Stewardship from DATAVERSITY, the preeminent producer of online and face-to-face Data Governance events in North America, for the past decade.

The event will be attended by approximately 200 Data Governance professionals from around the world.

Produced by:



DATAGOVERNANCEVISION.COM

Audience profile is based on our Data Governance network.

| Job Function | | IT Budget | |
|-------------------------------------------------|-----|--------------------------------------|-----|
| CXO/CDO/President | 10% | Under \$100,000 | 9% |
| VP/Director | 11% | Between \$100,000 and \$1 Million | 13% |
| Manager/Department Head | 22% | Between \$1 Million and \$10 Million | 15% |
| Data Architect/Enterprise Architect | 23% | \$10 Million and over | 51% |
| Consultant | 8% | Unknown | 12% |
| Business Analyst/Data Analyst | 17% | | |
| Technical Staff (Modeler, Engineer, Programmer) | 9% | | |

| Industry | | | |
|----------------------------------|-----|--------------------------|-----|
| Chemicals/Petroleum | 7% | Manufacturing | 3% |
| Consultant/Business Service | 9% | Retail/Ecommerce | 9% |
| Finance/Banking | 18% | Software Development | 8% |
| Government/Military/Public Admin | 10% | Telecommunications | 2% |
| Healthcare/Life Sciences | 5% | Transportation/Logistics | 3% |
| Insurance | 16% | Other | 10% |

| Number of Employees | | | |
|---------------------|-----|--|--|
| Under 50 | 9% | | |
| 50 - 999 | 11% | | |
| 1,000 - 4,999 | 21% | | |
| 5,000 - 9,999 | 17% | | |
| 10,000 and over | 41% | | |



For sponsorship questions, contact: Warwick Davies +1-781-354-0119 warwick@dataversity.net

Sample Attendee List

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

| Job Title | Company Name | Job Title | Company Name |
|-------------------------------------|----------------------------------|-----------------------------------|-------------------------------|
| VP, Data Management | ACI Worldwide | Sr. Data Quality Analyst | Home Trust Company |
| VP, Data Science and Analytics | ACT | Director, Enterprise Architecture | Honeywell |
| Head of Data Governance | ADIA | Infrastructure Program Manager | HP |
| Chief, Data and Analysis | Admin Office of the U.S. Courts | Executive IT Architect | IBM |
| Sr. Information Governance | Aflac | Sr. Product Manager | Infogix |
| Sr. BI System Analyst | Alberta Education | CDO | ING |
| Data Steward | Allstate | Sr. Project Lead | JB Hunt |
| Data Engineering Manager | Amazon | CIO | Jefferson Center |
| Director of Data Quality | American Express | Sr. Data Governance Advisor | JM Family Enterprises |
| SVP | Astoria Bank | Data Governance Manager | JP Morgan |
| SVP, Data Risk Management | Bank of America | Vice President and CDO | Kaiser Permanente |
| Sr. Business Intelligence Architect | Basin Electric Power Cooperative | Data Governance | Key Bank |
| Enterprise Data Architect | Blue Cross Blue Shield of Kansas | Director, Business Intelligence | LeasePlan USA |
| Director, Data Governance | Cancer Care Ontario | Director, Data Governance | Liberty Mutual |
| Head of Data Governance | Capital One | CEO | Lone Star Solutions |
| Chief Data Steward | Charles Schwab | Chief Architect | Lucid Technologies |
| Sr. Data Strategist | Chesapeake Energy | VP, Information Governance | MasterCard |
| Data Warehouse Supervisor | Colorado Department of Ed. | CIO | Midrex Technologies |
| Sr. Data Governance Analyst | Cox Communications | Sr. Data Architect | Ministry of Forests and Range |
| Director, Data Management | CT, Wolters Kluwer | Dev. Ops. Tech Lead | MIT |
| Sr. Enterprise Data Modeler | Delta Technology Inc. | VP, Data Architect | Morgan Stanley |
| Sr. Expert, Data Management | Deutsche Telekom AG | Business Metadata Architect | MSD |
| Sr. Director, Data Governance | Equifax | Sr. Dev Analyst | Multnomah County |
| Data Modeler | Fannie Mae | Sr. Data Architect | Nike |
| Manager, Data Services | Farm Bureau Insurance | Data Steward | Northwestern Mutual |
| Sr. Data Architect | FDA | Sr. Data Governance Analyst | Optum |
| Sr. Enterprise Architect | Federal Reserve | Director of Data Governance | Parkview Medical Center |
| Enterprise Architect | FedEx | Data Quality Lead | Premise Health |
| Enterprise Data Manager | First Citizens Bank | Sr. Data Analytics Engineer | Priority Health |
| Data Warehouse Architect | Flint Group | Director, Data Governance | Quest Diagnostics |
| Data Governance Supervisor | Ford Motor Company | Director of Data Analytics | Salesforce |
| Information Architect | General Mills | Master Data Manager | Sargento Foods Inc. |
| Sr. Data Analytics Engineer | Genomic Health | Business Intelligence Manager | Scottrade, Inc. |
| Data Governance Manager | GM Financial | IT Lead Architect | Schlumberger |
| Vice President | Goldman Sachs & Co | Information Architect | Servus Credit Union |
| Data Governance Lead | Google | Sr. Master Data Manager | Shutterfly |
| Sr. Researcher and Advisor | Government of Canada | Vice President, Data Steward | SMBC |
| Head of Data Governance | Groupe Mutuel | Sr. Data Architect | Southwest Airlines |
| Data Governance Leader | Hallmark Cards, Inc. | Sr. Business Intelligence Analyst | St. Edwards University |
| CDO | HarbourVest | Director | State Farm |
| Analytics Data Modeler | Hewlett Packard | Business Intelligence Manager | Sun International |
| Manager of IT Architecture | HNTB | Enterprise Information Architect | Swedbank |

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Sponsor Package Details

Premier Sponsorship

Two (2) Available Slots

- **Turnkey tabletop exhibit setup.** Includes skirted table, chairs, and electrical connection.
- **60-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.
- **5-minute general session speaking slot.** A new opportunity we're offering to allow top-level sponsors a short presentation in a shared general session.
- **1-minute attendee lunch welcome message.** A new way to introduce your company to attendees at the start of the lunch period.
- **Seven (7) Full Event Conference Passes.**
- **Private Hosted Reception. Sponsor chooses the guests** from an attendee list of companies and job titles, DATAVERSITY sends the invitations to attendees with instructions to RSVP to the sponsor directly. DATAVERSITY is responsible for the cost of up to 50 people.
- Your **literature distributed to every attendee** in conference bags (one piece no more than 8 ounces).
- Your **literature placed on a table** in a high-traffic area (one piece no more than 8 ounces).
- Your **logo in select marketing emails** sent to over 100k data professionals in our network.
- Your **logo and 100-word description** in the Guidebook 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 guarantee.
- **15% discount on additional staff registrations.**

Platinum Sponsorship

Five (5) Available Slots

- **Turnkey tabletop exhibit setup.** Includes skirted table, chairs, and electrical connection.
- **60-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) Full Event Conference Passes.**
- Your **literature distributed to every attendee** in conference bags (one piece no more than 8 ounces).
- Your **literature placed on a table** in a high-traffic area (one piece no more than 8 ounces).
- Your **logo in select marketing emails** sent to over 100k data professionals in our network.
- Your **logo and 100-word description** in the Guidebook 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 guarantee.
- **15% discount on additional staff registrations.**

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Sponsor Package Details

Gold Sponsorship

Six (6) Available Slots

- **Turnkey tabletop exhibit setup.** Includes skirted table, chairs, and electrical connection.
- **30-minute product presentation.** A product-driven presentation allowing vendors to freely discuss their products, tools, and services.
- **Three (3) Full Event Conference Passes.**
- Your **literature placed on a table** in a high-traffic area (one piece no more than 8 ounces).
- Your **logo in select marketing emails** sent to over 100k data professionals in our network.
- Your **logo and 75-word description** in the Guidebook event app, on the homepage, and on the sponsor page of the conference website with a link to your website.
- **15% discount on additional staff registrations.**

Silver Sponsorship

Six (6) Available Slots

- **Turnkey tabletop exhibit setup.** Includes skirted table, chairs, and electrical connection.
- **One (1) Full Event Conference Pass.**
- Your **logo and 75-word description** in the Guidebook event app, on the homepage, and on the sponsor page of the conference website with a link to your website.
- **15% discount on additional staff registrations.**

Sponsor Packages & Pricing

| | PREMIER SPONSORSHIP | PLATINUM SPONSORSHIP | GOLD SPONSORSHIP | SILVER EXHIBITOR |
|-------------------------------------------------------------------------------------|------------------------|-------------------------|---------------------|---------------------|
| Turnkey Tabletop Exhibits | ✓ | ✓ | ✓ | ✓ |
| 60-Minute Speaking Slot (Conference Session) | ✓ | ✓ | | |
| 30-Minute Speaking Slot (Product Presentation) | ✓ | ✓ | ✓ | |
| 5-Minute Speaking Slot (Shared General Session) | ✓ | | | |
| 1-Minute Lunch Welcome | ✓ | | | |
| Private Hosted Reception (DATAVERSITY Pays for Food & Beverage for up to 50 People) | ✓ | | | |
| Logo and Company Description in Guidebook App | ✓ | ✓ | ✓ | ✓ |
| Hyperlinked Logo and Description on Homepage | ✓ | ✓ | | |
| Hyperlinked Logo and Description on Sponsor Page | ✓ | ✓ | ✓ | ✓ |
| Logo in Select Marketing Emails | ✓ | ✓ | ✓ | |
| Literature Insert In Attendee Registration Bags | ✓ | ✓ | | |
| Literature Distribution in High-Traffic Area (Table) | ✓ | ✓ | ✓ | |
| Full Event Passes for Your Staff or Customers | 7 | 5 | 3 | 1 |
| Discount Off Additional Registrations (Staff Only) | 15% | 15% | 15% | 15% |
| Your White Paper Hosted by DATAVERSITY.net for up to 3 months (no lead guarantees) | ✓ | ✓ | | |



Additional Sponsor Opportunities:

Badge lanyards: Sponsor supplies branded lanyards for all attendees. Lanyards are distributed at registration.

Attendee bag: Your logo and conference logos are imprinted in white. Cost of bags included.

FOR SPONSORSHIP INQUIRIES

Warwick Davies:
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