

NOW IN ITS 4TH YEAR

BIG DATA

World Forum 2014

CONFERENCE & EXPO | JULY 24-25 | BEIJING

Data Transforms Business

www.bigdatawfm.com



Event Prospectus

Choose Sponsorship
or Exhibitor Type (pages **6-11**)



– BDWF is your opportunity to be in front of the decision makers who are using data to transform business today

BDWF 2014 : Data Transforms Business

BDWF was established in 2011 and has experienced rapid growth, while establishing a reputation as high-quality vendor neutral event with highly credible education and attracting a strategic level audience of decision makers and thought leaders. For the upcoming BDWF 2014, the event will bring together decision makers using the power of big data to drive business strategy and practitioners who collect, analyze, and manipulate the data - particularly in financial services, telecom, government, manufacturing, energy & utilities, medical & healthcare, and other industries. The key topics of 2014 event include (but not limited to):

- Big Data Improves Business Decision Making
- Business Analytics in the Cloud
- Big Data, Mobile Data and Social Data
- Visualization: From Big Data to Big Insights
- New Business Models for Open Data
- Realizing Real-Time Value on the Real-Time Data
- Enterprise Master Data Management
- Business Intelligence and Analytics
- How In Memory Computing Changes IT Structures
- Big Data and the Internet of Things
- Machine Learning's Impact on Business and Industry
- The Cross-Disciplinary Challenges of Big Data

BDWF 2014 is where Big Data's most influential business decision makers, strategists, architects, developers, and analysts gather to shape the future of their businesses and technologies.

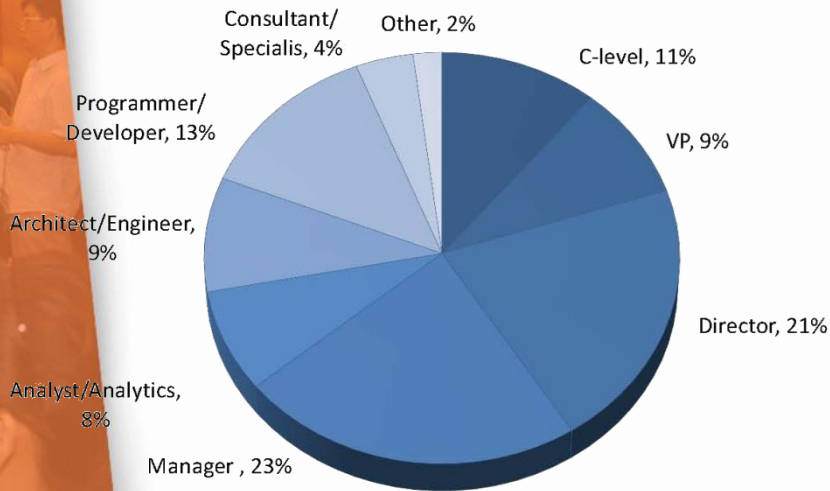
More information of BDWF 2014 agenda update please visit bigdatawf.com

Who Will You Meet ?

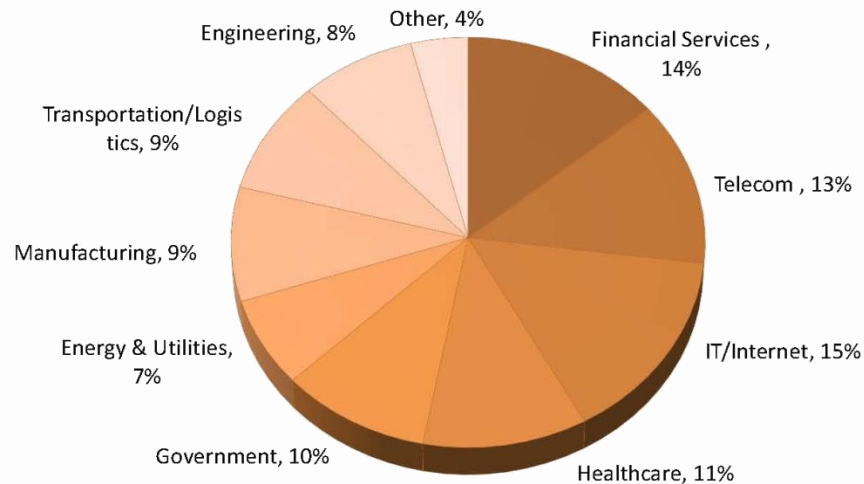
Over 1500 attendees from the entire Big Data eco-system

BDWF is 1500+ professionals representing the entire Big Data eco-system in the world, all looking for Big Data solutions in one place, at one time. Because of our quality and value intensive program, BDWF has established itself as one of the world's most authoritative Big Data event. More customers for us means more customers for you.

Job Title



Industrial Distribution

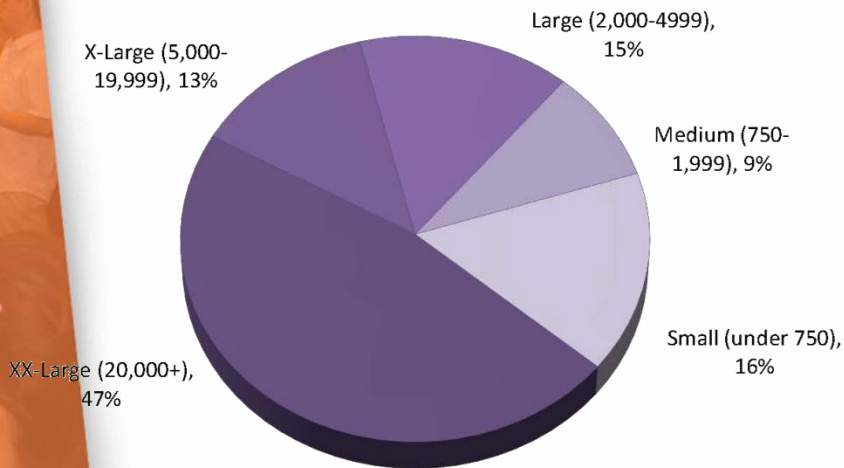


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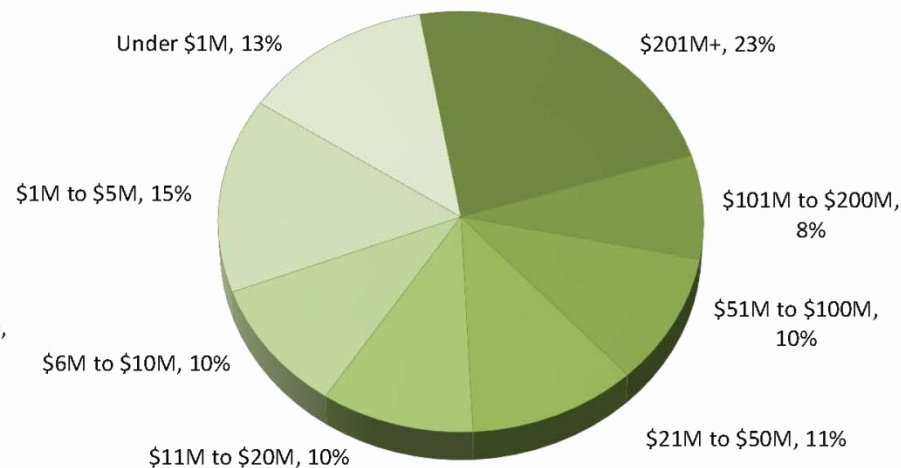
72% have budgets of \$6M and higher

Large organizations have budgets to spend on new initiatives and ongoing projects. Our audience comes mostly from large companies and a large percentage come from industries that spend a lot on IT, including financial services, telecom, manufacturing, energy & utilities, medical & healthcare, and other industries.

Company Size



IT Budget

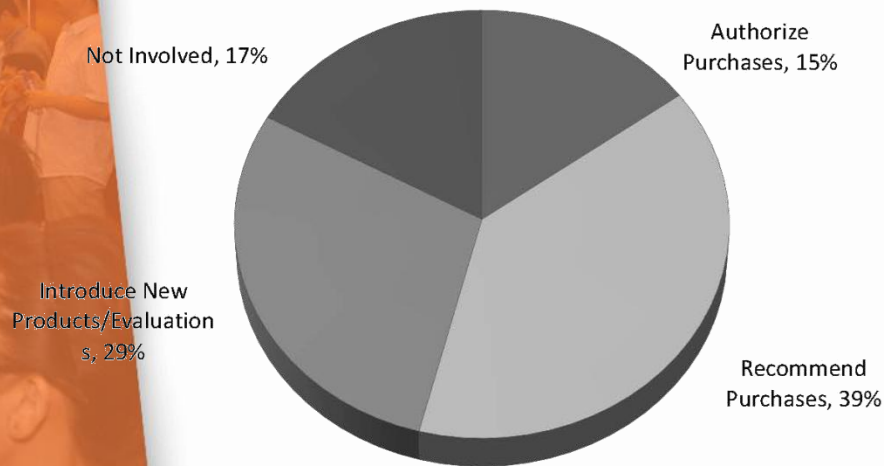


Who Will You Meet ?

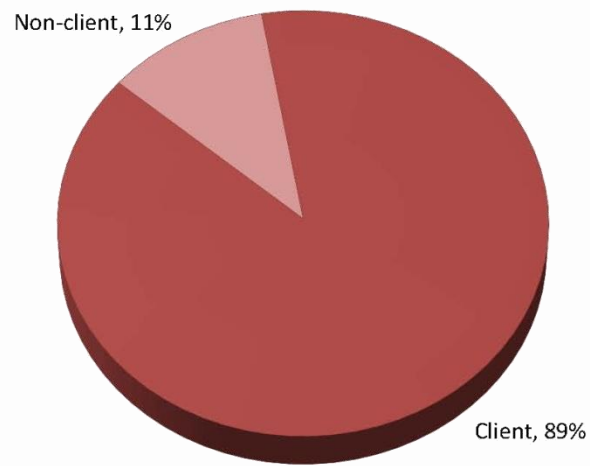
83% of attendees are involved in IT purchasing

BDWF attract the industry's most senior executive decision makers and powerful audiences - they have purchasing decisions and seek information on a range of technology solutions.

Purchasing Decisions



Client vs. Non-client



Based on past event registered attendee survey

Want to Sponsor / Exhibit ?

With its industry influence and market leading status, BDWF is an event that provides a complete solution to brand positioning and business development opportunities. Our sponsorship program is designed to create maximum engagement with the industry's most prominent influencers, dealmakers and buyers.

- **Present your company and products to industry decision makers.**
- **Generate new leads and use the numerous networking opportunities.**
- **Show your expertise and strong commitment in your subject area.**
- **Position your organization in the big picture narrative about the Big Data industry.**
- **We have your target audience gathered for you in one place.**
- **You will strengthen your business relationships with your current and future clients.**

BDWF give you maximum visibility and impact pre-event, onsite and post-event. With the greatest number of qualified audience at a single event, and a track record of consistently superior results , make the BDWF the one "must attend" event on your 2014 event marketing schedule.

Turnkey Exhibits Make It Even Easier

We know that some of our exhibitors don't have logistical support, or they're simply too busy worry about set-up. With the convenience package, we handle the legwork and ensure that the all exhibit items are waiting for you in your booth.

Sponsorship / Exhibition at a Glance

		Signature	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
Pre-Event	Agenda Plan	√	√					
	Pre-marketing	√	√	√	√			
	Logo on website	√	√	√	√	√	√	√
	Posting of Whitepaper	√	√	√	√			
	Attendee emails banner	√	√	√				
On-Site	Opening Keynote	√						
	30-minute Keynote		√	√				
	General session	2	1		1	1		
	Participation on panel	2	2	1	1		1	
	Booth space	Special	Standard	Standard	Standard			
	Conference passes	15	10	8	5	2	1	1
	Logo and AD on guide	√	√	√	√	√	√	√
	Literature Insertion	√	√	√	√			
	Media Interview	√						
Post-Event	Attendee list	√	√					
	Event report	√	√	√	√	√	√	√

Sponsorship / Exhibition

■ Signature Sponsorship

(Exclusive)

Pre-Event Benefits

- Ability to work directly with chairs on program
- Pre-marketing exposure as a signature sponsor
- Logo, company description, AD on website
- Posting of whitepaper on event website
- Banner AD in two attendee marketing emails

On-Site Benefits

- Opening keynote position guaranteed
- Two general sponsored sessions
- Participation on two panels
- Special booth space included
- 15 full conference passes
- Logo, company description, AD on event guide
- Product literature insertion in tote bags
- Media interview

Post-Event Benefits

- Use of the post-event attendee list
- Event report

■ Diamond Sponsorship

(Limited to 3)

Pre-Event Benefits

- Ability to work directly with chairs on program
- Pre-marketing exposure as a diamond sponsor
- Logo, company description, AD on website
- Posting of whitepaper on event website
- Banner AD in two attendee marketing emails

On-Site Benefits

- 30-minute keynote position guaranteed
- General sponsored session
- Participation on two panels
- Booth space included
- 10 full conference passes
- Logo, company description, AD on event guide
- Product literature insertion in tote bags

Post-Event Benefits

- Use of the post-event attendee list
- Event report

Sponsorship / Exhibition

■ Platinum Sponsorship

(Limited to 5)

Pre-Event Benefits

- Ability to work directly with chairs on program
- Pre-marketing exposure as a platinum sponsor
- Logo, company description, AD on website
- Posting of whitepaper on event website

On-Site Benefits

- 30-minute keynote position guaranteed
- Participation on one panel
- Booth space included
- 8 full conference passes
- Logo, company description, AD on event guide
- Product literature insertion in tote bags

Post-Event Benefits

- Use of the post-event attendee list
- Event report

■ Gold Sponsorship

(Limited to 8)

Pre-Event Benefits

- Pre-marketing exposure as a gold sponsor
- Logo, company description, AD on website
- Posting of whitepaper on event website

On-Site Benefits

- General sponsored session
- Participation on one panel
- Booth space included
- 5 full conference passes
- Logo, company description, AD on event guide
- Product literature insertion in tote bags

Post-Event Benefits

- Event report

Sponsorship / Exhibition

■ Silver Sponsorship

Pre-Event Benefits

- Pre-marketing exposure as a silver sponsor
- Logo and company description on website

On-Site Benefits

- General sponsored session
- 2 full conference passes
- Logo, company description, AD on event guide

Post-Event Benefits

- Event report

■ Exhibition Only Turnkey Exhibition Services Included

Standard Booth

- Booth space
- Logo and Company Description on event website and program guide
- 1 full conference passes
- Event report

Special Booth (Pricing available upon request)

■ Bronze Sponsorship

Pre-Event Benefits

- Pre-marketing exposure as a bronze sponsor
- Logo and company description on website

On-Site Benefits

- Participation on one panel
- 1 full conference passes
- Logo, company description, AD on event guide

Post-Event Benefits

- Event report

Marketing Opportunities

■ Additional Marketing Promotional Opportunities

- **Lanyard Sponsorship**

Put your logo and company name top of mind with all attendees by sponsoring the Lanyards

- **Badge Sponsorship**

Everyone who attends the event wears a badge - a great way to lure buyers to your booth

- **Tote Bag Sponsorship**

Each delegate will receive a tote bag containing the general information

- **Attendee Bag Insert Sponsorship**

Bag inserts can consist of pens, printed materials, or note pads.

- **VIP Lounge Sponsorship**

A special room will be set up and include a comfortable lounge for VIP guests

- **Lunch Sponsorship**

Provide conference delegates with a full lunch that will let them graze and schmooze happily

- **Coffee Break Sponsorship**

The coffee break provides constant visibility for your company's logo throughout the day

- **Program Guide AD**

The program guide is filled with key event information and is shared by attendees with others in their organizations

- **Event Website Banner AD**

Everyone who registers will watch the banner AD on event website

- **Attendee Marketing Email Sponsorship**

Sponsoring a BDWF attendee marketing email puts your company front and center with prospective buyers

- **Post-show Recap Email Sponsorship**

Sponsoring a post show BDWF recap email reconnects you with the event attendees

Must be a BDWF exhibitor or sponsor to purchase marketing and promotional opportunities

Past Editions



The 3rd Big Data World Forum 2013

Annual Theme:
Data-Driven Enterprise & Analysis-Driven Business

- Date : July 18-19, 2013
- Attendees : 1200+
- Speakers and Guests : 78
- Sponsor, Exhibitors and Partners : 81
- Media : 96



The 2nd Big Data World Forum 2012

Annual Theme:
Big Data | Deep Analytics | Smart Business

- Date : July 13-14, 2012
- Attendees : 800+
- Speakers and Guests : 57
- Sponsor, Exhibitors and Partners : 62
- Media : 83




The 1st Big Data World Forum 2011

Annual Theme:
The Business Value of Big Data

- Date : July 7, 2011
- Attendees : 500+
- Speakers and Guests : 35
- Sponsor, Exhibitors and Partners : 42
- Media : 76

What Attendees Have Said

- 
- “ Thanks for the wonderful opportunity, as we met very great contacts.
Peter Denning, HSBC
- “ Thanks for this event to make IT person like me to get to know advanced technology, application and tendency in Big Data, show every aspect of it, not only infrastructure, but also covering data warehouse, data mining, business intelligence and cloud computing.
Jiannan Wen, SK Telecom
- “ A must attend event. The balance of speakers, case studies, workshops and exhibitors was exceptional.
Shimpei Ogawa, Toyota
- “ The event was a memorable experience for me. The network has already started assisting me. Also, I am sure that some of the contacts made during the event will turn out to be serendipitous in the near future.
Tong Wang, North Industries
- “ This conference lets a much broader audience to understand the opportunities and challenges bring from Big Data. It is successful!
Jian Ma, Everbright Bank
- “ Heart-felt congratulations are in order to you and your team for seamlessly choreographing a fascinating, thought-provoking and diverse technology summit. Thanks again for allowing me to participate. It was indeed an honour to rub shoulders with such a distinguished group.
Weiguo Li, Huawei Technologies
- “ I want to thank you for the marvelous work you and your staff did to organize this event. I enjoyed it very much and I thank you for that.
Tony Tong, Alibaba
- “ It was a great conference, and I enjoyed myself. I hope the next year's event is as good...
Tien Tzuo, Paypal

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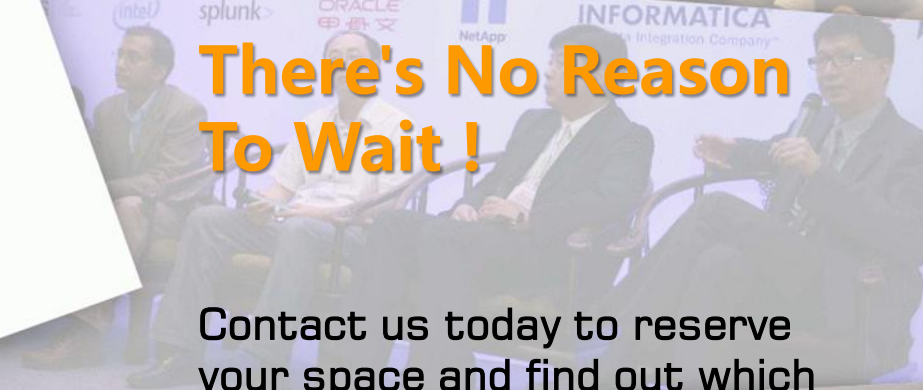
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Contact us today to reserve your space and find out which high-profile sponsorship are still available.

Please send email to sponsorship@bigdatawfm.com or call 86-10-57738580

