



Data Quality  
2 0 1 2  
Asia Pacific  
Congress

Enterprise Data Management  
Linking DQ to Business Results  
Change  
Best Practice  
Data Quality Frameworks  
Business Intelligence

27 - 29 March 2012 : Citigate Central Sydney, Australia

The number one data management event  
in the Asia Pacific region

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Featuring the 3rd Annual  
Data Quality Asia Pacific Awards  
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Visit [www.dqasiapacific.com](http://www.dqasiapacific.com)  
for more details

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## Ark Group company profile

Ark Group is a leading provider of specialist business information. We deliver objective and independent analysis, research and knowledge via a wide range of media channels in order to help our clients make a positive impact on their organisations and markets. We operate across three core divisions within which our events and publications are widely acclaimed.

It is our goal to help professionals and organisations work more intelligently by delivering reliable information and techniques that can be used to benchmark, instigate, develop and improve fundamental business processes and procedures. We believe this constant reassessment and peer analysis is an essential part of the management process.

Operating in Europe, Asia, USA and Australia, Ark Group publish 'Inside Knowledge', 'Managing Partner' and 'ei', as well as many others industry focused magazines, and are recognised world wide as the knowledge management and information management specialists.

Each Ark Group event is strategically designed to target senior level decision makers and to provide sponsors and exhibitors with exceptional ROI via a range of options that cover all aspects of the MDM, KM, CM and collaboration related business space.

### Ark Group Contact Details

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### Sponsorship & exhibition enquiries

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Fax: + 61 1300 550 663



## Trade Show Paradigm

### Welcome to DQ Asia Pacific Congress 2012

27 - 29 March 2012  
Sydney, Australia

DQ APAC 2012 two day combined exhibition provides the ideal showcase for sponsors and exhibitors to centralise their business development efforts and networking activities. Extended breaks throughout the day will allow delegates time to source answers to their DQ solution needs, and for sponsors and exhibitors to build business relationships. With the world's leading data quality professionals all under one roof, DQ APAC 2012 is the definitive source for DQ business generation in the APAC marketplace in 2012.

#### Key event differentiators:

1. Proven business matching services:

- Facilitated networking
- Pre-arranged one-to-one meetings with attending conference companies
- Keynote speaking opportunities for senior sponsors
- Vendor-led presentations
- Targeted networking opportunities
- Exceptional lead generation

2. Truly independent DQ exhibition:

- Largest DQ conference and trade show in APAC
- Keynote presentations by world renowned experts
- Practitioner-led case study presentations
- Two day solution provider exhibition
- Interactive workshops facilitated by international thought leaders
- Expected audience of 100+ delegates at the trade show for maximum sales lead potential
- See the latest trends and products from leading providers in our exhibition space

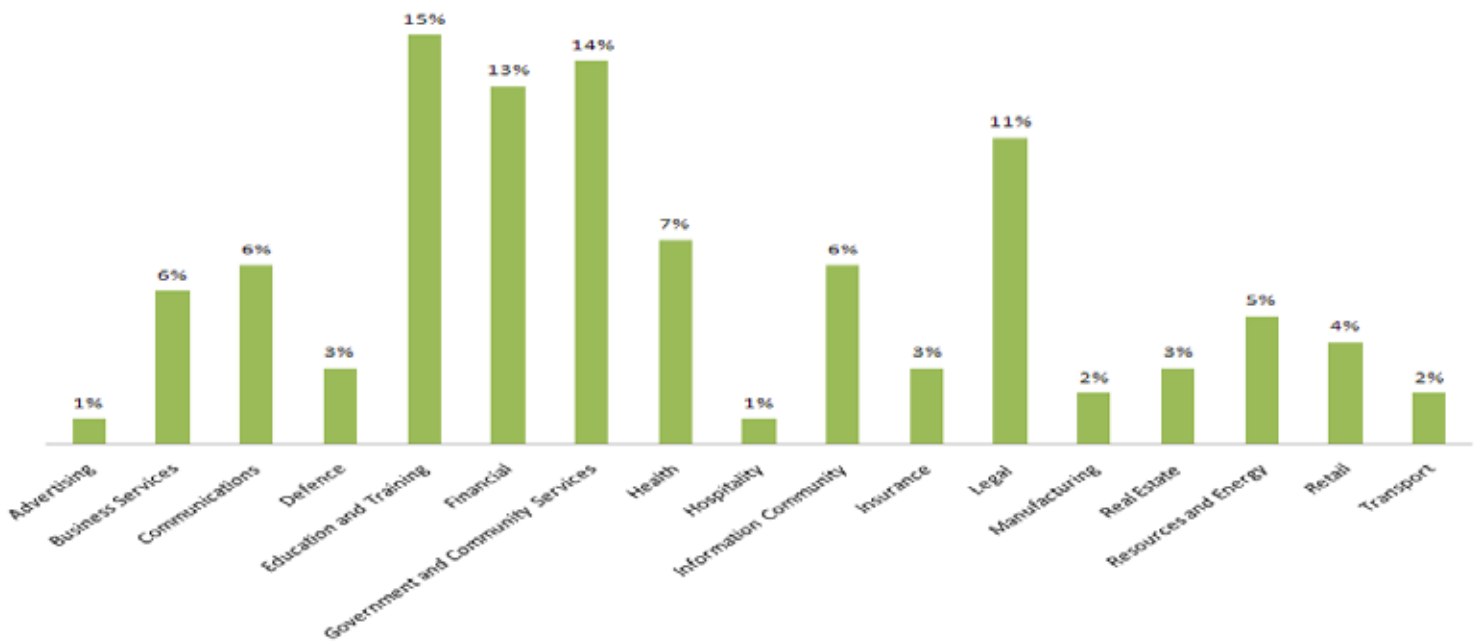
**DQ APAC is a unique opportunity for sponsors to align themselves with the world's leading DQ professionals, and to position themselves as leaders in the APAC DQ business space.**



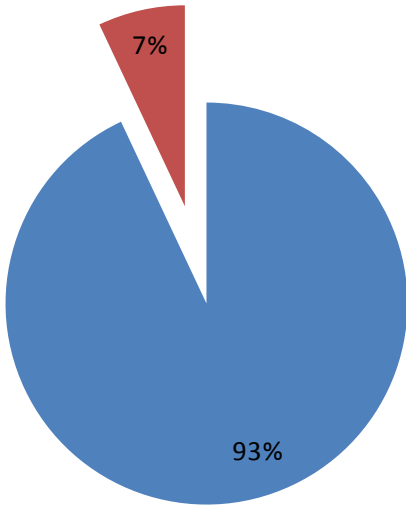
## DQ APAC Participants Profile

### Industry

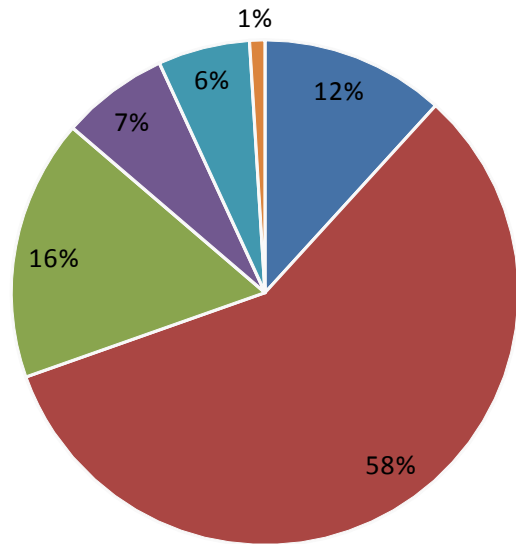
Advertising	1%
Business Services	6%
Communications	6%
Defence	3%
Education and Training	15%
Financial	13%
Government and Community Services	14%
Health	7%
Hospitality	1%
Insurance	3%
Legal	11%
Manufacturing	2%
Real Estate	3%
Resources and Energy	5%
Retail	4%
Transport	2%



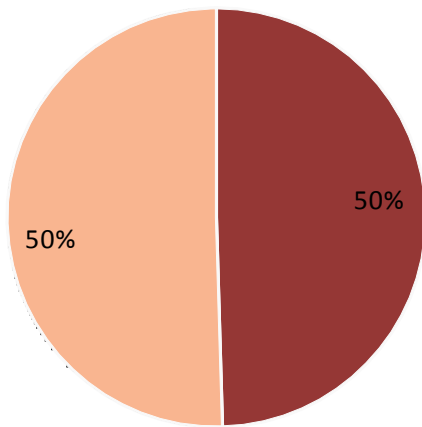
■ Australia ■ International



■ ACT ■ NSW ■ VIC ■ QLD ■ SA ■ TAS ■



■ Public ■ Private



## We bring the market to you

### Integrated marketing communications

The marketing plan is built around both online and offline marketing media. We will use our extensive email databases and those of our media partners to initiate a preliminary groundswell of interest. This will be followed up with a brochure based marketing campaign and then a telesales campaign.

The delegate promotion campaign will target top Australian executives who are responsible for reviewing and purchasing solutions and products.

### The campaign will include:

#### PRE EVENT

1. Direct mail - multiple targeted mailing campaigns through media and Ark Group's international data to generate delegates for the event.
2. Email broadcasting - extensive and targeted broadcasting will focus on the delegate community throughout Asia Pacific to raise awareness, reinforce attendance benefits and to ensure we deliver the audience to you.
3. Advertising - through our suite of publications: Intranet Strategist, Content Management Focus and Knowledge Management.
4. Industry support - we will work closely with supporting organisations to enhance event exposure and credibility in order to attract participation at the highest level from the community.
5. Delegate incentives - we will implement a compelling discount strategy that will be offered through partnering sponsors and exhibitors encouraging delegates to register early.
6. Tele-sales team - focused telesales campaign will kick in anywhere between 3-4 months prior to the event targeting key executives across departments and functions in order to maximise decision makers and influencers from the one company.
7. Media exposure / Trade Publications - we will undertake PR, running interviews and articles with media partners pre, during and post event to communicate participation benefits to the target audience.
8. Partnership - we will work closely with our major sponsors to promote event participation to their clients with the aim of maximising attendance and ensuring a successful event outcome.

#### DURING EVENT

1. Pre arranged one to one meetings with selected delegates
2. Facilitated Networking (Trivia Hunt)
3. Presentation Assistance
4. Exhibition Consulting
5. Networking Drinks

## Previous sponsors & exhibitors of Ark Group events - worldwide

(note: examples only – not complete list)

IBM	Inkomi	Sun Microsystems
Convera	Microsoft	DoctuS,
RedDot Solutions	Entopia	Autonomy
Fujitsu	Gammasite	Verity
Kcentrix Software	KM Pro	Vignette
Hummingbird	Meta4	FAST
Objective Corporation	Oracle	QinetiQ Ltd
Ratio One	Sveiby Knowledge Associates	Semagix
SER Solutions	Silverpeas	SiteScape Inc
Solcara	Swets Blackwell Ltd	Symtrax
Symularity Ltd	Textology	TFPL Ltd
TTSO	Copenhagen Business School	WizSoft
European Commission	Tower Software	CORMA
European KM Forum – BIBA	Planet Ernst & Young	KT Web
Rodan Systems SA	BOC ITC GmbH	British Council
CrimsonLogic	CSS Software	Dialog
Documentum Inc	ERoom Technology	Factiva
Fuji Xerox	Inxight	IdeaMart
IKMS	ILOG	Insighful Corporation
KM Surgery	LexisNexis Asia Pacific	NZ Knowledge Navigators
OpenText Corporation	Oracle Corporation Singapore Siemens	Singapore Institute of Management
SPRING Singapore	Getronics	Antipolis
Fujitsu Consulting	Thoughtweb Incorporated	Stellent
VistaPortal Software	WebEx Communications Inc	World knowledge Forum
Albert	Adobe	OpenText Corporation,
BoC	Bureau van DIJK	CoreMedia
CoreMedia AG	Inxight Software	Learning Lab Denmark
Crystal	Decisions	ELegal Logistics
Empiricom Knowledge Technology	Hyperware	Sophos
Interwoven	Knowledge Associates	The Knowledge Refinery
Computer Associates	Obtree	OpenText Coporation
Percussion Software	Primus Knowledge Solutions	EIS/PWS/IT Accent
Sapiens	British Telecom (BT)	Butterworth-Heineman
Avand	Hyperwave	Celemi
Convera	FT.com	Getronics
Sopheon	EMC	CGEY
Meta4	OneSource	Faulkner
EASA	CognIT A.S	Netcat

## Lead Corporate Partner

(Only 1 Available)

### Leadership – secure credibility & educate your audience.

- Conference chair on both days of the conference. The conference chair is a high profile position and is responsible for facilitating the flow of the conference.
- Keynote speaking opportunity – forty five minute (45) presentation, MORNING day 1, after first international keynote (mandatory: must be a client or case study presentation and meet with the conference producer's approval)

### Marketing and lead generation – maximise exposure

- 6 x one-on-one 15 minute private meetings with the conference delegates / companies
- 9 sqm exhibition space / stand (shell scheme or space only) in prime location
- 2 x freestanding banners (supplied by sponsor) situated on stage in the conference hall
- Above the title logo branding on the front of the exhibitor's manual, conference brochures, delegate pack and all advertising and marketing material
- Full electronic delegate list, post event, excluding email addresses
- Lectern banner (supplied by sponsor) on stage in the conference hall
- 2 x A4 page adverts within the exhibitor's manual (supplied by sponsor)
- 1 x A4 page advert in conference brochure (supplied by sponsor)
- Up to five A4 pages of marketing collaterals included in the conference delegate bag
- 1 x freestanding banners (supplied by sponsor) situated either side of the entrance to the exhibition hall
- 500 word company description in exhibition manual
- Logo and link on official show web-site
- Web banner ad placed on official show website
- Company branding on conference CD content page
  
- Can purchase extra one to one meetings (\$500 per meeting)

### Networking – develop partners

- 4 x delegate tickets to the conference (non transferable)
- Additional delegate tickets available at 50% discount

Lead Corporate Partner investment is:  
\$25, 000 AUD + GST

Note: Signed bookings received before the 15 October 2011 will receive a 10% discount off the regular price

## Executive Partner

(Only 2 available)

### **Leadership – secure credibility & educate your audience.**

- Speaking opportunity – forty minute (40) presentation at the conference, (mandatory: must be a client or case study presentation and meet with the conference producer's approval)

### **Marketing and lead generation – maximise exposure**

- 4 x one-on-one 15 minute private meetings with conference delegates / companies
  - 9 sqm exhibition space / stand (shell scheme or space only)
  - 1 x freestanding banners (supplied by sponsor) situated behind the lectern
  - Full electronic delegate list, post event excluding email addresses
  - 1 x A4 page adverts within the exhibitor's manual (supplied by sponsor)
  - Up to four A4 pages of marketing collaterals included in the conference delegate bag
  - 250 word company description in exhibition manual
  - Logo and link on official show website
  - Logo on conference brochure
  - Web banner ad placed on official show website
- 
- Can purchase extra one to one meetings (\$500 per meeting)

### **Networking – develop partners**

- 2 x delegate tickets to the conference (non transferable)
- Additional delegate tickets available at 50% discount

Executive Partner investment is:

\$18,000 AUD + GST

Note: Signed bookings received before the 15 October 2011 will receive a 10% discount off the regular price

## Event Partner

(Only 3 available)

### Marketing and lead generation – maximise exposure

- 1 Trestle table
  - 2 x one-on-one 15 minute private meetings with conference delegates / companies
  - 1 x freestanding banners (supplied by sponsor) situated behind the lectern
  - Full electronic delegate list, post event excluding email addresses
  - 1 x A4 page adverts within the exhibitor's manuals (supplied by sponsor)
  - Up to four A4 pages of marketing collaterals included in the conference delegate bag
  - 200 word company description in exhibition manual
  - Logo and Link on official show website
  - Logo on conference brochure
- 
- Can purchase one to one meetings (\$500 per meeting)

### Networking – develop partners

- 1 x delegate tickets to the conference (non transferable)
- Additional delegate tickets available at 50% discount

Event Partner investment is:

\$12,000 AUD + GST

Note: Signed bookings received before the 15 October 2011 will receive a 10% discount off the regular price

## **Exhibitor**

(Only 3 available)

### **Marketing and lead generation- maximise exposure**

- 1 Trestle Table
- Full electronic delegate list, post event (excluding email addresses)
- 1 x A4 pages of marketing collaterals included in the conference delegate bag
- 50 word company description in Exhibition Manual
- Link on official show web-site
- Logo on front of conference brochure
  
- Can purchase one to one meetings (\$500 per meeting)

### **Networking – develop partners**

- 1 x delegate tickets to the conference (non transferable).
- Additional delegate tickets available at 50% discount.

Exhibitor investment is:

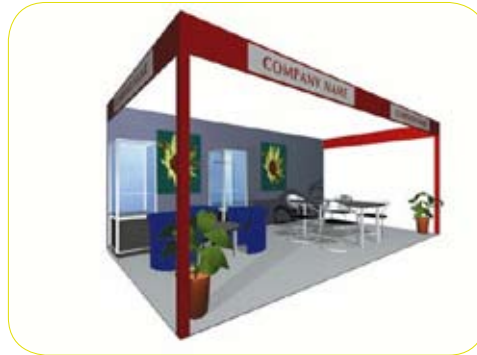
\$8,000 + GST

Note: signed contract bookings returned 15 October 2011 get a 10% DISCOUNT off the regular price.

Pricing is inclusive for space only exhibition bookings (where you build / provide your own stand) or for shell scheme stand bookings (where you are provided with walls, fascia, signage, power-point etc).

Each 9 sqm stand booking comes with a single free delegate ticket to the conference (non-transferable). With additional delegate tickets available for exhibitors at a 50% discount if booked at time of contract.

### Sample (shell-scheme) stand design



### Each exhibition stand booking comes with:

- Wall panels
- Nameboard with company name and stand number
- Spotlight behind nameboard
- Single powerpoint connection with every 9 sqm of floor space

Note: Broadband, phone line, hanging banner, etc, are not included in standard booking price, but may be purchased as an add-on.

## Individual sponsorship options

### Lanyard sponsor- one company only

The sole sponsor of this will receive the following benefits:

- Exclusive rights for company name to appear on the conference lanyard. Each delegate will receive this.

Investment = \$4,000 AUD + GST

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### Brochure inserts in Show-bag

- A4 marketing collateral included in the Showbag

Investment = \$2,000 AUD per A4 page (plus GST)

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### Networking drinks

Evening drinks to be held at the end of day one at the Deck Bar located at Luna Park

Investment = \$7,000 AUD + F&B

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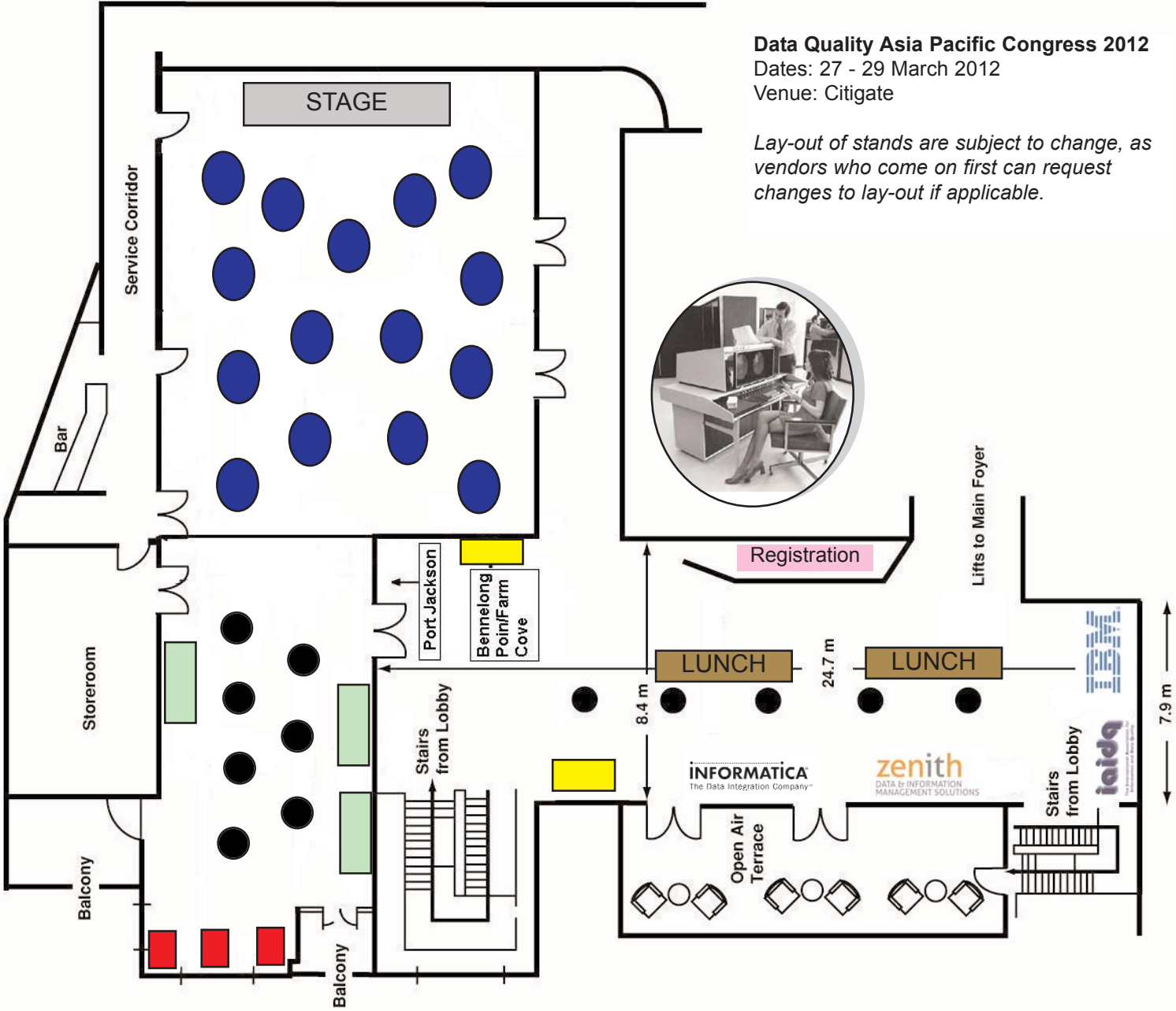


**Data Quality Asia Pacific Congress 2012**

Dates: 27 - 29 March 2012

Venue: Citigate

*Lay-out of stands are subject to change, as vendors who come on first can request changes to lay-out if applicable.*



Lead Corporate Partner



Event Partner



Exhibitor



Event Partner



- 3 + 3 Stand
- Trestle Table
- Networking Tables
- One on One Meeting Room

