Conference Calendar

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

IBM • ORACLE • ca technologies • Progress • redhat • talend • DELL Boomi • axway • MAPR • Symantec • Appian • Hewlett Packard Enterprise • software AG • splunk • snapLogic • Information Builders • SAP • tableau • CISCO • informatica • TIBCO • ATTUNITY • New Relic • kony Mobilize the Enterprise • Ping Identity

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

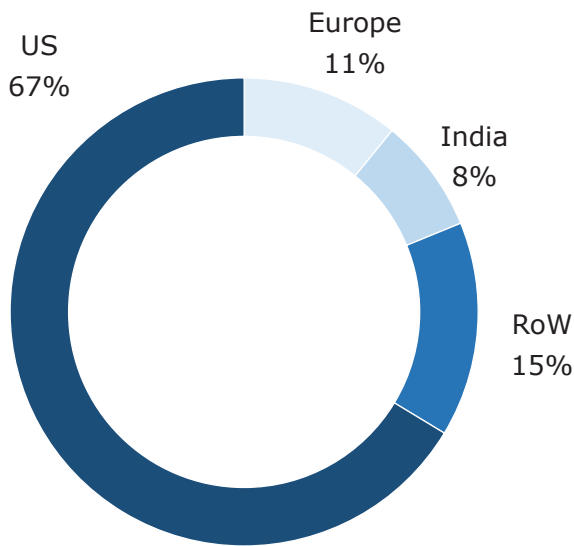| Recent Event Stats		Demographics	
Registrations	1,035	Project Manager	33%
USA	70%	C-Level, VP, Director	29%
> 1,000 employees	67%	Developer	18%
		Operations	15%

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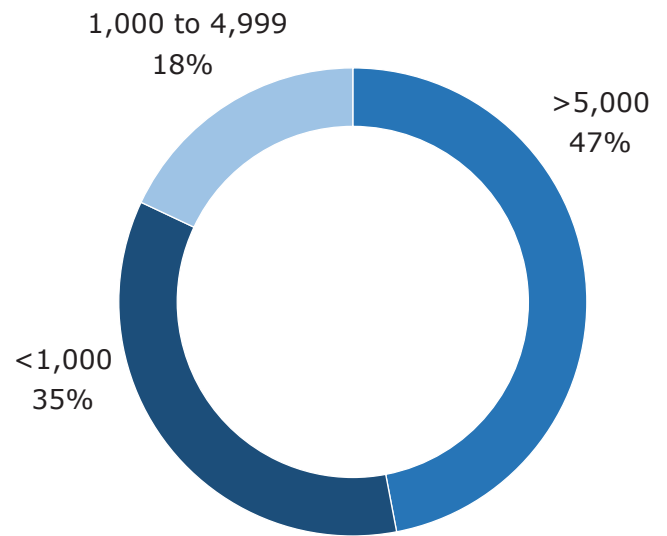
Recent Event Stats		Demographics	
Registrations	1,252	Project Manager	35%
USA	66%	C-Level, VP, Director	35%
> 1,000 employees	69%	Developer	25%
		Operations	5%

Event Demographics

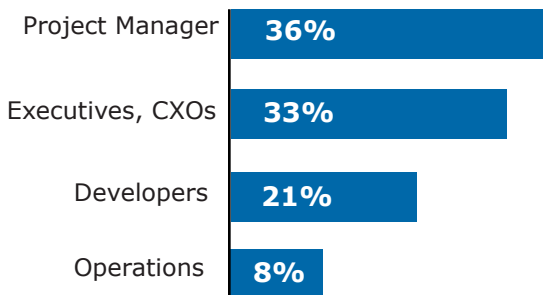## Averages Over Past 6 Shows

GEO Regions

US
67%

Europe
11%

India
8%

RoW
15%

Company Size - Employees

1,000 to 4,999
18%

>5,000
47%

<1,000
35%

Job Levels

Project Manager	**36%**
Executives, CXOs	**33%**
Developers	**21%**
Operations	**8%**

Job Functions

Enterprise Architect	**15%**
Application Integration	**12%**
Business Applications	**10%**
Security Professional	**8%**
Data Architect	**6%**
Software Development	**6%**
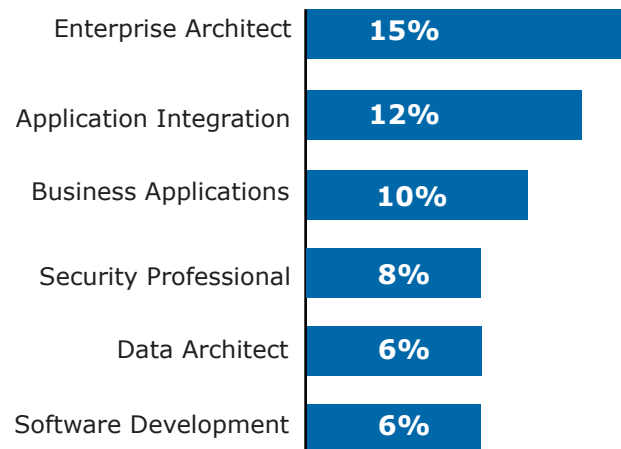
Q2 2017

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