2018 Calendar
Online Conference Series
www.idevnews.com/events

Integration
d e v e l o p e r   n e w s

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

Pricing
- Includes: Speaking Opp & Complete Registration list
- Leads: 700 guaranteed - 1,000 average
- 1X: $20,000 per event
- 3X: $18,000 per event
- 6X: $17,000 per event

Past Participants

IBM
ORACLE
ca technologies
Progress
redhat
talend
DELL Boomi
axway
MAPR
Symantec
Appian
Hewlett Packard Enterprise
software AG
splunk>
MICRO FOCUS
Information Builders
birst an Infor company
+ableau
CISCO
informatica
TIBCO
ATTUNITY
New Relic
kony Mobilize the Enterprise
SAP
OPENTEXT
Electric Cloud
Ping Identity
outsystems
Akamai

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

Event Demographics

Averages Over Past 6 Shows

GEO Regions

US
67%

Europe
11%

India
8%

RoW
15%

Company Size - Employees

1,000 to 4,999
18%

>5,000
47%

<1,000
35%

Job Levels

Project Manager	**36%**
Executives, CXOs	**33%**
Developers	**21%**
Operations	**8%**

Job Functions

Enterprise Architect	**15%**
Application Integration	**12%**
Business Applications	**10%**
Security Professional	**8%**
Data Architect	**6%**
Software Development	**6%**
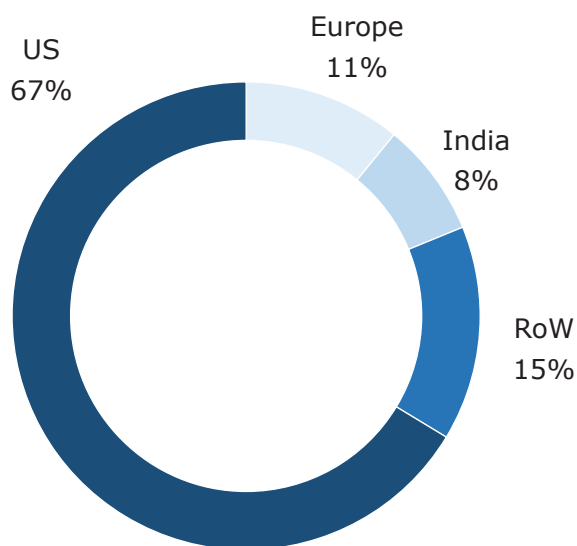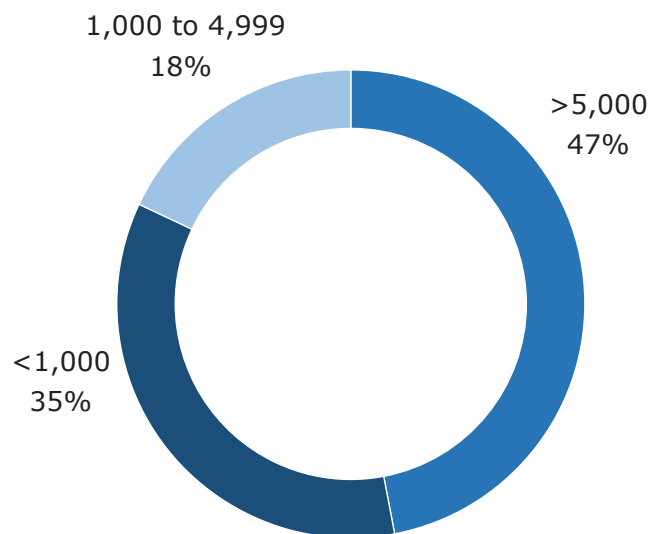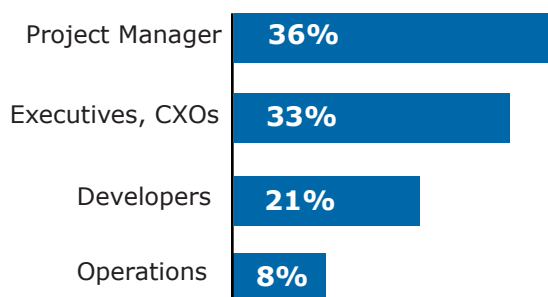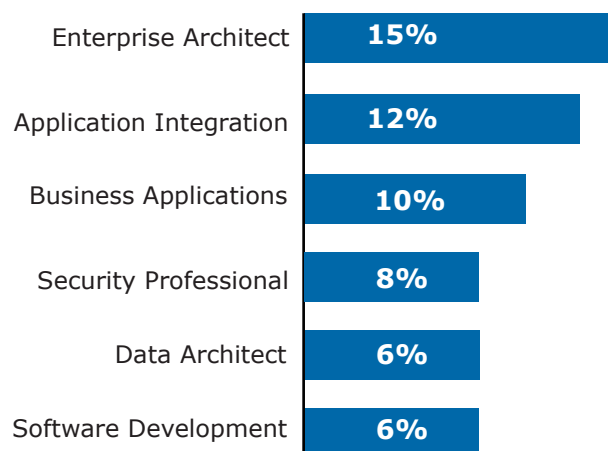
Multi-Vendor Online Conferences

Q1 2018

Enterprise Integration Summit   **January 25**
APIs ● Apps ● Data Integration ● Hybrid / Multi-Cloud ● Data Virtualization ● Security

Intelligent Data Summit   **February 22**
AI ● Analytics ● BI ● Data Lakes ● Hadoop ● IoT ● MDM ● Real-Time ● Self-Service ● Security

Application Architecture Summit   **March 22**
Low Code ● Cloud-Native ● DevOps ● CI/CD ● Omni-Channel ● Process Integration ● Security

Q2 2018

CLOUD-CON: Integration & APIs   **April 26**
API Management ● Cloud-Native Apps ● Data Prep / MDM ● Hybrid Integration ● iPaaS ● Microservices ● Security

Mobile + IoT Summit   **May 24**
Low Code ● Omni-Channel ● IoT ● Analytics ● Streaming Data ● Event-Driven ● APIs ● Cloud ● EMM ● Integration ● Security ● UX ● In-Memory

Enterprise Security Summit   **June 21**
AI / Threat Intelligence ● Bot Detection ● Cloud Security ● DevSecOps ● Encryption ● Gateways ● Identity ● SSO

Q3 2018

Enterprise Integration Summit   **July 26**
APIs ● Apps ● Data Integration ● Hybrid / Multi-Cloud ● Data Virtualization ● Security

Intelligent Data Summit   **August 23**
AI ● Analytics ● BI ● Data Lakes ● Hadoop ● IoT ● MDM ● Real-Time ● Self-Service ● Security

Application Architecture Summit   **September 20**
Low Code ● Cloud-Native ● DevOps ● CI/CD ● Omni-Channel ● Process Integration ● Security

Q4 2018

CLOUD-CON: Integration & APIs   **October 25**
API Management ● Cloud-Native Apps ● Data Prep / MDM ● Hybrid Integration ● iPaaS ● Microservices ● Security

Mobile + IoT Summit   **December 6**
Low Code ● Omni-Channel ● IoT ● Analytics ● Streaming Data ● Event-Driven ● APIs ● Cloud ● EMM ● Integration ● Security ● UX ● In-Memory