

## The #1 IT Online Conference Company

Integration Developer News (IDN), launched in 2002, is a leading electronic newsletter (circulation 78,000) for IT and business stakeholders working to build, deliver and manage digital transformation.

IDN is the leading producer of Multi-Vendor Online Conference have produced 82 events in the past 7 years. Each event delivers 900 to 1,100 qualified leads.

## Conference Program

### Digital Enterprise Transformation Series

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

### The Connected World Series

- Mobile & IoT Summit
- Enterprise Security Summit

### The Intelligent Enterprise Series

- Intelligent Data Summit
- Application Architecture Conference

## Fast Facts

### Overview

- Concept: 4-6 leading enterprise vendors present
- Audience: Large companies - 50% > 5,000 employees
- 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: 900 to 1,100 average
- 1X: \$20,000 per event
- 3X: \$18,000 per event
- 6X: \$16,000 per event

## Past Participants



ORACLE



Progress



talend



axway



Symantec

Appian

Hewlett Packard  
Enterprise

software AG

splunk

snapLogic

Information  
Builders



tableau



TIBCO

ATTUNITY

New Relic

kony  
Mobilize the Enterprise



informatica

## Digital Enterprise Transformation Series

### Enterprise Integration Summit

**Broadcast Dates** August 24 • August 23, 2018

Recent Event Stats		Demographics	
Registrations	1,110	Project Manager	36%
USA	67%	C-Level, VP, Director	35%
>1,000 employees	68%	Developer	21%
		Operations	6%

### CLOUD-CON: Integration & APIs

**Broadcast Dates** June 22 • December 7

Recent Event Stats		Demographics	
Registrations	1,048	Project Manager	36%
USA	63%	C-Level, VP, Director	36%
> 1,000 employees	65%	Developer	17%
		Operations	7%

## The Connect World Series

### Mobile & IoT Summit

**Broadcast Dates** April 27 • June 21, 2018

Recent Event Stats		Demographics	
Registrations	1,082	Project Manager	34%
USA	64%	C-Level, VP, Director	38%
>1,000 employees	65%	Developer	19%
		Operations	6%

### Enterprise Security Summit

**Broadcast Dates** July 27 • July 26, 2018

Recent Event Stats		Demographics	
Registrations	1,035	Project Manager	33%
USA	70%	C-Level, VP, Director	29%
> 1,000 employees	67%	Developer	18%
		Operations	15%

## The Intelligent Enterprise Series

### Intelligent Data Summit

**Broadcast Dates** May 25 • October 26

Recent Event Stats		Demographics	
Registrations	1,164	Project Manager	35%
USA	60%	C-Level, VP, Director	31%
> 1,000 employees	62%	Developer	23%
		Operations	11%

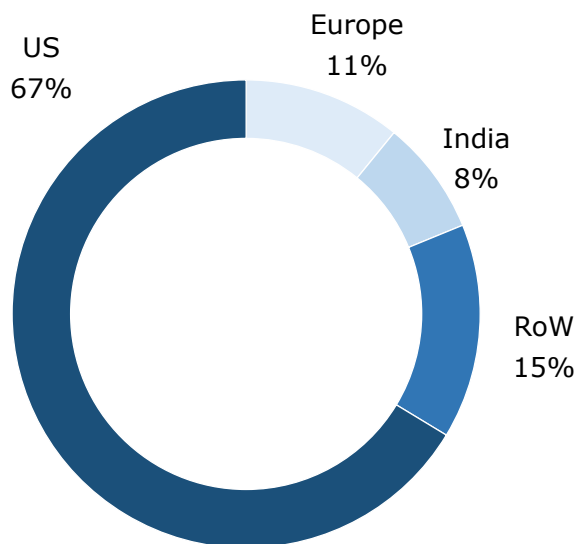
### Application Architecture Conference

**Broadcast Dates** Sept 21 • March 22, 2018

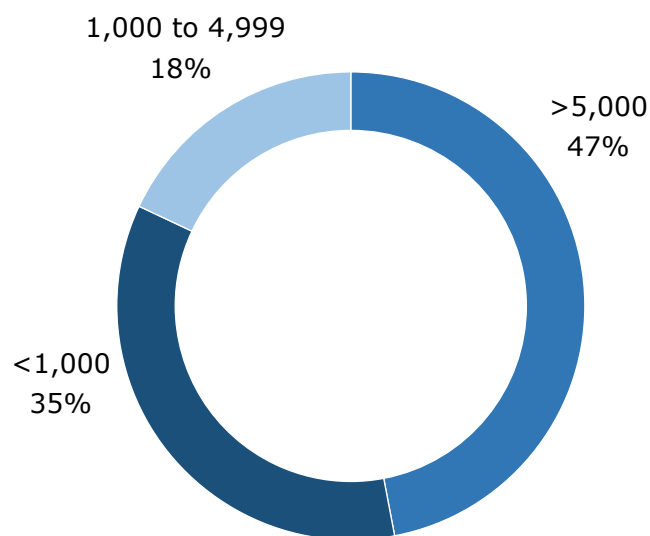
Recent Event Stats		Demographics	
Registrations	1,252	Project Manager	35%
USA	66%	C-Level, VP, Director	35%
> 1,000 employees	69%	Developer	25%
		Operations	5%

Averages Over Past 6 Shows

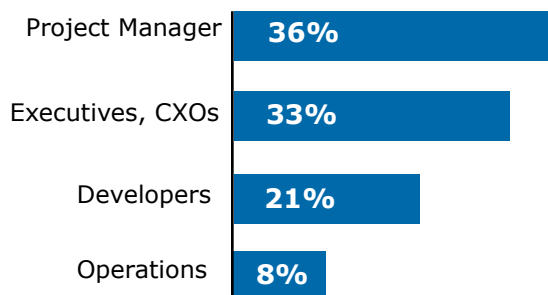
## GEO Regions



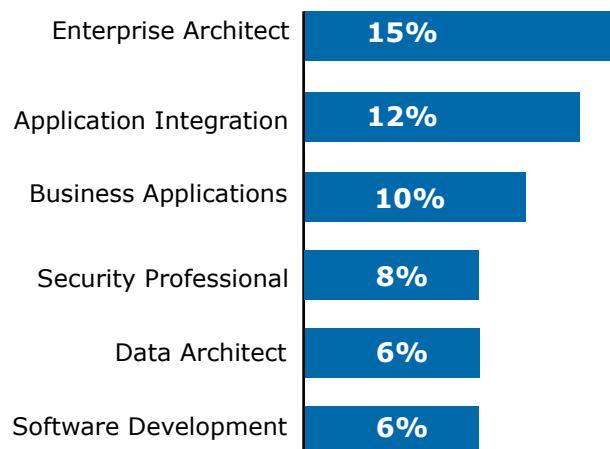
## Company Size - Employees



## Job Levels



## Job Functions



## Q2 2017

### Mobile + IoT Summit

Your Guide to Building the Connected World

April 27

### Intelligent Data Summit

Analytics, Apps & Data for Success in the Digital Enterprise

May 25

### CLOUD-CON: Integration & APIs

Enterprise-Grade Integration Across Cloud and On-Premise

June 22

## Q3 2017

### Enterprise Security Summit

Trends in Identity, Security & Analytics for the Digital Enterprise

July 27

### Enterprise Integration Summit

Powering Digital Transformation with APIs, Cloud, IoT, Mobile & SOA

August 24

### Application Architecture Summit

Modern Application Development for Digital Business

September 21

## Q4 2017

### Intelligent Data Summit

Analytics, Apps & Data for Success in the Digital Enterprise

October 26

### CLOUD-CON: Integration & APIs

Enterprise-Grade Integration Across Cloud and On-Premise

December 7

## Q1 2018

### Enterprise Security Summit

Trends in Identity, Security & Analytics for the Digital Enterprise

January 25

### Enterprise Integration Summit

Powering Digital Transformation with APIs, Cloud, IoT, Mobile & SOA

February 22

### Application Architecture Summit

Modern Application Development for Digital Business

March 22

## Q2 2018

### Intelligent Data Summit

Analytics, Apps & Data for Success in the Digital Enterprise

April 26

### CLOUD-CON: Integration & APIs

Enterprise-Grade Integration Across Cloud and On-Premise

May 24

### Mobile + IoT Summit

Your Guide to Building the Connected World

June 21