THE TRANSFORMATION TO DATA-DRIVEN BUSINESS STARTS HERE

ENTERPRISE DATA WORLD

CONFERENCE SPONSORSHIP PROSPECTUS

The Drake Hotel • Chicago, IL • October 18 – 23, 2020

INTRODUCE YOURSELF TO QUALIFIED DECISION MAKERS

- In sponsor-driven *In Perspectives*
- At exhibits opening reception (hosted bar)
- During dedicated exhibit hours
- While networking over coffee

Meet the World's Largest Group of Business and IT Leaders Looking for Data-Driven Solutions

EXHIBIT

at the world's most authoritative Data Management conference

CONNECT

with hundreds of engaged attendees

ENTERPRISEDATAWORLD.COM

PRODUCED BY

⫘ DATAVERSITY®

DAMA International

What Makes Our Attendees Your Most Qualified Customers?

We're Specialists, Not Generalists
We focus specifically on 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 at the conference each year. They are not walk-ins looking for a free t-shirt, or "exhibit-only" types. They understand the importance of researching what's best for their success strategy and aren't afraid to use their buying power to get results.

Our Attendees Represent 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 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
• Big Data
• Enterprise Information Management (EIM)
• Metadata Management
• Graph Databases
• Semantic Technologies
• Industry Trends
• Unstructured Data

Exhibits Opening Reception with Hosted Bar

The opening reception is a can't-miss feature for every attendee. Directly following the day's afternoon keynote, food and a hosted bar is made available to all attendees. They enjoy browsing the booths, meeting sponsor reps like you, networking, and sharing ideas throughout the evening.

Dedicated Exhibit Hours

No sessions or other distractions compete for your customers' attention during opening night, and many attendee breaks are posted in the exhibits throughout the event. We work hard to ensure our attendees feel comfortable in the hall and that the room is packed with data people looking to you for the right solutions.
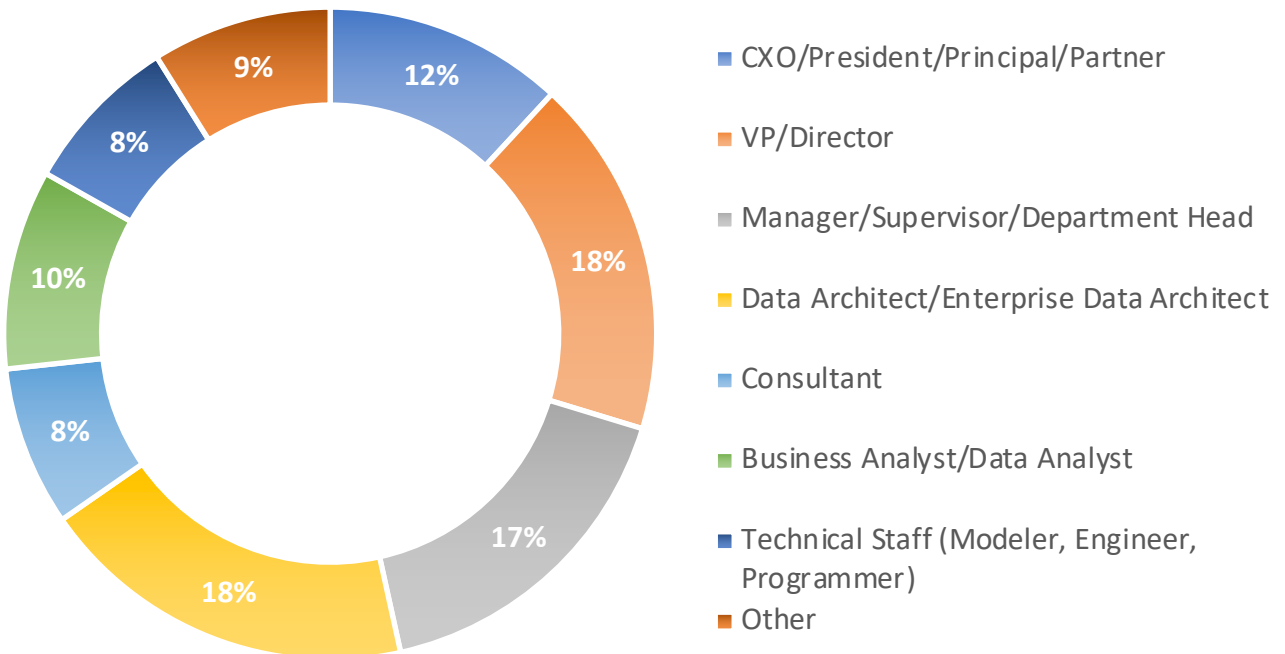
In Perspectives – Sponsor-Driven Sessions

We offer sponsors the opportunity to place a half-hour product presentation on the agenda. These sessions are attended by the audience you want to attract – they are often the decision makers within their organization.

We Make Your Job Easier

We know not all companies have logistical support or the time for fancy booth setups. With our *Convenience Package*, we ensure that the following items are ready for you in your booth:
• One draped table
• Two chairs
• Company name sign
• Basic electrical connection
• Lead retrieval scanner

Attendees by Job Title (EDW 2019)

Legend:
- CXO/President/Principal/Partner — 12%
- VP/Director — 18%
- Manager/Supervisor/Department Head — 17%
- Data Architect/Enterprise Data Architect — 18%
- Consultant — 8%
- Business Analyst/Data Analyst — 10%
- Technical Staff (Modeler, Engineer, Programmer) — 8%
- Other — 9%

Organization	Title
1-800 Contacts	Data Architect
1st Bank	Business Intelligence Manager
Ace Hardware	Manager, EIM
ADRM Software	CEO
Aflac	Director, Data Architecture
Akamai	Chief Data Strategist
Alberta Dept. of Energy	Manager
Alberta Environment	Chief Data Officer
Allstate	Data Governance Sr. Manager
American AgCredit	Director, IT App Development
American Cancer Society	Sr. Business Data Analyst
American Express	VP, Digital Platforms
American Greetings	Director, Creative Business Ops
Amtrak	Principle Information Architect
Amway	Principal IT Architect
Apache Corp	Sr. Program Analyst
AT&T	Director, DG & Business
ATPCO	Data Architect
AutoZone	Data Architect
Baird	VP - Data Architect
Bank of America	Officer: Data Steward
Bank of Oklahoma	Data Architect
BCBS KC	Data Architect
BCBS KS	Team Lead
BD	VP, Data Integrity
Bendigo Bank	Enterprise Information Architect
Blue Shield CA	Director, IT
BNSF Railway	Database Administrator
Boeing	Information Architect
BP	Enterprise Architect
Brady Corp	Manager Enterprise Dev
Brazil Chamber of Deputies	Information Analyst
BrightScope	CTO
British Army	SO1 Information
Buchanan & Edwards	CTO
Capital Group	Principal Information Architect
Capital One	Sr. Director, EDM
Catalina Marketing	CTO
Charles Schwab	Sr. VP
Chata Technologies	CEO
Citizens Bank	Chief Data Officer
City of Austin	IT Supervisor
City of Redmond	Application Services Manager
CNO Financial	Director, Data Strategy
Cognizant	Global Business Leader
Compassion Int'l	Digital Media Specialist
Compuware	Director, Big Data Solutions
Consumers Energy	Director, Customer Data Quality
Cooperators Group	Enterprise Data & Info Architect
CPP Investment Board	Manager, Data Mgmt. Ops
CSL Behring	Enterprise Data Architect
Cummins, Inc.	CDM Program Leader
Curtiss Wright	Director, Information Solutions
Dun & Bradstreet	Distinguished Architect
Daymon Worldwide	Senior Manager
Defense HR Activity	Management Analyst
Dept. of Nat'l Defense CA	Director, Def. Business Mgmt.
Dimensional Fund Advisors	Head of Analytics & Data
Discover	Data Analyst
DST Systems	Director of Data Arch Mgmt.
Duke Medicine	Information Architect
E*TRADE	Sr. Staff, Software Engineering
East West Bank	Sr. VP, Chief Data Officer
Equifax	VP, Enterprise Data Strategy
Eugene Water & Electric	Database Administrator
Eurasian Resources Group	Data Mgmt. Solution Designer
Exelon Corp	Enterprise Data Architect
Export Development CA	Enterprise Architect
ExxonMobil	Upstream Data Architect
Fannie Mae	Data Modeler
Farm Credit Canada	Principal Enterprise Architect
Farmers Insurance	Enterprise DM, Manager
FBI	Chief Data Officer
Federal Reserve Bank	Business Analyst
FHLBI	Asst. VP
Fidelis Care NY	Director, BI and DW
Fidelity Investments	Director, Data Analysis
First Command	Sr. Data Administrator
First National Bank	Information Management
First Republic Bank	Director, DW & Database
FirstBank	Enterprise Architect
FRB NY	Data Management Sr. Assoc.
Galliard Capital Mgmt.	IT Director
General Electric	Data Architect - BI
General Mills	HR Business Analyst
General Motors	Sr. Manager Advanced Analytics
Gjensidige	CTO
GM Financial	Solution Architect
Graph Story	CEO
Harvard Pilgrim	Director, Info Architecture
Hitachi Data Systems	Manager
Honda North America	Data Architecture Manager
Horace Mann	VP CDO
HP Vertica	VP of Systems Engineering
HSBC	Global Information Architect
Hyundai Capital	Director
IBM	Program Director
ICEDQ	CTO
IDEXX Laboratories	Data Analyst
Innovapost	Data Architect
Intel	IT Big Data Architecture Lead
International Finance Corp	Head, Info Quality Group
IRS	ACIO
JB Hunt	Information Services Consultant
John Deere	Lead Architect (EIM)
Kaiser Permanente	Dir. Research Data and Analysis
Key Bank	Chief Data Officer
Kimberly-Clark	Global Dir. EDM & Bus. Analytics
LDS Church	Principal Architect
LexisNexis	Sr. Statistical Modeler
Liberty Mutual	Principal Data Analyst
Lockheed Martin	Vice President
Lotame	Chief Data Scientists
Lowe's	Data Model Architect
Marriott	Lead Architect
Marrow Donor Program	Enterprise Information Architect
MasterCard	VP, Information Governance
Mayo Clinic	Sr. Analyst Programmer
McAfee	VP, Chief Privacy Officer
McDonald's	Director, Data Architecture
MD Anderson	Manager
Medtronic	IT Manager
Meijer	Data Modeler
Mercer	Chief Data Architect
MetLife	Director
Microsoft	Director, EDSG
MillerCoors	Enterprise Data Modeler
MITRE	Data Scientist / Data Architect
Moneygram	Senior Data Analyst
Morgan Stanley	Chief Analytics and Data Officer
Morningstar	Head of Data Governance
Moxie	VP, Decision Sciences
NASA Langley Research Ctr.	Program Manager
National Instruments	Sr. IT Applications Manager
Navy Federal Credit Union	Manager, Enterprise Data Strat
NBTY	Manager, MDM Solutions
Nedbank	Sr. Manager
NetApp	Senior Manager, MDM
New York Power Authority	Data Architect
Nissan North America	Enterprise Data Architect
Northwestern Mutual	Information Architect
Novo Nordisk Inc.	Systems Analyst
NTT DATA	Database Administrator
OneAmerica	Business Intelligence Consultant
Onyx Pharmaceuticals	Sr. Manager, Financial Apps
Optum / UnitedHealth	Data Quality Architect
Oracle	VP of Software Development
ORBIT Analytics	VP, Analytics
Overstock	Director of Big Data
Pekin Insurance	Data Manager
PEMCO	Data Architect
Petrobras	System Analyst
Pfizer	Director, Informatics & Innovation
Philip Morris	IS Manager, Data Governance
Piedmont Natural Gas	Enterprise Data Architect
Presidio	Director, EIM
Progressive Insurance	IT Director
Providence Health	Data Governance Director
Public Safety Canada	Data Manager
Purdue University	Sr. Data Steward
QuantRes	Head of Data Technologies
Quicken Loans	Sr. Database Engineer
Quintiles	Director, Product Engineering
Raytheon	Chief Knowledge Architect
Red Hat	Sr. Principal Software Engineer
Robert W. Baird & Co.	Information Architect
Ropes & Gray	Sr. Data Governance Analyst
Royal Bank of Canada	Global Data Governance Leader
Sacramento Utility	IT Program Manager
Safeway Inc.	Information Architect
Salesforce	Director, Data Solutions
SAP	Director, Product Management
Sapient	Director, Technology
SAS	System Engineer
Saudi Aramco Oil Co.	Data Architect
Schneider	Information Architect
Scholastic Corp	Chief Information Architect
Scotiabank	VP, Global Risk Management
Sears Holdings	Architect
Securities Commission	Data Management Officer
Sharp Healthcare	Director of Data Governance
Shell	Data Process Design Owner
Shelter Insurance	IS Manager
SimCorp	Chief Data Warehouse Architect
Smith & Nephew	Director, Enterprise Applications
Sonic Automotive	Data Quality Manager
Sony PlayStation	Sr. Manager, Data Governance
Standard and Poor's	Head of Data Operations
Stanford University	Mgr., Data Arch. & Administration
State Farm	Director
Symantec	Data Mgmt. Strategy & Planning
T-Mobile	Principal Architect
Target	Application Analyst BI&A
Taubman Co	Sr. Systems Analyst
Tanner Medical Center	Director, Enterprise Apps
TD Bank	Sr. Manager Data Management
TD Insurance	Managing Architect
Teacher Retirement Sys TX	Systems Analyst VI
TELUS	Sr. Data Architect
The Data Incubator	CEO/Founder
The Hartford	Asst. Director, Digital Capabilities
Thompson Reuters	Information Security Director
Thrivent Financial	Lead Information Engineer
TIAA	Sr. Director, Data Management
TN Nashville Schools	Business Intelligence Coordinator
TravelClick	Director
Travelers Insurance	Director of IT
Turkey GarantiBank	Data Manager
UL Systems	Manager
Uline, Inc.	Data Architect
University of Pittsburgh	Data Warehouse Manager
University College Cork	Research Support Officer
U.S. Government	Deputy Director, EMG
U.S. Treasury	Associate Director
U.S. Xpress	Manager
USAC	Manager of Info Architecture
Uturn Data Solutions	Chief Data Officer
Vanguard	Sr. Manager
Verizon	Sr. Manager
Vonage	Solutions Architect
WA State DOT	Data Resource Manager
Walgreens	Sr. Dir., Enterprise Data Arch
Wells Fargo Insurance	Sr. Vice President
Western Canada Lottery Corp	Director, Infrastructure & Ops
Westfield Group	Lead Database Designer
WI DOT	Data Administrator
York Region	Sr. Business Support Analyst
Zions Bancorp	Director, Data Analytics

Data was extracted from attendance at the three most recent Enterprise Data World events.

AVERAGE FEE PER PAID CONFERENCE ATTENDEE: $2,140

LEVEL OF INVOLVEMENT IN PURCHASING PRODUCTS AND/OR SERVICES: 67% 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 5,000 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

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

ATTENDEES BY INDUSTRY:

Over 1,000 attendees represent a wide range of customer organizations and industries.

21%	Banking/Finance	5%	Retail/Manufacturing
13%	Insurance	3%	Energy/Utilities
8%	Government/Military	11%	Consulting/Services
15%	Technology/Communications	3%	Food & Beverage/Entertainment
7%	Healthcare	14%	Other

	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP
Exhibit Space	10' x 20'	10' x 10'	10' x 10'
1 "P" Level Item	✓		
1 "A" Level Item	✓	✓	
1 "B" Level Item	✓	✓	✓
60-Minute Speaking Slot (Conference Session)	✓		
30-Minute *In Perspectives* Speaking Slot (Product Presentation)	*	*	
Private Reception Networking Opportunity	✓	✓	
Logo and Company Description in Guidebook App	✓	✓	✓
Hyperlinked Logo and Description on Homepage	✓	✓	
Hyperlinked Logo and Description on Sponsor Page	✓	✓	✓
Logo on Selected Marketing Emails	✓	✓	
Literature Insert In Attendee Registration Bags	✓		
Literature Distribution Near Registration Area	✓	✓	✓
Full Event Passes for Your Staff or Customers	5	3	2
Discount Off Additional Registrations (Can Be Combined With Early Bird and Group Discounts)	15%	15%	15%
Complimentary Exhibit Passes	Unlimited	Unlimited	Unlimited

* Platinum and Gold sponsors can use their "A" level item for a 30-minute *In Perspectives* product presentation.

ADDITIONAL SPONSORSHIP ITEMS

P LEVEL
(Platinum sponsors choose one)

• Branded attendee bag
• Branded topic-specific conference track
• Sponsored lunch

A LEVEL
(Platinum and Gold sponsors choose one)

• Badge holder insert OR branded lanyard
• Mobile app sponsorship
• Sponsored breakfast
• Sponsored coffee break

B LEVEL
(Platinum, Gold, and Silver sponsors choose one)

• White paper hosted by DATAVERSITY
• Hospitality suite promotion
• T-shirt distribution

ADDITIONAL SPONSOR ADD-ONS

• Live webinar
• Literature distribution near registration area
• Logo and description linked on sponsor page
• User group meeting
• Branded topic-specific conference track
• Custom packages and more

PLATINUM OPTION "P" LEVEL – Platinum sponsors choose one

❏ P1   **Attendee bag:** Your logo and conference logos are imprinted in white. Cost of bags included.

❏ P2   **Branded topic-specific conference track**

❏ P3   **Luncheon:** Prominent acknowledgment on signage. Your literature placed on every chair. (Limited to one sponsor per lunch. Total of three lunches during conference schedule.)

"A" LEVEL – Platinum and Gold sponsors choose one

❏ A2   ***In Perspectives* presentation:** A 30-minute conference session detailing your company's chosen topic or product demonstration. *In Perspectives* sessions are held during exhibit hours. (One included with every platinum-level sponsorship.)

❏ A3   **Mobile app sponsorship**

❏ A4   **Badge holder insert:** Sponsor supplies a 4" x 4" printed card to be inserted into our 4" x 3" badge holders. (A one-inch headline appears above attendee name.)   **SOLD**

❏ A5   **Attendee bag literature insert:** Sponsor supplies literature or promotional item to be placed in all attendee bags distributed at registration.

❏ A6   **Badge lanyards:** Sponsor supplies branded lanyards for all attendees. Lanyards are distributed at registration.   **SOLD**

❏ A7   **Breakfast:** Two large easel signs and literature are placed in breakfast areas.

❏ A8   **Coffee break:** Two large easel signs and literature are placed in coffee break areas.

"B" LEVEL – Platinum, Gold, and Silver sponsors choose one

❏ B1   **White paper:** Sponsor-provided paper hosted by DATAVERSITY for 3 months (no lead limits).

❏ B2   **Hospitality suite promotion:** Sponsor-provided invitations are included in all attendee bags and promoted on the master agenda. (Does not include room, food, or beverage costs.)

❏ B3   **Promotional shirt distribution:** An attendee favorite! Distribution to all attendees occurs at event check-in. (Sponsor supplies promotional clothing.)

ADDITIONAL SPONSOR ADD-ONS

❏ C1   **Branded topic-specific conference track**

❏ C2   **Literature distribution:** Literature is placed in high traffic areas (non-exclusive placement).

❏ C3   **Sponsor page link:** Free to sponsors who provide a reciprocal link, otherwise fee applies.

❏ C4   **Webinar hosted by DATAVERSITY**

❏ C5   **User-group meeting:** Consulting, budgeting, promotion, registration, meeting planning, and on-site support can be provided, depending on needs of the sponsor.

JOIN THESE PAST EDW SPONSORS!

Accel BI	D&B	Gazzang	MarkLogic	Sandhill Consultants
Access Sciences	dashDB	GraphGrid	Melissa	SAP
Adaptive	Data Advantage Group	Hackolade	Meta Integration Technology	SAS
Adeptia, Inc.	Data Blueprint	helpIT	Metric Insights	Semarchy
ADRM Software	Data Clairvoyance	HP Vertica	Neo4j	Silwood Technology
Aerospike	Datablau	IBM	Noah Consulting	SitScape
Alation	Dataiku	iCEDQ	Octopai	SmartSoftDQ
Alteryx	DataIntent	IDERA	Orbis Technologies	SnapLogic
Altilia	DataKitchen	IDMA	ORBIT Analytics	Snowflake Computing
Amazon Web Services	Datasource Consulting	Immuta	Orchestra Networks	SplashBI
AnalytiX DS	Datawatch	Infinata	Phasic Systems	Splice Machine
Anchor Software	Dell Boomi	InfiniteGraph	PoolParty	Stardog
ASG Technologies	Deloitte	Infogix	Profium	Stibo Systems
Astera	Denodo	Informatica	Protiviti	Syncsort
Ataccama Corp.	DGPO	Information Asset	PSSC Labs	Synthos Technologies
AtomRain	Drexel University	Innovative Systems	Pyramid Analytics	T4G
Attunity	Embarcadero Technologies	Intellicus	Redis Labs	Tamr
BackOffice Associates	EnterpriseWeb	intelligentTag	RedPoint Global	TDAN.com
Basho Technologies	erwin, Inc.	Io-Tahoe	Reltio	Texas A&M University
Bitwise	Experian	IRI (The CoSort Company)	R2C Reports & Requirements	TigerGraph
Cambridge Semantics	Expert System	JJR Solutions	RepreZen	TopQuadrant
CapTech	FairCom	LeanXcale	ROKITT	Trillium Software
CloverETL	Finch Computing	MANTA	Saffron Technology	WhereScape
CMMI Institute	Franz	MapR Technologies		ZE PowerGroup
Collibra				

BE IN THE RIGHT PLACE AT THE RIGHT TIME!
Call to reserve your space today.

Hundreds of qualified decision makers, and a track record of consistently superior results make Enterprise Data World a must-attend event for companies like yours. Make sure your brand is represented in 2020!

Call today to reserve your space and find out which sponsor options are still available.

Contact Warwick Davies for more information at (781) 354-0119 or warwick@dataversity.net

ENTERPRISE DATA W⊕RLD®

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