

2018 Calendar

Online Conference Series

www.idevnews.com/events

Integration
developer news

Integration Developer News (IDN), launched in 2002, is a leading electronic newsletter (circulation 78,000) for Enterprise IT and business stakeholders working to build, deliver and manage digital transformation. IDN is the leading producer of Multi-Vendor Online Conferences. 90 events in the past 8 years.

Conference Programs

Digital Enterprise Transformation Series

- Enterprise Integration Summit
- CLOUD-CON: Integration & APIs

The Intelligent Enterprise Series

- Intelligent Data Summit
- Application Architecture Summit

The Connected Enterprise

- Mobile & IoT Summit
- Enterprise Security Summit

Fast Facts

Overview

- Concept: 4-6 leading enterprise vendors present
- Audience: Large companies - 50% > 5,000 employees
- GEOs: 65% North America
- Hassles: Introduce IDN to your speaker & we take over

Format

- Online: Webinar Style - 30 minutes
- Recorded: 3 weeks in advance via telephone

Metrics

- Contact: All registrant contact info
- Attended: Who attended live
- Viewed: Who listened to your speaker
- Touched: Who viewed your white papers and demos

IDN Deliverables

- Includes: Speaking Opp & Complete Registration list
- Leads: 700 guaranteed - 1,000 average

Past Participants



ORACLE



Progress



talend



axway



Symantec

Appian

Hewlett Packard
Enterprise

software AG

splunk



Information
Builders

birst
an Infor company

+ a b | e a u



informatica

TIBCO

ATTUNITY

New Relic

kony
Mobilize the Enterprise



OPENTEXT

Electric Cloud



outsystems



Multi-Vendor Online Conferences

Digital Enterprise Transformation Series

Enterprise Integration Summit

Broadcast Dates January 25 • July 26

Recent Event Stats *		Demographics	
Registrations	1,175	Project Manager	36%
USA	67%	C-Level, VP, Director	34%
>1,000 employees	66%	Developer	21%
		Operations	7%

CLOUD-CON: Integration & APIs

Broadcast Dates April 26 • October 25

Recent Event Stats *		Demographics	
Registrations	1,002	Project Manager	35%
USA	67%	C-Level, VP, Director	32%
> 1,000 employees	68%	Developer	23%
		Operations	8%

The Intelligent Enterprise Series

Intelligent Data Summit

Broadcast Dates February 22 • August 23

Recent Event Stats *		Demographics	
Registrations	1,062	Project Manager	34%
USA	69%	C-Level, VP, Director	31%
> 1,000 employees	66%	Developer	23%
		Operations	8%

Application Architecture Summit

Broadcast Dates March 22 • September 20

Recent Event Stats *		Demographics	
Registrations	1,123	Project Manager	35%
USA	64%	C-Level, VP, Director	31%
> 1,000 employees	69%	Developer	27%
		Operations	6%

The Connected Enterprise

Mobile & IoT Summit

Broadcast Dates May 24 • December 6

Recent Event Stats *		Demographics	
Registrations	1,034	Project Manager	35%
USA	65%	C-Level, VP, Director	37%
>1,000 employees	62%	Developer	19%
		Operations	6%

Enterprise Security Summit

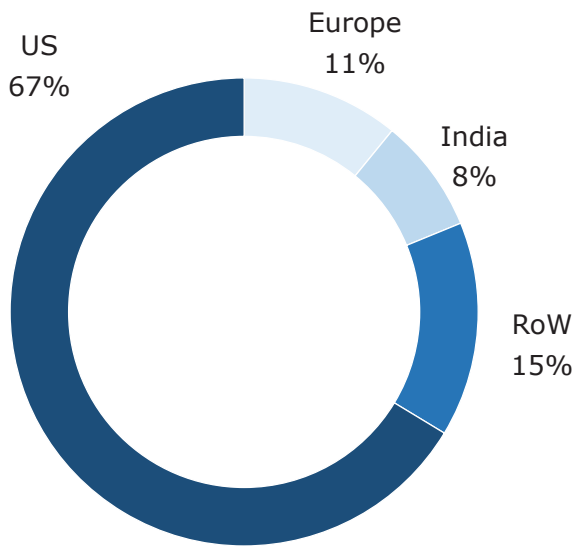
Broadcast Dates June 21

Recent Event Stats *		Demographics	
Registrations	1,035	Project Manager	37%
USA	70%	C-Level, VP, Director	28%
> 1,000 employees	67%	Developer	18%
		Operations	13%

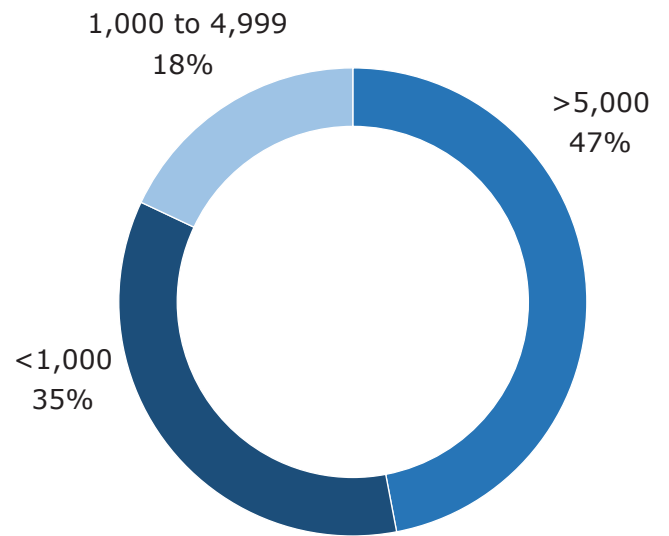
* Based on the last 2 events

Averages Over Past 6 Shows

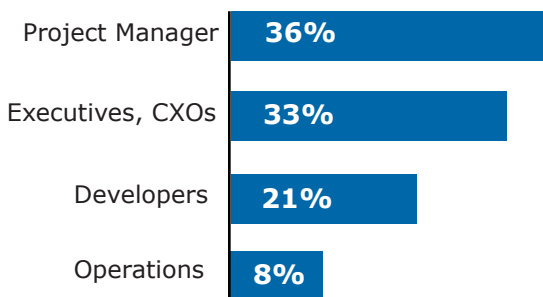
GEO Regions



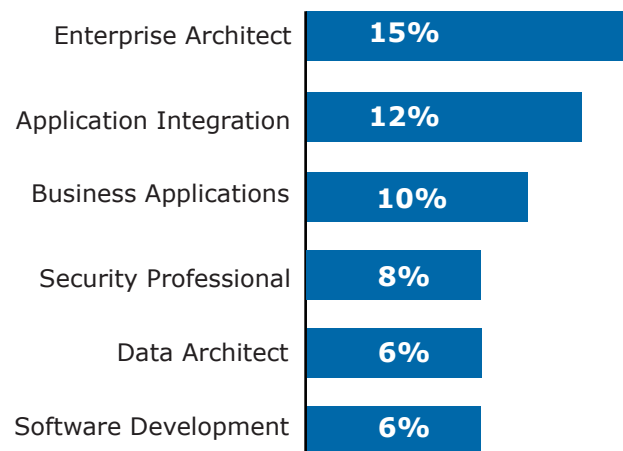
Company Size - Employees



Job Levels



Job Functions



Multi-Vendor Online Conferences

Q1 2018

Enterprise Integration Summit	January 25
Intelligent Data Summit	February 22
Application Architecture Summit	March 22

Q2 2018

CLOUD-CON: Integration & APIs	April 26
Mobile + IoT Summit	May 24
Enterprise Security Summit	June 21

Q3 2018

Enterprise Integration Summit	July 26
Intelligent Data Summit	August 23
Application Architecture Summit	September 20

Q4 2018

CLOUD-CON: Integration & APIs	October 25
Mobile + IoT Summit	December 6