

Integration Developer News  
Sponsorship Package – 2022

# Virtual Summits

For Demand Generation



# Executive Overview

Integration Developer News produces Multi-Vendor Virtual Summits for Demand Generation. IDN has registered more than 120,000 qualified enterprise IT decision makers. 120 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: 700 guaranteed - 800-900 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



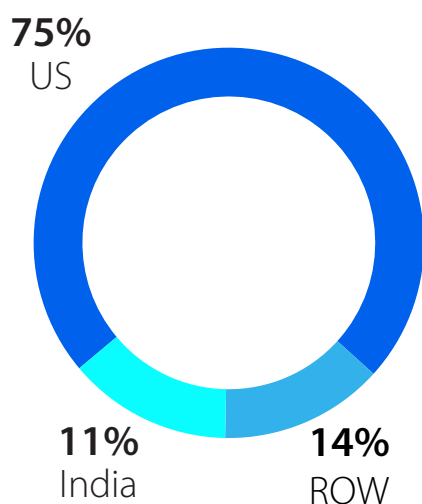
ORACLE®



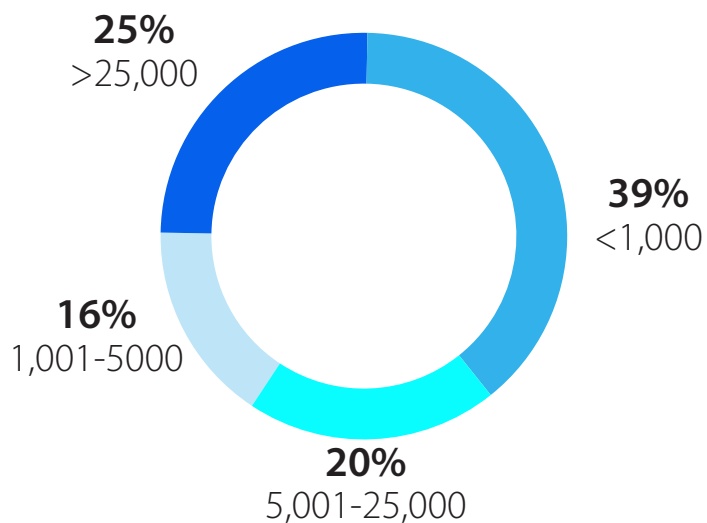
# Demographics

120 virtual summits produced - more than 120,000 qualified enterprise IT decision makers  
700 guaranteed - 800-900 average

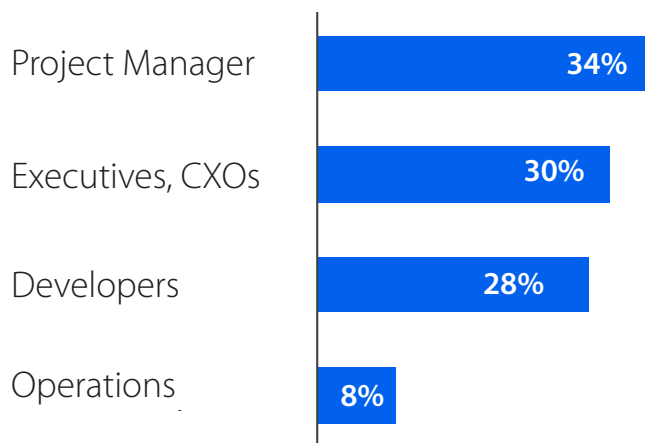
## GEO Regions



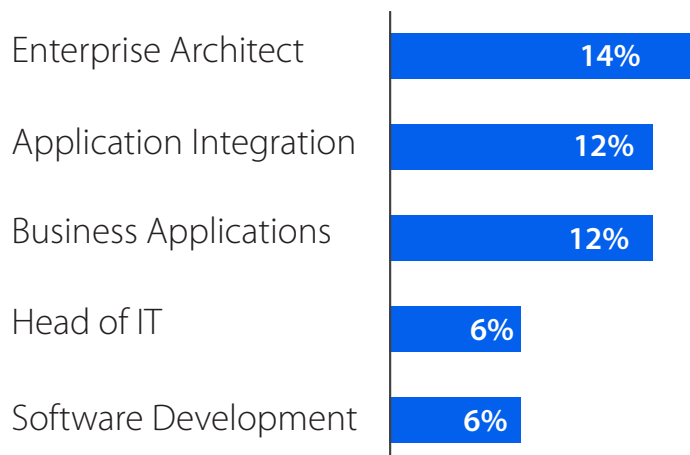
## Company Size - Employees



## Top Job Levels



## Top Job Functions



# 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

# Sponsor Room

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.


Breakout Session

October 2020  
Cloud Architecture Summit

Architect Multi-Cloud Apps with Intelligent Data & Low Code

**Agenda**  
Cloud apps are popular but can be complex  
  
Best practices and recipes from Boomi customers  
  
Use case example for Boomi's platform for cloud apps, intelligent data, low-code

**Bio**  
Helps Boomi customers achieve cloud-driven disruption  
  
20 years expertise in infrastructure and cloud architectures  
  
Aims to make cutting-edge technologies easy to implement

  
**Mike Bachman**  
Chief Architect,  
Office of CTO  
**boomi**  
© 2020 Enterprise Integration News, Inc.


Integration


Health Check


Content provided by Boomi


Submit


Welcome


TREND MICRO


influxdata


IBM


Jitterbit

okta

Red Hat

GRAVITATIONAL

software

boomi 

Now Viewing



## Architect Multi-Cloud Apps with Intelligent Data & Low Code

### Free Trials and More

- [ANALYST REPORT] [Gartner Magic Quadrant for Enterprise Integration Platform as a Service](#)
- [EXPLORE] [Boomi Resource Center](#)
- [FREE TRIAL] [Try Boomi Free for 30 Days](#)

### PDF Downloads

- [SPEAKER SLIDES] [Architect Multi-Cloud Apps with Intelligent Data & Low Code](#)
- [EXECUTIVE BRIEF] [How to Cut IT Expense While Sustaining Business Growth and Innovation](#)
- [EXECUTIVE BRIEF] [Using AI to Discover, Catalog, and Analyze Data at Scale](#)
- [DATASHEET] [Boomi AtomSphere - Seamlessly Connect Applications, Data and People](#)
- [eBOOK] [Five Critical Characteristics of an Integration Cloud](#)
- [eBOOK] [Exploring Data Integration Patterns](#)

# Virtual Summit Calendar

More than 120 events produced

## Q1 2022

January 27	<b>Application Architecture</b> Summit	Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management
February 24	<b>Intelligent Data</b> Summit	AI/ML • Analytics • Business Intelligence • Dashboards • Data Lakes • Data Governance • Hadoop • IoT • MDM • Predictive • Real-Time • Streaming
March 24	<b>Enterprise Integration</b> Summit	API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security

## Q2 2022

April 21	<b>Cloud Architecture</b> Summit	Cloud Services (PaaS, IaaS, SaaS, iPaaS) • API Management • AI/ML • Agile Integration • Cloud-Native • DevOps Hybrid/Multi-Cloud • MDM • Microservices • Governance & Security
June 9	<b>Application Architecture</b> Summit	Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management

## Q3 2022

July 21	<b>Intelligent Data</b> Summit	AI/ML • Analytics • Business Intelligence • Dashboards • Data Lakes • Data Governance • Hadoop • IoT • MDM • Predictive • Real-Time • Streaming
August 25	<b>Enterprise Integration</b> Summit	API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security
September 22	<b>Cloud Architecture</b> Summit	Cloud Services (PaaS, IaaS, SaaS, iPaaS) • API Management • AI/ML • Agile Integration • Cloud-Native • DevOps Hybrid/Multi-Cloud • MDM • Microservices • Governance & Security

## Q4 2022

October 20	<b>Application Architecture</b> Summit	Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management
December 8	<b>Application Architecture</b> Summit	Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management

September 25, 2021