



PARTNERSHIP PROSPECTUS

<CONTACT US AT SPONSORSHIP@DATAAMPLIFIED.ORG>

Market Context > The Future of Business Reporting is Here. Today.

What are the keys to unlocking the full potential of structured data in business, government and regulation? Can this be done effectively across supply chains? Within the enterprise? How can we amplify the utility and value of business information today?

Companies, Regulators, Accountants and Business Advisors are striving to reshape today's data governance and reporting to take advantage of new technologies, evolving data management techniques, new forms of standardization and enhanced collaboration.

They're tackling challenges such as harnessing data to provide insights not previously available. They're studying how data can be aggregated at the right time and in the right place. And they're focused on building confidence and preserving data lineage while maintaining confidentiality.

Banking and insurance regulators have been at the forefront of leveraging standardization in reporting with XBRL.

The world's securities regulators are following suit, heralding new levels of insight for public companies, their analysts, investors and regulators.

Newer technologies, including artificial intelligence and advanced analytics are changing the way that we can maximize value from existing data sets. New distributed technologies are disrupting old ways of doing things, providing a more reliable, connected and fundamentally digital approach to reporting. This is 'RegTech' in action.

These are some of the key reporting-related issues facing policy makers, regulators and business - today and in the future. Better data drives informed decisions, enhanced strategy, improved performance and value creation.

Data Amplified provides the platform that brings this network together to discuss the future of business reporting.

What is Data Amplified?

Understanding today's best practice and creating tomorrow's future direction requires the right network and access to the world's leading thinkers in standardisation, data management and analytics, artificial intelligence and corporate reporting. It requires an understanding of FinTech, RegTech and the way that today's financial infrastructure is modernising, and the way that regulators are managing that change.

Data Amplified is designed to provide the information you need and access to a curated global network of peers and visionaries from financial institutions, corporates, regulators, standard setters, technology vendors, as well as reporting experts from the private sector and academia.

Hosted by XBRL International, Data Amplified connects the business reporting supply chain to discuss their successes, new opportunities and existing challenges with data standardization, technology and analytics to drive better decisions.

In examining the intersection of reporting standards and technologies, Data Amplified incorporates the former XBRL International Conference and addresses challenges that organizations face in understanding the value of XBRL and other related structured digital disclosures in both financial and non-financial reporting.

With new European disclosure rules on the way, Data Amplified is the place to get up to speed and formulate your own strategy to respond.

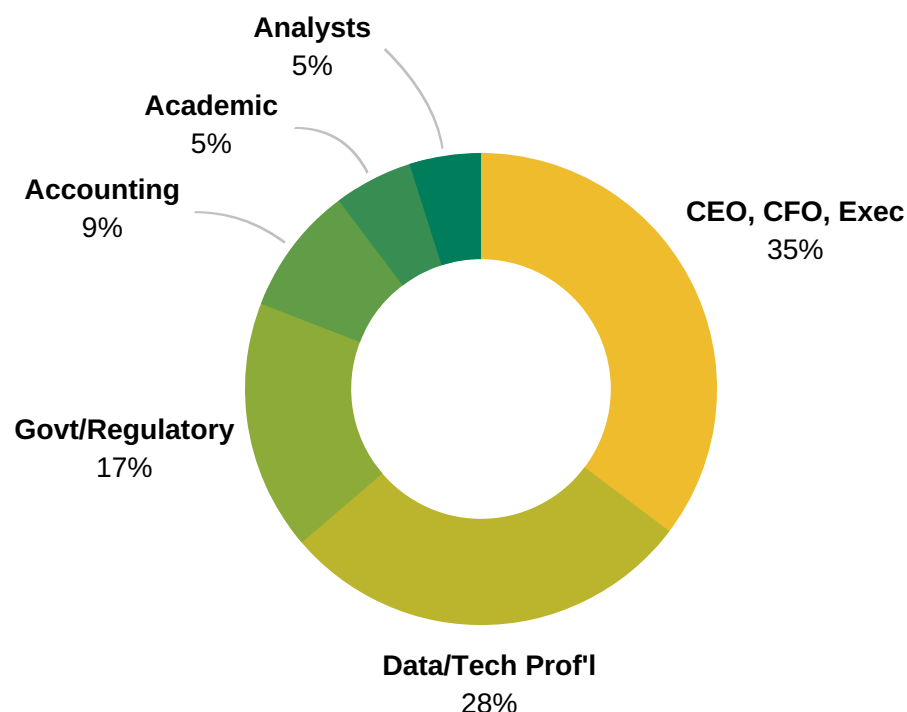
Data Amplified is the place to learn about new technologies, innovations and processes that are profoundly impacting the way that business information is gathered, reported and used... today and in the future.

It's about Data. Amplified.

<THAT'S OUR STORY. NOW LET US HELP YOU SELECT THE RIGHT PARTNERSHIP.>
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Projected Attendance:
450+ PROFESSIONALS

Conference Demographics



Targeted Attendees Include:

Senior Corporate Executives, including CEOs/CFOs
Data & Technology Professionals
Government/Regulatory leaders
Accountants & Auditors
XBRL Specialists
Academic Experts & Researchers
Data & Business Analysts
Reporting & Compliance Professionals
Institutional Investors & Analysts
Capital Markets Professionals
Professionals Services Consultants
Securities Regulators
Banking & Insurance Supervisory Professionals
Risk Management Professionals

<BUSINESS EXECUTIVES, REGULATORS AND DATA SPECIALISTS ARE AMONG THE LARGEST GROUPS ATTENDING.>

Why Partner?

< SOURCING VENDOR SOLUTIONS
IS A TOP REASON WHY PEOPLE
ATTEND DATA AMPLIFIED >

Amplify your business.



Attract new clients, feature products, demonstrate solutions, reach target and niche markets, network and build relationships

Amplify your brand.



Differentiate your brand and market positioning, access new markets, be seen as a market solution, get out in front of competition, build brand identity

Amplify your success.



Drive growth, maximize relationships, enhance profitability, build value, achieve financial sustainability, help the business thrive

< IT'S ABOUT DATA. **AMPLIFIED.** >

Partnership Packages

Our Partnership Packages are scalable to your needs. Whether you want maximum visibility, a prominent position in the exhibit area, a unique experience for attendees, or a bespoke package designed for you, Data Amplified offers you an opportunity to amplify your business, your brand and your success.

EXECUTIVE PACKAGES

Our top-tier branding and business development opportunities. We can also custom design one for you.

Platinum	€40,000
Gold	€30,000
Silver	€20,000
Gala Dinner	€15,000

Executive Packages include these standard benefits (plus exclusive benefits listed to the right):

- Double exhibit space (18 sq meters)
- Partner logo on Data Amplified website, mobile app and email campaigns
- Pre-/Post-conference registration lists (mailing address only)
- Highlighted listing on mobile app
- 1 push notification in mobile app
- Partner logo in on-site signage

EXCLUSIVE EXECUTIVE PACKAGE BENEFITS

In addition to the standard Executive Package benefits, these packages include the following exclusive benefits:

Platinum

- Recognition as exclusive top-tier, Executive level partner in all collateral, signage and media releases/advisories
- Main stage speaking opportunity (date, time, topic, speaker to be determined and approved by Data Amplified)
- 6 free registrations, including Gala Dinner tickets
- Banner ad on mobile app with link to your website
- Pre-/Post-conference email to registrants
- Pre-/Post-conference article in eNews
- Ability to welcome attendees on day 1
- Guest room drop on day 2 (partner-supplied item)
- Participation in one Data Amplified media briefing

Gold

- 4 free registrations, including Gala Dinner tickets
- Concurrent session speaking opportunity (date, time, topic, speaker to be determined and approved by Data Amplified)
- Pre-/Post-conference email to registrants
- Post-conference article in eNews

Silver

- 2 free registrations, including Gala Dinner tickets
- Identified as a concurrent session sponsor/moderator

Gala Dinner

- 2 free registrations; 6 free Gala Dinner tickets
- Brand exclusivity for Gala Dinner event, including invitations and signage
- Access to attendee list to invite and host VIP guests for two tables at Gala Dinner
- Opportunity to welcome guests to the Gala Dinner

AMPLIFIED PACKAGES

Looking for alternatives? Try one of our Amplified Packages.

Keynote Speaker Sponsor

Pricing on Request

- 1 free registration, incl. Gala Dinner ticket
- 1 pre-conference email to registrants promoting the keynote
- Ability to distribute partner's promotional materials (partner-supplied) at each chair
- Opportunity to welcome attendees to keynote session and provide 5-minute firm overview
- Introduction of keynote speaker
- Does not include exhibit space

Professional Headshots

€ 7,500

Headshots are a must-have for professionals. This offers attendees a chance to update their headshots while increasing traffic to your exhibit area. Photo area is set up at a location in the exhibit hall. Attendees required to come to partner booth to pick up their Headshots. Includes exhibit space.

Member Reception

€ 12,500

- 1 free registration
- Brand exclusivity for Member Reception event, including invitations and signage
- 1 pre-conference email to registrants inviting them to Member Reception
- Opportunity to welcome attendees and provide 2-minute firm overview
- Occurs on Sunday, Nov. 5, 2017
- Does not include exhibit space

Amplify Lounge

€ 7,500

Exclusive, dedicated seating area near general session. Used by attendees for meetings, to grab a snack, check email or to just relax. Partner may bring additional branded promotional items into Lounge per approval by Data Amplified and venue. Does not include exhibit space.

Conference Video

€ 17,500

- Data Amplified will make videos available following the conference. As a video Partner, you support the recording and release of these videos. In exchange, Partner logo will be displayed prominently in each video. This is a great way to get exposure after the event. Includes exhibit space with staging/furniture, which will be used for one-on-one interviews.

VIP Breakfast or Lunch

€ 5,000

Separate room with plated breakfast or lunch for up to 20 attendees invited by Partner. Access provided to pre-registration list so Partner can select invitees. Partner may design program and distribute promotional material. Includes exclusive signage with Partner logo. Does not include exhibit space.

AMPLIFIED PACKAGES

Looking for alternatives? Try one of our Amplified Packages.

Registration

€ 5,000

- Opportunity to offer a gift to all delegates at registration
- Opportunity for Partner to bring in additional branded elements to be placed near/at the registration desk
- Does not include exhibit space

Badge Lanyard/At a Glance

€ 4,000

High visibility branding for all attendees to see daily on the lanyard holding Data Amplified badges. At a Glance program included on back side of badge. Exclusive custom Partner logo placement on lanyards. Does not include exhibit space.

Networking Reception

€ 12,500

- Includes specialty cocktail
- Partner logo on signage and promotional materials
- Branded cocktail napkins/coasters
- Does not include exhibit space

Conference Mobile App

€ 7,500

Used by all attendees during Data Amplified, the mobile conference app will be a prominent tool. Includes Partner logo on app, as well as banner ad in app with link to Partner site. Does not include exhibit space.

Coffee Break

€ 3,000

- Partner logo on signage and napkins for use during the event
- Does not include exhibit space

One of our most popular packages:

Exhibit Space

€ 3,950

- 9 sq meter exhibit space
- 1 free registration

Sampling of Recent Past Partners



<PARTNER WITH DATA AMPLIFIED. YOU'LL BE AMONG LEADERS.>

We're Here to Work with You



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<OUR TEAM CAN HELP YOU SELECT THE PARTNERSHIP THAT MEETS YOUR NEEDS.>
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AMPLIFY YOUR BUSINESS
AMPLIFY YOUR BRAND
AMPLIFY YOUR SUCCESS

PARTNER WITH DATA AMPLIFIED TODAY
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