

THE TRANSFORMATION TO DATA-DRIVEN BUSINESS STARTS HERE

# ENTERPRISE DATA WORLD

CONFERENCE SPONSORSHIP PROSPECTUS

Sheraton Hotel & Marina • San Diego, CA • March 22 – 27, 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 over 1,000  
engaged attendees

[ENTERPRISEDATAWORLD.COM](http://ENTERPRISEDATAWORLD.COM)

PRODUCED BY

 DATAVERSITY®



# 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 \$1,500 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

# Meet Face to Face with Qualified Buyers

## 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

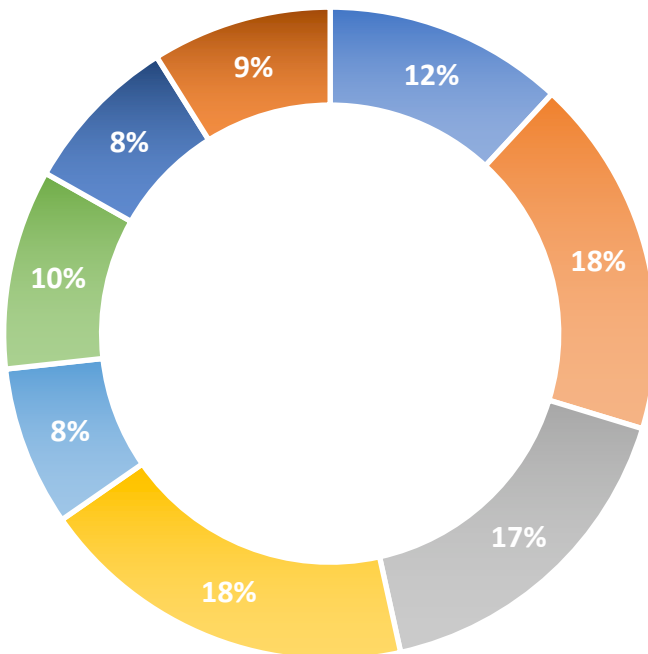
We offer sponsors the opportunity to place a half-hour product presentation on the agenda. These sessions are attended by the audience you want to attract – they are often the decision makers within their organization.

## 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)



- CXO/President/Principal/Partner
- VP/Director
- Manager/Supervisor/Department Head
- Data Architect/Enterprise Data Architect
- Consultant
- Business Analyst/Data Analyst
- Technical Staff (Modeler, Engineer, Programmer)
- Other



Enterprise Data World engages over 1,000 Enterprise Information professionals representing the largest organizations in the world, all looking for solutions in one place, at one time. Here's a sample of some of the typical decision makers who have attended past EDW conferences.

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

# Attendee Profile and Demographics

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

**AVERAGE ATTENDANCE:** 1,000

**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	29%	Other

# SPONSORSHIP OPTIONS

	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP	BASIC EXHIBITOR
Exhibit Space	10' x 20'	10' x 10'	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 <i>In Perspectives</i> 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%	15%
Complimentary Exhibit Passes	Unlimited	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 style="text-align: center;"><b>P LEVEL</b> (Platinum sponsors choose one)</p> <ul style="list-style-type: none"> <li>• Branded attendee bag</li> <li>• Upgrade from 10' x 20' to 20' x 20' booth</li> <li>• Branded topic-specific conference track</li> <li>• Sponsored lunch</li> </ul>	<p style="text-align: center;"><b>A LEVEL</b> (Platinum and Gold sponsors choose one)</p> <ul style="list-style-type: none"> <li>• <i>In Perspectives</i>, a 30-minute product session</li> <li>• Badge holder insert OR branded lanyard</li> <li>• Upgrade from 10' x 10' to 10' x 20' booth</li> <li>• Mobile app sponsorship</li> </ul>	<p style="text-align: center;"><b>B LEVEL</b> (Platinum, Gold, and Silver sponsors choose one)</p> <ul style="list-style-type: none"> <li>• White paper hosted by DATAVERSITY</li> <li>• Hospitality suite promotion</li> <li>• T-shirt distribution</li> <li>• Sponsored breakfast</li> <li>• Sponsored coffee break</li> </ul>	<p style="text-align: center;"><b>ADDITIONAL SPONSOR ADD-ONS</b></p> <ul style="list-style-type: none"> <li>• Live webinar</li> <li>• Literature distribution near registration area</li> <li>• Logo and description linked on sponsor page</li> <li>• User group meeting</li> <li>• Branded topic-specific conference track</li> <li>• Custom packages and more</li> </ul>
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# 2020 Enterprise Data World Conference Sponsorship Menu

## 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 **Upgrade exhibit booth space** from 10' x 20' to 20' x 20'
- P4 **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

- A1 **Upgrade exhibit booth space** from 10' x 10' to 10' x 20'
- 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.)
- 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.

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

- B1 **White paper:** Sponsor-provided paper is hosted on DATAVERSITY's website for 3 months.
- 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.)
- B4 **Breakfast:** Two large easel signs and literature are placed in breakfast areas.
- B5 **Coffee break:** Two large easel signs and literature are placed in coffee break areas.

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



**BE IN THE RIGHT PLACE AT THE RIGHT TIME!**

**Call to reserve your space today.**

Hundreds of qualified decision makers, over 1,000 attendees, 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](mailto:warwick@dataversity.net)

# ENTERPRISE DATA WORLD®

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