Media Kit

Virtual Summits
For Demand Generation

Integration
developer news

Executive Overview

Integration Developer News produces Multi-Vendor Virtual Summits for Demand Generation.
IDN has registered more than 112,000 qualified enterprise IT decision makers.
115 summits produced - one per month over the past 10 years.

Virtual Summits

Application Architecture Summit
September 24 | January 21 | June 10

Cloud Architecture Summit
June 11 | October 22 | February 18

Enterprise Integration Summit
August 27 | December 10 | March 25

Intelligent Data Summit
July 23 | April 22

Fast Facts

Overview

- Concept: 6-10 leading enterprise vendors present
- Speaker Opp: Webinar Style Presentation - 30 minutes
- Audience: 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
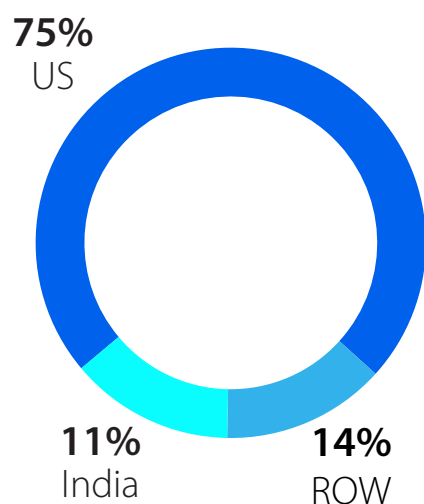- Touched: Who viewed your white papers and demos

Summit Sponsors

IBM
ORACLE
ACTIAN
Progress
Red Hat
denodo
boomi
influxdata
Appian
ScienceLogic
outsystems
H2O.ai
software AG
Lightstep
cloudera
TREND MICRO
JFrog
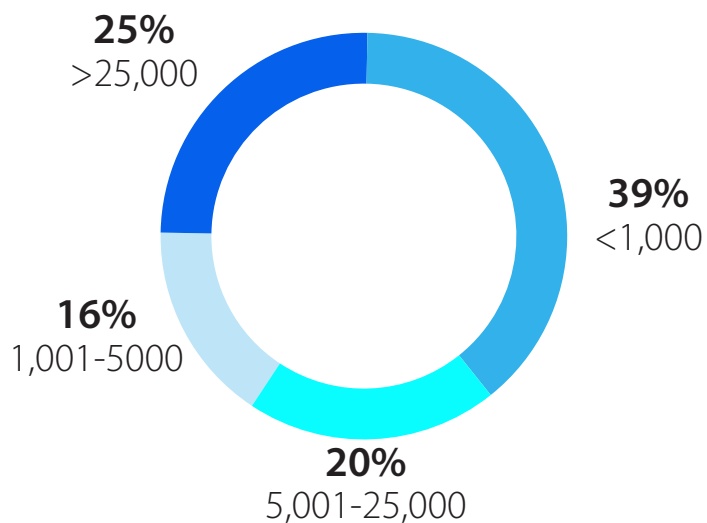okta
TIBCO
Reltio
TEMENOS Quantum
cdata

Demographics

115 virtual summits produced - more than 112,000 qualified enterprise IT decision makers
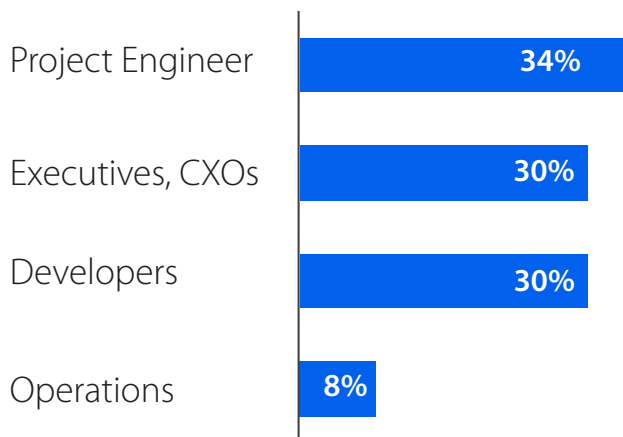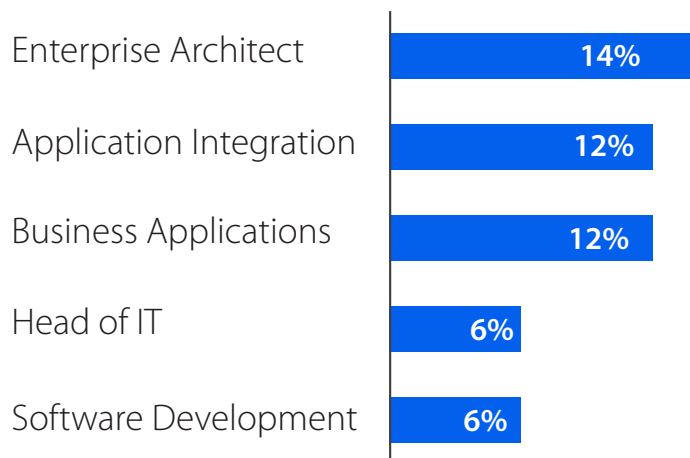700 guaranteed - 800-900 average

GEO Regions

75%
US

11%
India

14%
ROW

Company Size - Employees

25%
>25,000

39%
<1,000

16%
1,001-5000

20%
5,001-25,000

Top Job Levels

Project Engineer	34%
Executives, CXOs	30%
Developers	30%
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
for APIs, Apps, Data & Cloud

Enterprise integration Summit is foundational to successful digital transformation.

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

- August 27, 2020
- December 10, 2020
- March 25, 2021

Cloud Architecture Summit

Agile Apps, APIs & Integration, Hybrid Cloud, Multi-Cloud, Microservices and More

Cloud Architecture Summit highlights how organizations are translating business needs into integrated (full stack) solutions.

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

- October 22, 2020
- February 18, 2021

Application Architecture Summit

Design, Build and Run Modern Applications for Digital Business

Application Architecture Summit shows orgs how to promote efficiency, automation and innovation.

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

- September 24, 2020
- January 21, 2021
- June 10, 2021

Intelligent Data Summit

Analytics, Apps & Data for Success in the Digital Enterprise

Intelligent Data Summit highlights the huge business solutions that are delivered with the smarter use of AI/ML, analytics, automation and governance

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

- July 23, 2020
- April 22, 2021

Sponsor Room

Each sponsor gets a resource room. This is where attendees view presentations, download pdfs and sign up for a free trial and more. IDN tracks all attendee behavior in this room and delivers it in an easy to read leads report.

Faster Insights from Fast Data

Free Trials and More

[SIGN-UP] See Actian Avalanche in a Live Demo
[EXPLORE] Actian's Real-Time Connected Data Warehouse
[FREE TRIAL] Try Avalanche Cloud Data Warehouse with $500 Credit

PDF Downloads

[SPEAKER SLIDES] Faster Insights from Fast Data
[DATASHEET] Actian Avalanche Cloud Data Warehouse
[TECH OVERVIEW] Actian Avalanche - Hybrid Cloud Data Warehouse
[DATASHEET] Actian Avalanche Connect - Pre-built Connectivity from 100s of Data Sources to Actian Avalanche
[DATASHEET] Actian Avalanche Intelligent Federated Query

Summit Calendar

Q3 2020	Summit	Topics
July 23	**Intelligent Data** Summit	AI/ML • Analytics • Business Intelligence • Dashboards • Data Lakes • Data Governance • Hadoop • IoT • MDM • Predictive • Real-Time • Streaming
August 27	**Enterprise Integration** Summit	API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security
September 24	**Application Architecture** Summit	Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management

Q4 2020		
October 22	**Cloud Architecture** Summit	Cloud Services (PaaS, IaaS, SaaS, iPaaS) • API Management • AI/ML • Agile Integration • Cloud-Native • DevOps Hybrid/Multi-Cloud • MDM • Microservices • Governance & Security
December 10	**Enterprise Integration** Summit	API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security

Q1 2021		
January 21	**Application Architecture** Summit	Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management
February 18	**Cloud Architecture** Summit	Cloud Services (PaaS, IaaS, SaaS, iPaaS) • API Management • AI/ML • Agile Integration • Cloud-Native • DevOps Hybrid/Multi-Cloud • MDM • Microservices • Governance & Security
March 25	**Enterprise Integration** Summit	API Management • Agile Integration • Data Virtualization • EDI/B2B • Hybrid Cloud • iPaaS • Messaging • Microservices • Multi-Cloud • Security

Q2 2021		
April 22	**Intelligent Data** Summit	AI/ML • Analytics • Business Intelligence • Dashboards • Data Lakes • Data Governance • Hadoop • IoT • MDM • Predictive • Real-Time • Streaming
June 10	**Application Architecture** Summit	Low-Code • DevOps • AI/ML • APIs & Microservices • Blockchain • Cloud-Native • UX • Process & Workflow • Security • Value Stream Management

June 18, 2020