Virtual Summits
For Demand Generation
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**

<table>
<thead>
<tr>
<th>Summit Name</th>
<th>Dates</th>
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<tr>
<td>Application Architecture Summit</td>
<td>April 22</td>
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<tr>
<td>Cloud Architecture Summit</td>
<td>January 21</td>
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<tr>
<td>Enterprise Integration Summit</td>
<td>March 25</td>
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<td>Intelligent Data Summit</td>
<td>February 18</td>
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**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
Demographics

120 virtual summits produced - more than 120,000 qualified enterprise IT decision makers
700 guaranteed - 800-900 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 25, 2021
- August 26, 2021
- December 9, 2021

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.

- January 21, 2021
- June 10, 2021
- October 21, 2021

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.

- April 22, 2021
- September 23, 2021

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 18, 2021
- July 22, 2021
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.

**Sponsor Room**

**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

**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
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<th>Q1 2021</th>
<th>Summit</th>
<th>Topics</th>
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<tr>
<td>January 21</td>
<td><strong>Cloud Architecture</strong> Summit</td>
<td>Cloud Services (PaaS, IaaS, SaaS, iPaaS) • API Management • AI/ML • Agile Integration • Cloud-Native • DevOps Hybrid/Multi-Cloud • MDM • Microservices • Governance &amp; Security</td>
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<td>February 18</td>
<td><strong>Intelligent Data</strong> Summit</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>March 25</td>
<td><strong>Enterprise Integration</strong> Summit</td>
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<td>April 22</td>
<td><strong>Application Architecture</strong> Summit</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>June 10</td>
<td><strong>Cloud Architecture</strong> Summit</td>
<td>Cloud Services (PaaS, IaaS, SaaS, iPaaS) • API Management • AI/ML • Agile Integration • Cloud-Native • DevOps Hybrid/Multi-Cloud • MDM • Microservices • Governance &amp; Security</td>
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<td>July 22</td>
<td><strong>Intelligent Data</strong> Summit</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>August 26</td>
<td><strong>Enterprise Integration</strong> Summit</td>
<td>API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security</td>
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<td>October 21</td>
<td><strong>Cloud Architecture</strong> Summit</td>
<td>Cloud Services (PaaS, IaaS, SaaS, iPaaS) • API Management • AI/ML • Agile Integration • Cloud-Native • DevOps Hybrid/Multi-Cloud • MDM • Microservices • Governance &amp; Security</td>
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<td>December 9</td>
<td><strong>Enterprise Integration</strong> Summit</td>
<td>API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security</td>
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