



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 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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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**
- **15% discount on additional 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**
- **15% discount on additional registrations.**

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 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 registrations.**

	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 (Can Be Combined With Early Bird and Group Discounts)	15%	15%	15%	15%
Your White Paper Hosted by DATAVERSITY.net	✓	✓		



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

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