Virtual Summits
For Demand Generation
Executive Overview

Integration Developer News produces Multi-Vendor Virtual Summits for Demand Generation. IDN has registered more than 140,000 qualified enterprise IT decision makers. 132 virtual summits produced - one per month over the past 10 years.

Virtual Summits

**Application Architecture** Summit  
January 27, 2022 | June 9, 2022 | October 20, 2022

**Cloud Architecture** Summit  
April 21, 2022 | September 22, 2022

**Enterprise Integration** Summit  
March 24, 2022 | August 25, 2022 | December 8, 2022

**Intelligent Data** Summit  
February 24, 2022 | July 21, 2022

Fast Facts

**Overview**
- Concept: 6-10 leading enterprise vendors present
- Speaker Opp: Webinar Style Presentation - 30 minutes
- Company Size: 70% > 1k 25% > 25k employees
- GEOs: 75% United States
- Production: 3 weeks in advance via Zoom
- No Hassles: Introduce IDN to your speaker & we take over

**IDN Deliverables**
- Leads: All sponsors get complete registration list
- Guaranteed: 800 guaranteed - 900 average

**Metrics**
- Contact: You get all registrant contact info
- Attended: Who attended live
- Viewed: Who listened to your speaker
- Touched: Who viewed your white papers and demos

**Summit Sponsors**

- IBM
- Oracle
- Actian
- Progress
- Red Hat
- Denodo
- Boomi
- Influxdata
- Appian
- ScienceLogic
- Outsystems
- H2O.ai
- Software AG
- Lightstep
- Cloudera
- Trend Micro
- JFrog
- Okta
- TIBCO
- Reltio
- Temenos Quantum
- CData

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Demographics

132 virtual summits produced - more than 140,000 qualified enterprise IT decision makers
800 guaranteed - 900 average

**GEO Regions**

- 75% US
- 11% India
- 14% ROW

**Company Size - Employees**

- 25% >25,000
- 16% 1,001-5000
- 20% 5,001-25,000
- 39% <1,000

**Top Job Levels**

- Project Manager 34%
- Executives, CXOs 30%
- Developers 28%
- Operations 8%

**Top Job Functions**

- Enterprise Architect 14%
- Application Integration 12%
- Business Applications 12%
- Head of IT 6%
- Software Development 6%
Virtual Summits

**Enterprise Integration Summit**
Integration Powers Digital Transformation

Enterprise Integration Summit explores how APIs, iPaaS, RPA and other integrations are foundational to successful digital transformation.

Top job specialties include: Enterprise Architects, Project Managers, Application Integrators, Software Developers, Business Application Managers, and CxOs.

- March 24, 2022
- August 25, 2022
- December 8, 2022

**Cloud Architecture Summit**
Foundational Technologies for Cloud Innovation

Cloud Architecture Summit highlights how organizations are leveraging hybrid cloud, iPaaS and cloud native technologies to meet changing business needs.

Top job specialties include: Enterprise Architects, Cloud Engineers, Project Managers, Application Integrators, Software Developers, DevOps, Business Application Managers, and CxOs.

- April 21, 2022
- September 22, 2022

**Application Architecture Summit**
Design, Build and Run Modern Enterprise Applications

Application Architecture Summit focuses on how to build, launch & run applications with low code, DevOps and cloud native skills.

Top job specialties include: Enterprise Architects, Software Developers, Project Managers, Solution Architects, Application Integrators, DevOps, Business Application Managers, and CxOs.

- January 27, 2022
- June 9, 2022
- October 20, 2022

**Intelligent Data Summit**
Transforming Data into Intelligence

Intelligent Data Summit highlights how to design and deliver a modern digital enterprise powered by analytics, data & AI/ML.

Top job specialties include: Data Architects, Data Scientists, Enterprise Architects, Project Managers, Application Integrators, Software Developers and CxOs.

- February 24, 2022
- July 21, 2022
Each sponsor gets a resource room where attendees view presentations, download pdfs and sign up for free trials etc. IDN tracks all attendee behavior and delivers it in an easy to read Leads Report.
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Summit</th>
<th>Topics</th>
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<tbody>
<tr>
<td><strong>Application Architecture</strong> Summit</td>
<td>January 27</td>
<td>Low-Code • DevOps • AI/ML • APIs &amp; Microservices • Blockchain • Cloud-Native • UX • Process &amp; Workflow • Security • Value Stream Management</td>
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<td><strong>Intelligent Data</strong> Summit</td>
<td>February 24</td>
<td>AI/ML • Analytics • Business Intelligence • Dashboards • Data Lakes • Data Governance • Hadoop • IoT • MDM • Predictive • Real-Time • Streaming</td>
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<td><strong>Enterprise Integration</strong> Summit</td>
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<td>API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security</td>
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