

IT Roadmap™ 2017

CONFERENCE & EXPO



Building the Dynamic Enterprise

IT ROADMAP CONFERENCE & EXPO, a one-day regional series, delivers an in-depth look at the digitization of the enterprise and IT stack, covering topics such as cloud, databases, data management, analytics, agile methods, devops, 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 2017!

2017 EVENT CALENDAR

March 14, 2017
CHICAGO, IL

April 5, 2017*
SEATTLE, WA

May 16, 2017*
HOUSTON, TX

July 20, 2017*
ORANGE COUNTY, CA

July 27, 2017
NEW YORK, NY

August 8, 2017
BOSTON, MA

September 26, 2017
ATLANTA, GA

November 15, 2017
FORT WORTH, TX

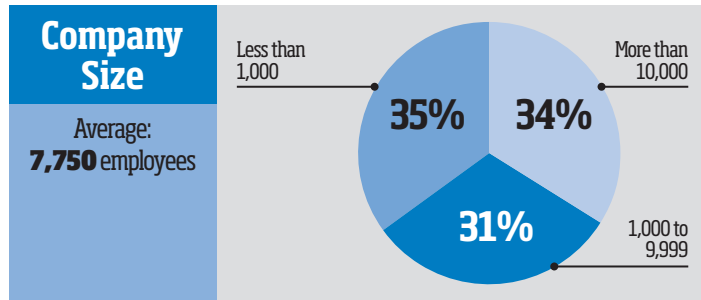
December 7, 2017
WASHINGTON, D.C.

Note: Schedule subject to change based on venue availability.
*Different format with average attendee numbers 75+ in Seattle; 100+ in Houston; and 150+ in Orange County, CA. See page 8.
Average attendee numbers 300+ for Chicago, Boston, and New York and 250+ for Atlanta, Fort Worth, and Washington, D.C.

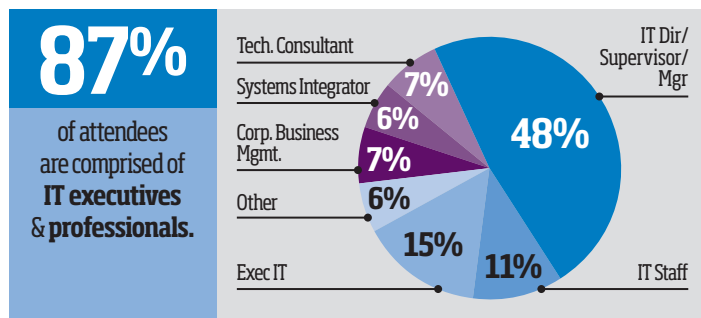


Check out the IT Roadmap video for an inside look at the on-site experience: itroadmap.net/sponsor

A Strictly Qualified Audience



89%
of attendees plan to, or are considering, following up with a sponsor.



\$140m
average IT budget for products, systems, services and/or staff

\$8.5b
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/Architect/Engineer), IT Professional, Corporate Management, Technical Consultant, Systems Integrator
- Company Size: 100+

INDUSTRY

Finance/Banking/Accounting	10%
Healthcare/Medical/Pharmaceutical/Bio-Tech	9%
Education	9%
Computer/Network Consultant	7%
Government - State/Local	6%
Insurance/Real Estate/Legal	6%
Manufacturing & Process Industries	6%
Manufacturing - Hardware/Software	5%

PURCHASE AUTHORITY

Evaluate/Recommend Products or Brands	43%
Authorize/Approve Purchase	23%
Create IT Strategy	12%
Specify Features/Technical Requirements	7%
Determine the Need to Purchase	6%
Set Budget for Expenditures	1%
None of the Above	8%

2016 SAMPLE TITLE & COMPANY ATTENDEE LIST

- Dir. of Application Development, Aetna
- Dir. Computer Security, Boston College
- Dir. of IT, City of Chicago
- IT Manager, Deloitte
- CTO, EisnerAmper LLP
- Sr. Manager, Network Engineering, E*TRADE FINANCIAL
- VP, IT, Federal Reserve Bank of Boston
- Enterprise Architect, GE
- Dir. of IT, Hartung Glass
- CIO, Hilton San Gabriel
- Security Analyst, J. Crew
- Network Engineer, John Hancock Insurance
- VP, Data Scientist, JP Morgan Chase
- Sr. Network Architect, Kellogg Company
- SVP, Data Analytics, Lionsgate
- Dir. Global IT Infrastructure, PACCAR
- Sr. Systems Engineer, Pacific Life Insurance Co.
- IT Dir., Pfizer Inc
- Lead Systems Analyst, TIAA
- Java Applications Developer, UPS
- Engineer, Walgreens

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 2017.

Dynamic Infrastructure Across Clouds and Local Resources

Mandated by the ongoing digital revolution, today's IT infrastructure is now dynamic by design to keep up with constant change across enterprise-wide communication, revenue, growth — and ultimately digital transformation. All of this requires highly-optimized and integrated clouds, data centers, networks and storage that meet the fluid demands of today's mobile workers and customers anywhere in the world.

FEATURED TOPICS INCLUDE:

- Cloud Integration, Automation, Orchestration and Optimization
- Converged/Hyperconverged Infrastructure
- Private and Hybrid Clouds
- Platform-as-a-Service
- Infrastructure-as-a-Service/Storage-as-a-Service/Cloud Storage
- Cloud Security
- Software-as-a-Service
- Cloud Agreements and Pricing
- New Storage Options (Flash, Cloud, Hybrid)
- Network Fabrics
- Software-Defined Networking (SDN) and Network Virtualization
- SD-WAN
- Network Function Virtualization
- OpenFlow
- Upgrading the Data Center Backbone to 40g/100g/1,000g
- Wireless Infrastructure/Gigabit WiFi/802.11ac/802.11ax
- Windows 9/10
- Linux
- Enterprise Mobility Management (EMM)/BYOT Policy
- Internet of Things (IoT)/Device and Asset Management
- Machine Learning/Artificial Intelligence

Security for the Modern Enterprise

With major breaches threatening corporate reputation and shareholder value, scrutiny of information and cybersecurity efforts have risen to the highest levels — including corporate boards. Facing constant attack by nation states and criminal actors, enterprises know they must identify and protect precious assets, build threat detection capabilities, quickly respond to incidents and create recovery plans for potential breaches. Ultimately, modern enterprises must create a tailored security strategy, assemble and deploy the right resources, and maintain constant vigilance.

FEATURED TOPICS INCLUDE:

- Endpoint Security
- Identity and Access Management
- Advanced Persistent Threats
- Cybersecurity and Vulnerability Management
- Security Awareness
- Application Security
- Fraud Detection/Security Intelligence/Security Analytics
- Security Information and Event Management (SIEM)
- Intrusion Detection and Prevention
- Security Automation
- Single Sign On
- Compliance and Risk Management
- Rugged DevOps/DevOps and Security

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:

- IoT and Sensor Data
- Predictive Analytics
- Self-Service BI
- Visualization Tools
- In-Memory Databases
- Hadoop
- NewSQL
- NoSQL
- Spark
- Unstructured Data and Big Data Analytics
- Social Media Analytics
- Machine Learning/Artificial Intelligence

Agile Methods, DevOps and Applications

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:

- Agile Methodologies and Development
- DevOps
- Rugged DevOps/DevOps and Security
- Container Technologies
- Migrating Legacy Apps to the Cloud
- Application Performance Management and Optimization
- Application Security
- Data Integration and APIs
- Microservices Architecture
- Collaboration

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.

2017 Conference Agenda Format

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

- John Burke
Nemertes Research
- Guy Courtin
Constellation Research
- Stephen Elliot
IDC
- Johna Till Johnson
Nemertes Research
- Chris Kanaracus,
Constellation Insights
- Irwin Lazar
Nemertes Research
- Alan Lepofsky
Constellation Research
- Holger Mueller
Constellation Research
- Natalie Petouhoff
Constellation Research
- Mike Rosen
IDC
- R. Ray Wang
Constellation Research
- Zeus Kerravala
ZK Research

SAMPLE END USERS:

- CIO
Alaska Airlines
- VP, Information Technology
Boston Red Sox
- VP, Technology
CVS Health
- VP Data Science and Data Acquisition
Technology
Georgia Aquarium
- CIO
Honeyville, Inc.
- VP, Global Enterprise Solutions
McDonald's Corporation
- SVP, Technology and Ecommerce,
Pitney Bowes
- CISO
Molina Health Care
- SVP and CIO
PSAV
- CIO
UPS

SAMPLE OF IT ROADMAP 2016 SPONSORS

- 8x8, Inc.
- Appian
- Apptio
- AT&T, Inc.
- CFN Services
- Clearpath Solutions Group
- Comcast Business
- Cradlepoint
- Druva
- Dyn
- ExtraHop
- Hewlett Packard Enterprise
- IBM
- INFINIDAT
- Kaspersky
- Load DynamiX
- Mojo Networks
- Nasuni Corp.
- New Relic
- Nextthink
- Numerify
- Nutanix
- Nyansa
- OutSystems
- Parallels
- Pivot3
- Pluribus Networks
- Randstad Technologies
- Riverbed
- Savvius
- Seilevel
- Silver Peak
- Sophos
- Veeam
- Zerto

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	WORKSHOP CONTRIBUTOR	CONTRIBUTOR	EDITOR'S PANEL	NETWORKING
Sponsorships available per city	2	4	1	1	6	4	Open
Registrations for executives/staff	6	4	3	3	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	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		✓					
Sponsorship of 30-min Career Development Session			✓				
Sponsorship of 70-min Workshop with a min of 15 attendees				✓			
30-min Afternoon Breakout Session					✓		
Editor's Panel Discussion on Main Stage						✓	
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	10x20'	10x10'	10x10'	10x10'	10x10'	10x10'	10x10'
Opportunity to participate in the Passport Program	✓	✓	✓	✓	✓	✓	✓
Registration list	✓	✓	✓	On-site Attendees Only	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	Additional Fee
Custom question for post-event survey	✓						

Sponsorship Upgrades

CONTINUE THE CONVERSATION WITH AN OFF-SITE EVENT AFTER THE CONFERENCE

Keynote & Cocktails (Limited Availability)

Deepen relationships with 15 attendees with this mix of presentations and networking. After the event, attendees will gather in a private room at a near by location for a 20-min topic-focused research presentation by an IDG Enterprise moderator, followed by a 15-min presentation by one of your executives. The conversation continues over cocktails.

Meet-Up (Limited Availability)

Continue networking after the event at a near by location with 15 attendees in a causal environment. Kick-off the Meet-Up with a 5-7 min welcome to set the tone and then continue the conversations over drinks.

BRANDING

Executive Lunch Discussions (Limited to 3 sponsors in Atlanta, Boston, Chicago, Fort Worth, New York City, Washington, D.C.; 2 sponsors in Orange County, CA & 1 sponsor in Houston, Seattle)

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 in Atlanta, Boston, Chicago, Fort Worth, New York City, Washington, D.C)

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

EXPOSURE

Expo Theater

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

Available in Atlanta, Boston, Chicago, Fort Worth, New York City, Washington, D.C.

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

Content Add-Ons

RESEARCH

Tech Pulse Research

Incorporate peer research into your presentation through the tech pulse program. Work with our Strategic Marketing Services team to create 3 topical questions that will be asked among 100 technology decision-makers. Results will be available within one week and you will receive a one-page summary of results including key demographics of respondents and tweetable comments primed for social posts and your presentation.

Quick Pulse Research

Going deeper than the Tech Pulse program, the Quick Pulse includes 5 questions and 50 responses on the topic you select. The results are turned into a 2-page white paper, which will scale your reach and drive 200 leads. Results can help set the foundation for your presentation and the white paper is a great follow-up piece.

BRANDING

Infographic

Help your clients and prospects gain a deeper understanding of research and concepts through a creative display of information—an infographic. Visually explaining content helps viewers retain the message longer, whether you choose to use this as a conversation starter on-site or as an attendee follow-up piece.

VIDEO

On Location Interview (Video)

Events are the perfect place to bring your executives and customers together. Tell their story through a professional video interview at the event. Extend the reach of this thought-leadership with a video that can be shared beyond the walls of the event.

Additional custom content programs also available.

About the Producer

IDG Enterprise, publisher of CIO, Computerworld, CSO, 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.

To sponsor please contact your IDG Enterprise sales representative or:

ADAM DENNISON

SVP/Publisher

508.935.4087

adennison@idgenterprise.com

IT Roadmap Summits

IT Roadmap Summits are offering a concentrated format in three cities in 2017. 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

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
- Table top in the networking area
- Name/company/title/phone/email of event attendees

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9:45–10:15am	Executive Keynote Presentation (Game Changer 1)		
10:15–10:45am	Executive Keynote Presentation (Game Changer 2)		
10:45–11:00am	Networking Break (Sponsorship Opportunity)		
	Morning Breakout Sessions		
11:00–11:30am	IT Practitioner or Analyst	IT Practitioner or Analyst	IT Practitioner or Analyst
	Transition to Next Session		
11:35am–12:05pm	Innovator 1	Innovator 2	Innovator 3
	Transition to General Session		
12:15–12:45pm	Editor's Panel (Sponsorship Opportunity)		
12:45–2:00pm	Lunch & Expo (Lunch served until 2:00 pm; networking area open until 4:15 pm)		
	Afternoon Breakout Sessions		
2:00–2:30pm	Contributor 1	Contributor 2	Contributor 3
	Transition to Next Session		
2:35–3:05pm	IT Practitioner	IT Practitioner	IT Practitioner
3:10–3:40pm	General Session with Career Development Speaker (Sponsorship Opportunity)		
3:45–4:15pm	Reception and Passport Prize Drawings in networking area		
4:15pm	Conference concludes		

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

Date & Location:



APRIL 5, 2017
Seattle, WA
75+ attendees



MAY 16, 2017
Houston, TX
100+ attendees



July 20, 2017
Orange County, CA
150+ attendees

AUDIENCE QUALIFICATION CRITERIA

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- Company Size: 100+

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