

# Building the Next-Generation Enterprise

IT Roadmap Conference & Expo, a one-day regional series, delivers an in-depth look at the digitization of the enterprise and IT stack, including topics such as mobility, infrastructure and network management, analytics, security and much more. The technology conference content evolves with the market, ensuring the event is focused on the most relevant tech trends. Leading industry analysts, experienced IT practitioners, and strategists join innovative technology solution providers to present solutions to help IT professionals build a roadmap for business innovation and growth.

The interactive expo floor gives attendees and sponsors the opportunity to network and make valuable connections.

Sponsorship of IT Roadmap fosters relationships, provides highly qualified leads, and accelerates your sales pipeline. Reap the benefits by sponsoring IT Roadmap Conference & Expo 2016!



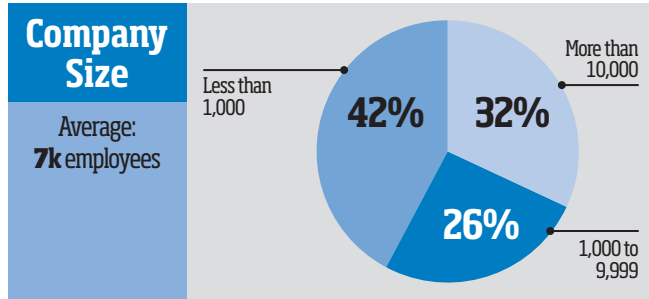
Check out the IT Roadmap video for an inside look at the on-site experience: [itroadmap.net/sponsor](http://itroadmap.net/sponsor)

## 2016 EVENT CALENDAR

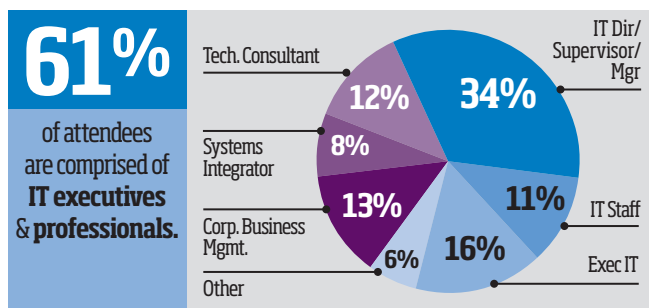
- March 23, 2016  
CHICAGO, IL
- April 6, 2016\*  
SEATTLE, WA
- April 20, 2016  
SOUTHERN CALIFORNIA
- May 19, 2016  
BOSTON, MA
- July 21, 2016  
NEW YORK, NY
- September 14, 2016  
ATLANTA, GA
- October 25, 2016  
DALLAS/FORT WORTH, TX
- December 7, 2016  
WASHINGTON, D.C.

\*Different format with average attendee numbers 75+. See page 7.  
Note: Schedule subject to change based on venue availability. Average attendee numbers 300+ for Chicago, Boston, and New York. Orange County, Atlanta, Dallas/Fort Worth, and D.C. average 250+.

## A Strictly Qualified Audience



**84%**  
of attendees plan to, or are considering, following up with a sponsor.



**\$141m**  
average IT budget for products, systems, services and/or staff

**\$7.6b**  
average annual revenue

### QUALIFICATION CRITERIA

IT Roadmap has a stringent registration process to ensure a qualified audience. Applicants answer detailed demographic questions in the areas of job title, company size, budget and purchase involvement. Qualification criteria includes:

- Job Title:
  - Executive IT, IT Management (Director/Manager/Supervisor), IT Professional, Corporate Management, Technical Consultant, Systems Integrator
- Company Size: 100+

### INDUSTRY

Finance/Banking/Accounting	10%
Education	9%
Computer/Network Consultant	8%
Healthcare/Medical/Pharmaceutical/Bio-Tech	8%
Government - State/Local	7%
Communication Carriers	5%
Insurance/Real Estate/Legal	5%
Manufacturing & Process Industries	5%

### PURCHASE AUTHORITY

Evaluate/Recommend Products or Brands	39%
Authorize/Approve Purchase	23%
Create IT Strategy	13%
Specify Features/Technical Requirements	8%
Determine the Need to Purchase	6%
Set Budget for Expenditures	2%
None of the Above	10%

### 2015 SAMPLE TITLE & COMPANY ATTENDEE LIST

- Director, Global Head of Disaster Recovery, AIG
- Associate Director, IT, Biogen
- SVP & Divisional CIO, Capital One
- Manager, IT, CenturyLink
- VP, Cyber Security, Citi
- Director, Information Security, EMC Corp.
- Director, IT, George Washington University
- CIO, Gold's Gym
- Sr. Director, IT, Goodwill Industries
- CISO, Lockheed Martin Aeronautics
- VP, Technology, Meridian
- Chief Enterprise Architect, Molson Coors
- CTO, National Grid
- VP, IT Architecture, Standard & Poor's
- VP, IT, Starz Entertainment
- Enterprise Architect, The World Bank
- Director, Enterprise Applications, United States Olympic Committee
- Manager, Network Security, Walgreens
- VP, IT & Operations, Weight Watchers International Inc.
- Director, Network Operations, Wentworth Institute of Technology
- Deputy Chief, IT, WMATA

SOURCE: Registration Information, IT Roadmap Conferences, 2015

## Content Focus

Based on what we've seen and heard from technology visitors across IDG Enterprise's branded sites, we've developed key content themes for IT Roadmap in 2016.

### INFRASTRUCTURE MANAGEMENT ACROSS SECURITY, MOBILITY & NETWORKS

Mandated by the ongoing digital revolution, today's IT infrastructure has become mission-critical to success as it creates the pathways for enterprise-wide communication, revenue, growth, and ultimately digital transformation. All of this requires highly-optimized and secure systems, networks and storage that meet the fluid demands of today's mobile workers and customers anywhere in the world.

► **Featured Topics Include:**

Advanced Persistent Threats, Data Loss Prevention (DLP), Fraud Detection, Identity Management, Intrusion Detection and Prevention, SIEM (Security Information and Event Management), Security Automation, Social Media Threats, Endpoint Security, Mobile Device Management (MDM), Enterprise Mobility Management (EMM), Device and Asset Management, Mobile App Security, App Stores, BYOT Policy Development and Enforcement, Network Fabrics, Software-Defined Networking (SDN) and Network Virtualization, OpenFlow, Upgrading the Data Center Backbone to 10g/40g/100g, Wireless Infrastructure/Gigabit WiFi/802.11ac, New Storage Options (Flash, Cloud, Hybrid), Container Technologies, and Windows 8/10

### CLOUD MANAGEMENT & MIGRATION

To increase speed and efficiency, today's organizations are moving more of their IT portfolios — including applications, data and services — to the cloud. To be most effective, these strategies must ensure that cloud-based resources are securely integrated with other technology investments and infrastructure, and for appropriate systems to be migrated to the cloud with carefully selected providers and at minimal business risk.

► **Featured Topics Include:**

Private and Hybrid Clouds, Platform-as-a-Service, Infrastructure-as-a-Service, Cloud Integration, Storage-as-a-Service/Cloud Storage, Cloud Security, Cloud Management and Optimization, and Software-as-a-Service

### DATABASES, DATA MANAGEMENT & ANALYTICS

Big Data, data management and analytics solutions have become a significant spending target as enterprises leverage vast volumes of intelligence for business advantage and revenue growth. The keys to making the right investments are developing an overarching strategy, and then deploying solutions to measure, manage and optimize data for specific purposes.

► **Featured Topics Include:**

Predictive Analytics, Self-Service BI, Visualization Tools, Internet of Things and Sensor Data, In-Memory Databases, Hadoop, NoSQL, Unstructured Data and Big Data Analytics, and Social Media Analytics

### DEVOPS, APPLICATIONS & APPLICATION SECURITY

As enterprises increasingly leverage cloud-based applications, the tools to develop, integrate, run and secure them continue to evolve. To capitalize on the latest technologies, enterprises need to continuously assess today's fluid methodologies and toolsets that can help them develop and deploy for the digital economy.

► **Featured Topics Include:**

DevOps, Data and Application Migration/Integration, OpenStack Developments, Application Performance Management and Optimization, Application Security, Data Integration and APIs, Collaboration, and Liquid Computing

**IT Roadmap Conference & Expo's** content-rich agenda fuels an action-packed day full of insights into how to create a true technology blueprint on the journey to transformational IT which includes:

- **High level keynotes from IT leaders**, including eminent CIOs and CTOs, as well as technology visionaries.
- **Breakout sessions full of real world stories**, best practices and lessons learned from IT executives and leading industry analyst experts on cutting edge topics.
- Attendees are looking for their next partner and **sponsored content sessions** allow them to hear from IT solution providers on their leadership and competitive edge.

IT Roadmap's agenda consists of a dynamic mix of varied session formats and panels aimed at maximizing the attendee's experience and takeaways.

## 2016 Conference Agenda Format

7:45 - 8:30 am	Breakfast & Conversation ( <b>Sponsored Demos in Registration Area</b> )			
8:30 - 8:45 am	IT Roadmap: Overview and Opening Remarks			
8:45 - 9:15 am	Executive Keynote Presentation/High-level Overview from a VP or CIO			
9:15 - 9:45 am	<b>Executive Keynote Presentation (Game Changer 1)</b>			
9:45 - 10:15 am	<b>Executive Keynote Presentation (Game Changer 2)</b>			
10:15 - 10:30 am	<b>Networking Break (Sponsorship Opportunity)</b>			
	Morning Breakout Sessions			
10:30 - 11:00 am	Analyst Speaker	Analyst Speaker	Analyst Speaker	Analyst Speaker
	Transition to Next Session			
11:05 - 11:35 am	<b>Innovator Speaker</b>	<b>Innovator Speaker</b>	<b>Innovator Speaker</b>	<b>Innovator Speaker</b>
	Transition to Next Session			
11:40 - 12:10 pm	IT Practitioner Speaker	IT Practitioner Speaker	IT Practitioner Speaker	IT Practitioner Speaker
	Transition to General Session			
12:15 - 12:45 pm	<b>Editor's Panel (Sponsorship Opportunity)</b>			
12:45 pm	<b>Lunch &amp; Expo (Lunch served until 2:00 pm; Expo open until 4:30 pm)</b>			
1:15 - 1:45 pm	<b>Expo Hall Theater (Rapid Fire Presentations by Innovator &amp; Other Select Sponsors)</b>			
	Afternoon Breakout Sessions			
2:00 - 2:30 pm	<b>Contributor 1</b>	<b>Contributor 2</b>	<b>Contributor 3</b>	<b>Contributor 4</b>
	Transition to Next Session			
2:40 - 3:10 pm	<b>Contributor 5</b>	<b>Contributor 6</b>	<b>Contributor 7</b>	<b>Contributor 8</b>
3:20 - 3:50 pm	<b>Career Development Panel (Sponsorship Opportunity)</b>			
4:00 - 4:30 pm	Reception and Passport Prize Drawings in Expo			
4:30 pm	Expo Closes			

Note: Agenda subject to change. Items in bold are sponsor networking and content opportunities.

### EXPERT THIRD PARTY PERSPECTIVES

IT Roadmap Conference & Expo features top industry analysts and case studies from end users, such as:

#### TOP INDUSTRY ANALYSTS:

- Ashar Baig  
Analyst Connection
- Brad Casemore  
IDC
- Dave Michels  
Verge Communications
- Dennis Martin  
Demartek
- Holger Mueller  
Constellation Research, Inc.
- J. Bruce Daley  
Nucleus Research
- John Grady  
IDC
- Jon Oltsik  
ESG
- Nolan Greene  
IDC
- Rohit Mehra  
IDC
- R. Ray Wang  
Constellation Research, Inc.
- Tom Petrocelli  
Neuralytix
- Zeus Kerravala  
ZK Research

#### SAMPLE END USERS:

- CIO  
BioLabs
- VP & CIO  
Wentworth Institute of Technology
- VP, IT Strategy, Planning & Governance  
Arcadis
- Director of Architecture  
DISH Network
- SVP, CIO & COO  
Edenred US
- CSO  
Allstate
- VP, IT  
PDC Energy

### SAMPLE OF IT ROADMAP 2015 SPONSORS

- ADTRAN
- Appian
- Array Networks
- AT&T Inc.
- Axis Communications
- Citrix
- CloudVeloX
- Comcast Business
- CSC
- Cyberoam
- Druva
- eSentire
- ESET
- ExtraHop
- Fastly
- Global Knowledge
- HP
- IBM Corp.
- Kaspersky
- Mitel
- MONDO
- Nasuni Corp.
- New Relic
- Nutanix
- OutSystems
- Presidio
- RingCentral, Inc.
- Sophos
- Tegile Systems
- Varonis Systems, Inc.
- Verne Global
- WildPackets
- Xirrus

## Event Sponsorship

Sponsorship of IT Roadmap Conference & Expo gains several opportunities to initiate and build deeper customer relationships with an audience of qualified IT buyers.

SPONSORSHIP LEVEL	GAME CHANGER	INNOVATOR	CAREER DEVELOPMENT PANEL	CONTRIBUTOR	EDITOR'S PANEL	NETWORKING
Sponsorships available per city	2	4	1	8	4	Open
Registrations for executives/staff	6	4	2	3	2	2
Logo and link to your site featured on conference site	✓	✓	✓	✓	✓	✓
Company description on event website	100-word	100-word	50-word	50-word	50-word	50-word
Speaker name and title of presentation listed on agenda page on website	✓	✓	✓	✓	✓	N/A
Company name with website URL promoted in logistics email (sent to all registrants prior to event)	✓	✓				
Access to pre-registered list, including name, title and company	✓	✓	✓	✓	✓	✓
Co-branded email promoting sponsor speaking session (sent to all registrants prior to event)	✓	✓	✓	✓	✓	N/A
Logo displayed in on-site signage	✓	✓	✓	✓	✓	✓
Logo featured on Agenda Handout	✓					
30-min Keynote in General Session	✓					
30-min Morning Breakout Session		✓				
Editor's Panel Discussion on Main Stage					✓	
30-min Afternoon Breakout Session				✓		
Sponsorship of 30-min Career Development Session			✓			
Collateral seat drop in General Session	✓					
Private consultation with IDG Enterprise Content Team	✓	✓				
Participation in the Expo Hall Theater		✓				
Exhibit space with one 6-foot tabletop display	10'x20'	10'x10'	10'x10'	10'x10'	10'x10'	10'x10'
Opportunity to participate in the Passport Program	✓	✓	✓	✓	✓	✓
Registration list	✓	✓	✓	On-site Attendees Only	On-site Attendees Only	On-site Attendees Only
Lead scanner provided	✓	Additional Fee	Additional Fee	Additional Fee	Additional Fee	Additional Fee
Custom question for post-event survey	✓					

# Sponsorship Upgrades

## BRANDING

### Executive Dinner Discussions

Private dinner with up to eight (8) attendees hosted by an IDG Enterprise moderator held the night of the event, with up to two senior executives from the sponsor company attending as guests.

### Executive Lunch Discussions (Limited to 3 sponsors)

Private luncheon with up to 10 attendees hosted by an IDG Enterprise moderator, with up to two senior executives from the sponsor company attending as guests.

### Cocktail Reception Sponsorship

Exclusive branding opportunity to host the cocktail reception in the lobby area after the conclusion of general session for all attendees, speakers and sponsors.

### General Luncheon Sponsorship

Exclusive branding opportunity. Includes pre-event recognition and on-site signage.

### Breakfast Sponsorship (Limited to 3 sponsors)

Premium branding opportunity. Includes pre-event recognition and on-site signage.

### Morning Break Sponsorship

Exclusive branding opportunity. Includes pre-event recognition and on-site signage.

### Branded Stationary/Lanyards/Expo Shopping Bags

## CONTENT

### IT Roadmap Dossier

A 10-page PDF custom-developed for the sponsor, which includes concept, outline, writing, editing, design, and layout. The Dossier's availability will be announced from the stage at the end of a session focusing on that topic, by displaying the URL so attendees can log on to receive their copy.

### Expo Theater

5-minute rapid fire presentations hosted inside the expo hall in an area designed as an expo theater.

### Product Demo

Display table in registration area for sponsor product demos during registration opening through breakfast. Gain valuable face-time with attendees to kick-off the conference.

### Collateral Seat Drop (Limited to 5 sponsors)

Prior to Morning Session, provided collateral distributed and placed on each General Session seat.

### Literature Rack Opportunity

Display your literature in a rack adjacent to the registration desk.

Participating sponsors are eligible to take advantage of sponsorship upgrades which create additional visibility to help further your success at the IT Roadmap Conference and Expo.

**Please note:** upgrades can only be purchased as additions to existing sponsorships, and cannot be purchased as stand alone sponsorship opportunities. Upgrades may be purchased at any time, depending on availability.

Deadlines for individual opportunities vary.

To sponsor please contact your IDG Enterprise sales representative or:

**ADAM DENNISON**

SVP/Publisher

508.935.4087

adennison@idgenterprise.com

## NEW FOR 2016

IT Roadmap Conference & Expo is expanding its footprint with the series and offering a concentrated format in Seattle, WA for 2016! While still bringing the same content focus, the agenda format provides sponsors the opportunity to get in front of busy IT decision-makers to develop relationships in a more intimate setting.

### Sponsorships

#### GAME CHANGER

2 sponsorship opportunities per city

#### INNOVATOR

3 sponsorship opportunities per city

#### CONTRIBUTOR

3 sponsorship opportunities per city

#### EDITOR'S PANEL

4 sponsorship opportunities per city

#### NETWORKING

Open

### Sponsorship Packages

Each sponsorship package includes the following. For more detailed sponsorship information, contact your IDG Enterprise sales executive.

- Logo and company description included on event website
- Registrations for sponsor executives/staff
- On-going access to pre-registered list
- Company logo displayed in on-site signage
- Exhibit space in the Expo area
- Name/company/title/phone/email of event attendees

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9:15 - 9:45 am	Executive Keynote Presentation/High-level Overview from a VP or CIO		
9:45 - 10:15 am	<b>Executive Keynote Presentation (Game Changer 1)</b>		
10:15 - 10:45 am	<b>Executive Keynote Presentation (Game Changer 2)</b>		
10:45 - 11:00 am	<b>Networking Break (Sponsorship Opportunity)</b>		
	Morning Breakout Sessions		
11:00 - 11:30 am	IT Practitioner or Analyst	IT Practitioner or Analyst	IT Practitioner or Analyst
	Transition to Next Session		
11:35 - 12:05 pm	<b>Innovator 1</b>	<b>Innovator 2</b>	<b>Innovator 3</b>
	Transition to General Session		
12:15 - 12:45 pm	<b>Editor's Panel (Sponsorship Opportunity)</b>		
12:45 - 2:00 pm	<b>Lunch &amp; Expo (Lunch served until 2:00 pm; Expo open until 4:15 pm)</b>		
	Afternoon Breakout Sessions		
2:00 - 2:30 pm	<b>Contributor 1</b>	<b>Contributor 2</b>	<b>Contributor 3</b>
	Transition to Next Session		
2:35 - 3:05 pm	IT Practitioner	IT Practitioner	IT Practitioner
3:10 - 3:40 pm	<b>General Session with Career Development Speaker (Sponsorship Opportunity)</b>		
3:45 - 4:15 pm	Reception and Passport Prize Drawings in Expo		
4:15 pm	Expo Closes		

Note: Agenda subject to change. Items in bold are sponsor networking and content opportunities

## Dates & Locations:



**APRIL 6, 2016**  
Seattle, WA  
Grand Hyatt Hotel

### AUDIENCE QUALIFICATION CRITERIA

IT Roadmap has a stringent registration process to ensure a qualified audience. Applicants answer detailed demographic questions in the areas of job title, company size, budget and purchase involvement. Qualification criteria include:

- Job Title:
  - Executive IT, IT Management (Director/Manager/Supervisor), IT Professional, Corporate Management, Technical Consultant, Systems Integrator
- Company Size: 100+

**Guaranteed Qualified Audience: 75**

To sponsor please contact your IDG Enterprise sales representative or:

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adennison@idgenterprise.com

# About the Producer

IDG Enterprise, publisher of CIO, Computerworld, CSO, DEMO, InfoWorld, ITworld, and Network World delivers high-level, strategic resources to IT and security professionals through its websites, publications, executive conferences and peer exchange. IDG Enterprise provides an encompassing array of event platforms including CIO 100, CSO50 Conference + Awards, IT Roadmap and AGENDA, connecting IT and security professionals with each other, and with the leading technology companies focused on supplying the critical tools to make their organizations competitive. Company information is available at [www.idgenterprise.com](http://www.idgenterprise.com).

# Contact Information

To sponsor please contact your IDG Enterprise sales representative or:  
 Adam Dennison, SVP/Publisher, 508.935.4087, [adennison@idgenterprise.com](mailto:adennison@idgenterprise.com)

## 2016 IT Roadmap Conference Calendar

MARCH 23, 2016	Chicago, IL	Donald E. Stephens Convention Center
APRIL 6, 2016	Seattle, WA*	Grand Hyatt Hotel
APRIL 20, 2016	Southern California	Long Beach Convention Center
MAY 19, 2016	Boston, MA	Hynes Convention Center
JULY 21, 2016	New York, NY	Javits Convention Center
SEPTEMBER 14, 2016	Atlanta, GA	Cobb Galleria Convention Center
OCTOBER 25, 2016	Dallas/Fort Worth, TX	Fort Worth Convention Center
DECEMBER 7, 2016	Washington, D.C.	Walter E. Washington Convention Center

*\*Different format with average attendee numbers 75+. See page 7.  
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