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

PRODUCED BY
DATaversity®
DAMA® International
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

Contact Warwick Davies for more information at (781) 354-0119 or warwick@dataversity.net enterprisedataworld.com Page | 2
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)
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

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

* 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
- Upgrade from 10’ x 20’ to 20’ x 20’ booth
- Branded topic-specific conference track
- Sponsored lunch

### A LEVEL
(Platinum and Gold sponsors choose one)
- *In Perspectives*, a 30-minute product session
- Badge holder insert OR branded lanyard
- Upgrade from 10’ x 10’ to 10’ x 20’ booth
- Mobile app sponsorship

### B LEVEL
(Platinum, Gold, and Silver sponsors choose one)
- White paper hosted by DATAVERSITY
- Hospitality suite promotion
- T-shirt distribution
- Sponsored breakfast
- Sponsored coffee break

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

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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