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 Program

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

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   tableau

CISCO   informatica

TIBCO   ATTUNITY

New Relic   kony Mobilize the Enterprise

SAP   OPENTEXT

Electric Cloud   Ping Identity

outsystems   Akamai

2018 Conferences

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%

* Based on the last 2 events

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%**
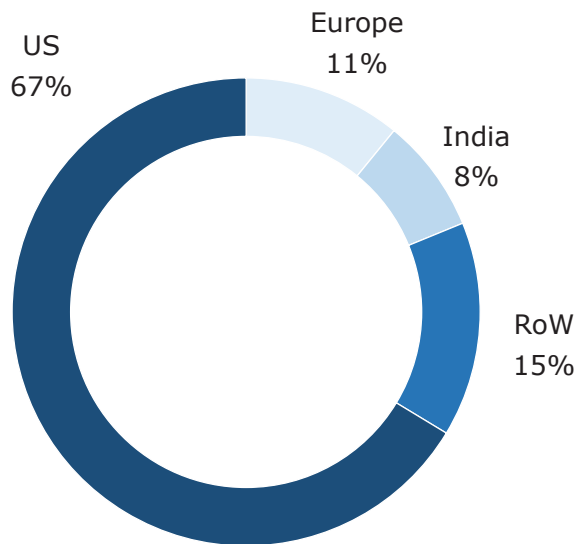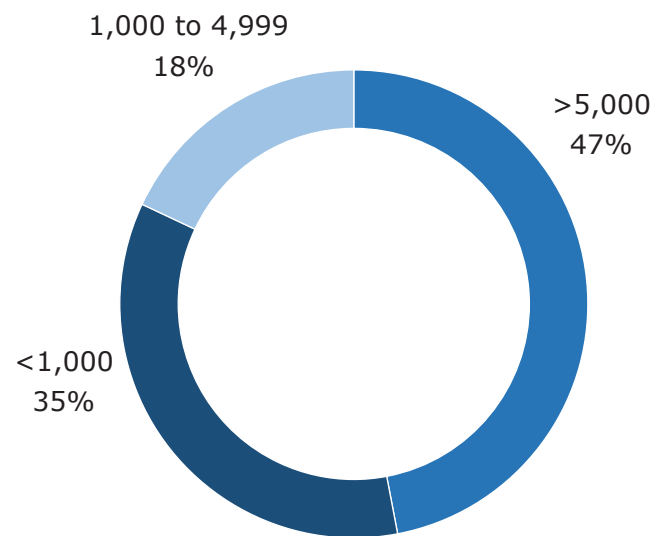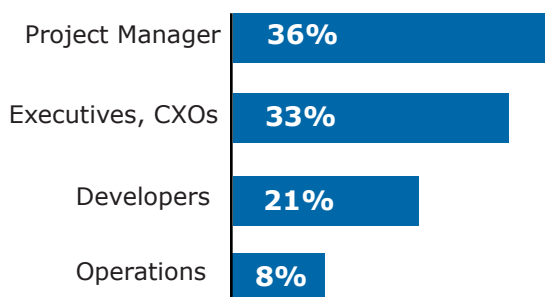
Integration
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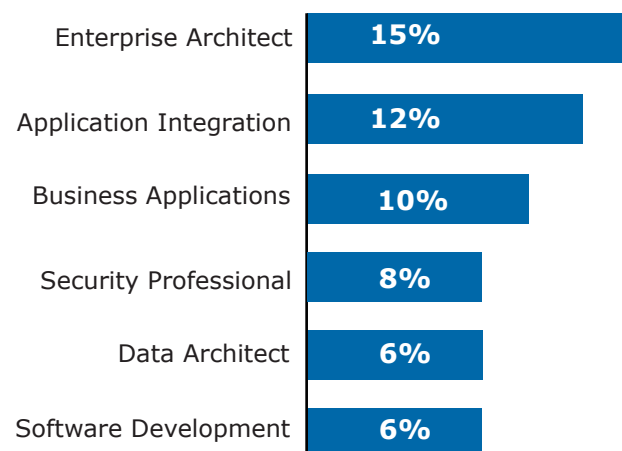
Multi-Vendor Online Conferences

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

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