

Media Kit

Virtual Summits

For Demand Generation



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



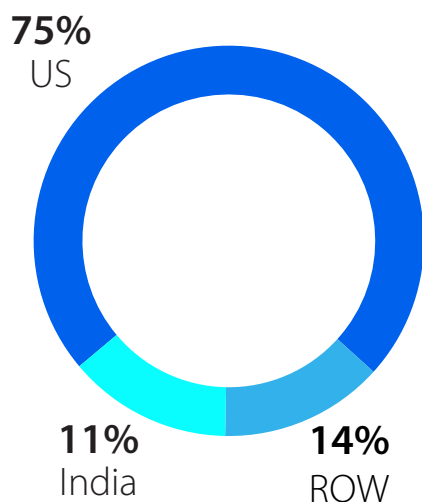
ORACLE



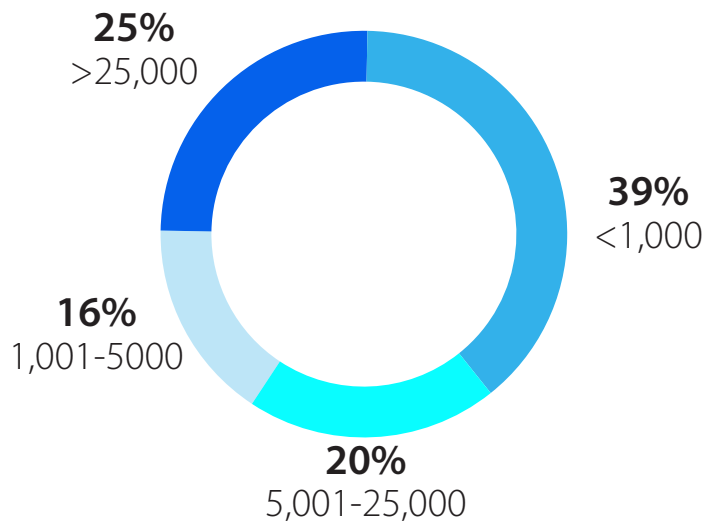
Demographics

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

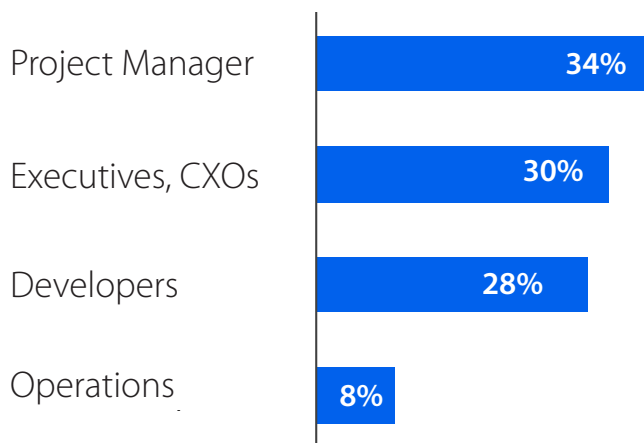
GEO Regions



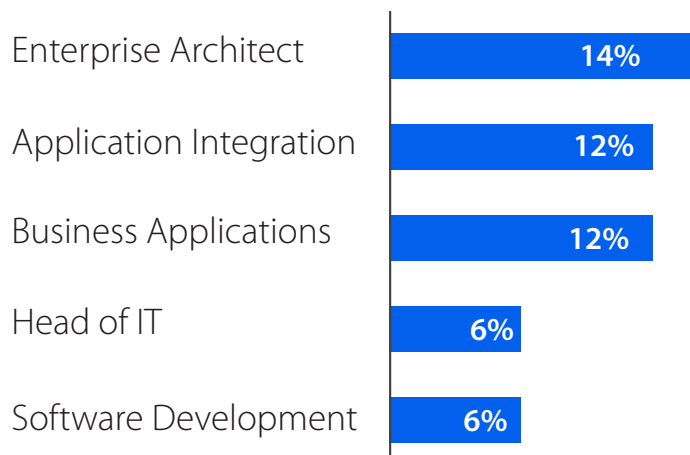
Company Size - Employees



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.

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

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

- October 22, 2020
- February 18, 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.

- July 23, 2020
- April 22, 2021

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

March 2020
Enterprise Integration Summit

Faster Insights from Fast Data

Actian's Real-Time Connected Data Warehouse

Agenda
Companies are adopting tech for real-time use cases - analytics, customer experience


Review of Actian's Real-Time Connected Data Warehouse solution


DWaaS and integration speeds migration and data access for hybrid, cloud and multi-cloud.

Bio
Leads R&D for Actian's Hybrid Data Analytics Portfolio.


25 years expertise, a recognized authority in data technologies

Focuses on DWaaS, cloud-centric data warehouse as a service



Emma McGrattan
SVP Engineering


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AGENDA 

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- [DATASHEET] [Actian Avalanche Intelligent Federated Query](#)

Virtual Summit Calendar

More than 115 events produced

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

July 3, 2020