Data Amplified 2016

Sponsorship Prospectus

am·pli·fy / ˈæmplɪfaɪ / *verb*
definition: (Eng) cause to become more marked or intense

Data Amplified is a new conference hosted by XBRL International examining the intersection of the standards and technologies that are changing the way business data is collected, shared and used.

Be part of the future of business reporting by being a sponsor at Data Amplified 2016 in Singapore. Whether your goal is thought leadership, marketing, reaching new prospects or raising brand awareness in whole new market segments, we have a sponsorship package that will fit your needs and budget.

E-mail info@xbrl.org today for more information or to get a quote or call Dave Nitchman on +1 207 613 7320 (UTC -4).

Sourcing Vendor Solutions is one of the top 3 reasons people attend XII Conferences!

———

Top job functions in attendance:
IT, Regulators and Senior/Executive Management

———

Platinum, Gold and Silver Packages Available starting at €17000

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Focused Marketing opportunities from €1000

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Data Amplified
8-10 November
Grand Hyatt Singapore

Data Amplified

This year's XBRL International conference has a new name and will be covering a wider range of topics than ever before.

Now called **Data Amplified**, the conference brings together business reporting professionals that work in, or are learning about the XBRL field, along with technologists, regulators, accounting and business professionals that are eager to understand and influence new technologies that are having an impact on reporting. In addition to being the place to showcase anything in the XBRL world, Data Amplified will examine the intersection of Blockchain, AI, Big Data and a range of other FinTech technologies. This expanded audience will make Data Amplified the ideal venue to:

Connect with regulators and filers looking for solutions

Network with colleagues and competitors alike to gather valuable intelligence and build more profitable relationships

Showcase your expertise in an environment geared towards learning and knowledge sharing

Demonstrate your products and solutions

> "Being at XII Conferences allows us to be at the "far end" of what's going on in business reporting and connect with hundreds of stakeholders from dozens of countries on emerging topics like enterprise reporting, SBR and new uses for structured data".
>
> *Cees de Boer, Deloitte. Silver Sponsor,*
> *2015 XBRL International Conference*

Leadership

Sponsors of XBRL International conferences are seen as industry leaders. This will be the only global XBRL event of the year and is your best opportunity to get in front of a wide audience of potential customers and partners. Use the platform of Data Amplified to highlight successful implementations, share your thoughts on the future of business reporting or raise brand awareness with a growing market.

Sponsors at Data Amplified will be the trusted source of knowledge for regulators and other organisations looking to successfully implement XBRL and structured data solutions to meet their business reporting needs.

"Networking with players from other countries who are facing similar issues and hearing about the solutions they used to meet implementation challenges is why we come to XII conferences".

Elina Koskentalo, Tieke
XBRL Finland

The Conference Program

The program at Data Amplified is designed to add a whole new audience segment - technologists, regulators, accounting and business professionals that are eager to understand and influence new technologies – allowing you to:

- expose your brand to a wider array of market segments;
- expand the market for your products; and
- connect with potential new customers

The Conference Program at Data Amplified will feature two main tracks over one and half days, enhanced with Insight Talks from global business and technology leaders focused on future trends across a wide area of business sectors. The conference wraps up on Thursday with a series of joint sessions on the use of XBRL in enterprise reporting within both the public and private sectors.
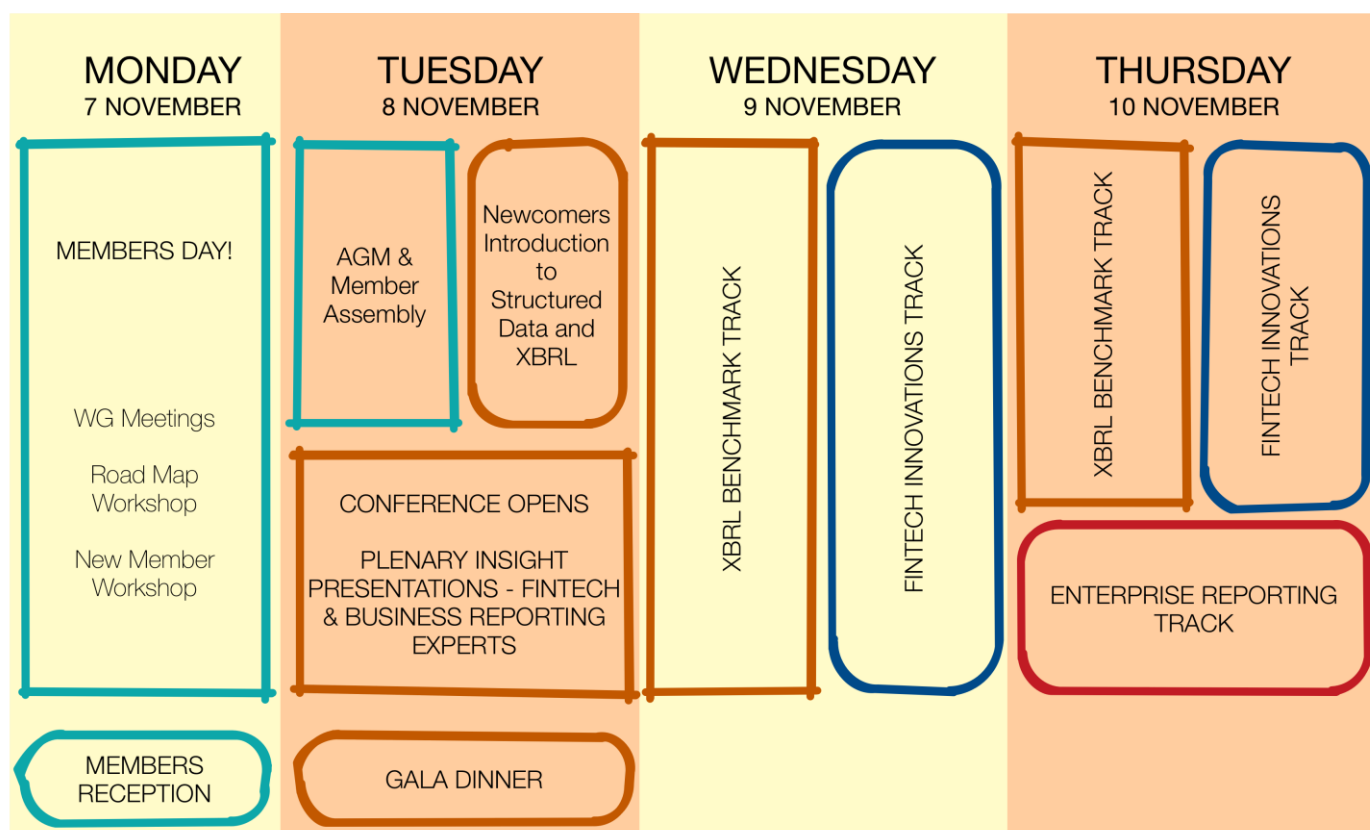
The two main tracks that we will be exploring are:

XBRL Benchmark Track - a journey through the current business reporting landscape with experts taking attendees through the many ways in which XBRL is being used today, illustrated with recent case studies from high profile implementations in multiple domains, and discussing and analyzing new technical developments.

FinTech Innovations Track – examines the new way of thinking about data that is being driven by emerging technologies like Big Data, Blockchain and Artificial Intelligence, but with a connection to structured data. This is where you can participate in discussions about standards interoperability and innovations in fields such as SBR.

The Conference Schedule

MONDAY 7 NOVEMBER	TUESDAY 8 NOVEMBER	WEDNESDAY 9 NOVEMBER	THURSDAY 10 NOVEMBER
MEMBERS DAY! WG Meetings Road Map Workshop New Member Workshop	AGM & Member Assembly — Newcomers Introduction to Structured Data and XBRL CONFERENCE OPENS — PLENARY INSIGHT PRESENTATIONS - FINTECH & BUSINESS REPORTING EXPERTS	XBRL BENCHMARK TRACK — FINTECH INNOVATIONS TRACK	XBRL BENCHMARK TRACK — FINTECH INNOVATIONS TRACK ENTERPRISE REPORTING TRACK
MEMBERS RECEPTION	GALA DINNER		

Data Amplified 2016
Improving the accountability and transparency of business performance globally
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SINGAPORE
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Sponsorship Opportunities

Take advantage of one of our packages, or work with us to suggest your own.

Sponsorship Packages allow for maximum exposure before, during and after the event. Pick a package that caters to your needs and budget.

Focused Marketing and Brand Exposure Sponsorships give your company the option to make the most of your budget in terms of exposure and brand awareness.

Contact us for details and quotes

Dave Nitchman
Director, Communications and Marketing
daven@xbrl.org
Tel: +1 732 475 0380

Sponsorship Packages

Package Benefits	Platinum (Exclusive) €40000	Gold €30000	Silver €17000	Gala + Exhibit (exclusive) €13000
Complimentary registrations	6	4	2	
Complimentary Exhibit Hall passes	4	2	2	2
Complimentary Gala Dinner tickets	4	2	2	4
Pre-Conference Exposure				
Pre-conference registration list	Yes	Yes		
Pre-conference email to registrants	2	1		
Copy of attending media list	Yes	Yes	Yes	
Discount Code for clients/ prospects	Yes	Yes	Yes	
Logo on Website and Marketing	Top position	Yes	Yes	Yes
Onsite/Program Exposure				
Conference Committee Seat	Yes	Yes		
Top level sponsor booth in preferred location*	Included	Included	Upgrade	Upgrade
Regular booth in preferred location*			Yes	Yes
Logo on Main Stage & Exhibit Area	Top	Yes	Yes	
Platinum Exclusive: Introduce a program keynote with VIP Seating	Yes			
Gala Dinner Exclusive: Named host, remarks and VIP seating at Gala				Yes
VIP Seating in plenary keynotes	Yes	Yes		
Marketing and PR				
Program Guide				
Inside Page Advertisement	Full Page	Half Page	Quarter Page	Yes
Inserts in conference tote	Yes	Yes	Yes	Yes
Post-conference Pre-registration list	Yes	Yes	Yes	
Post-conference email	1	1	No	-

Gala Dinner Details

The Data Amplified 2016 Gala Dinner will be held at the spectacular S.E.A. Aquarium on Sentosa Island. Host a magical evening of exotic cuisine and networking while viewing sharks, mantas and countless other sea creatures in a fun and entertaining environment. Described as a "must see" destination by visitors and locals alike, the S.E.A Aquarium visit for the 2016 Gala Dinner is sure to one of the highlights of the week.

As host of the evening, you will have your brand exclusively associated with the event, and will be able to provide a welcome message to attendees the evening of the gala dinner. Your logo will also be placed:

- In the conference program
- On invitations, tickets and signage at the venue

Focused Marketing and Brand Exposure Sponsorships

Badge/Program Sponsor **SOLD**

Packages Available: 1
Package Price: €7500

Gain ongoing visibility during and following the event with your logo on the attendee badge holder and through the printed program – the two items all attendees have with them at all times during the conference!

Benefits

- Logo on the front page of the printed program
- Logo on attendee badge holder
- Acknowledgment of company sponsorship during Conference Chair's welcome remarks

Associate your brand with the emerging technologies and processes that will shape the future of business reporting.

Premium Exhibitor

Package Price: €4500

Connect with potential customers in the always popular exhibit area in an 18 m² booth. The exhibit areas is the site of numerous networking breaks throughout the conference. Premium booths are ideal for product demonstrations and can accommodate multiple prospects.

Benefits

- Preferred Placement in the Exhibit Area; early choice of booth location following Platinum, Gold and Silver sponsors
- Half page ad in the printed program

Standard Exhibitor

Package Price: €3000

Gain exposure and connect with potential customers with a standard 9 m² booth

Benefits

- Choice of standard booth locations on a first come-first choice basis
- Quarter page ad in the printed program
- Acknowledgment of company sponsorship during Conference Chair's welcome remarks

Interactive Scheduling Sponsor

Availability: One
Price: €2500

Connect with attendees prior to and during the event by signing on to be the exclusive sponsor of our convenient tablet/phone app. With a jam packed program, attendees are sure to reference it often, creating multiple opportunities for exposure.

Benefits:

- Logo on pre-conference reminder to attendees sent by XII
- In-app logo, boilerplate listing & link as exclusive sponsor
- Logo on registration desk reminder signage
- Company acknowledgement as part of pre-conference "reminder" messaging ("Download the app now, courtesy of…")
- Company listing as special sponsor in the conference program

Bag Insert

Price: €1000

Place marketing materials in attendee's conference bag

Coat Check

Price: €1500

Signage in the Coat Check Area

Program Ad

Price: €1000

Full page interior ad in the printed program

Past Companies and Attendee Profiles

Past Attending Organizations 2013-2015

Aalto University
Abu Dhabi Securities Exchange
Accenture Federal Services
Accounting and Corporate Regulatory Authority of Singapore
ACORD
ACP - Banque de France
ACRA
Add Consultoria e Treinamento Ltda
Aguilonius
AICPA
Altova, Inc.
Aoyama Gakuin University
Aptara
Aptara Corporation
Apurba Technologies Inc.
Argosy University
Audit Corporation Godai
AxiomSL
Bank of Israel
Bank of Japan
Bank of Spain
Banque de France
BCL Technologies
Belle Investment Research of Japan
BNY Mellon
Booz Allen Hamilton
Borsa Istanbul
BPENNOVA Consulting
BR-AG
BRSA (Turkey)
Bryant University
Bureau of the Fiscal Service
Business Reporting - Advisory Group
Cal. State Univ., Northridge
Calcbench
California State University Northridge

Capital Market Authority
Carbon Disclosure Project
Cayman Islands Monetary Authority
Chartered Accountants Ireland
China Securities Regulatory Commission
Citi
Citizant
Citrix Systems, Inc.
Colcomgroup, Inc.
Companies and IP Commission
CoreFiling
cundus AG
Danish Business Authority
Data Transparency Coalition
DataTracks Services Limited
Deloitte
Department of Zakat and Income Tax
Depository Trust and Clearing Corporation
Dgtlb Information Security
DTCC
Dutch Tax and Customs Administration
EBPI BV
Edgar-online
Erasmus Universiteit
eReport Sweden AB
Ernst & Young
ESCIA
Etxetera
European Banking Authorithy
EY
Faculty of Economics, Kokugakuin Univ.
FASB
Federal Deposit Insurance Corporation
FirstMerit
FPS Finance Belgium

FSA Japan
Fujitsu
Gentex Corporation
Georgetown/Wharton
Global Business Intelligence Consulting Co. Ltd.

Global IDs
Global Reporting Initiative
Globe Tax Services, Inc.
GLOMIDCO
Handong Global University
Hitachi Solutions, Ltd.
HM Revenue & Customs
Hogeschool Rotterdam
IASB
IBM
IBM Canada Ltd.
IFRS Foundation
Ihara Hideki Certified Public Tax Accountant office
IIRC (Ernst & Young ShinNihon)
Indonesia Clearing and Guarantee Corp
Indonesia Stock Exchange
INTERNET DISCLOSURE Co., Ltd.
Invoke
Iphix
IRIS Business Services Ltd.
Japan / Fujitsu limited
Japan Federation of Certified Public Tax
Japan Financial Services Agency
JICPA
KOLONBENIT
KRX(Korea Exchange)
Land Appraisal Committee, Ministry of Land, Infrastructure, Transport and Tourism
Logius
Mark V Systems Limited

Past Attending Organizations 2013-2015 continued

Maryland Association of CPAs/Business Learning Institute
Mercury and Earth, KK
MERKEZI KAYIT KURULUSU
Merrill Corporation
Minister of Economy, Trade and Industry
Ministry of Finance, China
Ministry of the Environment
Morningstar, Inc.
National Bank of Belgium
National Institution for Academic Degrees and University Evaluation
National Taipei College of Business
Netherlands Tax and Customs Administration
Nomura Research Institute
Novaworks
NTT Data
Oracle Corporation
Ordina
Ordina Consulting Finance
P3XBRL, Inc.
PCA Corporation
pdf2ixbrl
PONTIFICIA UNIVERSIDAD JAVERIANA
Poznan University of Economics
PricewaterhouseCoopers LLP
Princeton Capital Management
PRONEXUS Inc.

Public research centre Henri Tudor
PwC
Regis University
Reserve Bank of India
Rivet Software
RR Donnelley
Rutgers University
Safeguard Scientifics, Inc.
Saudi Organization for Certified Public Accountants (SOCPA)
SAUDI STOCK EXCHANGE (TADAWUL)
SC&H Group
SCA
Securities & Commodities Authority
Securities and Exchange Commission
Shanghai Stock Exchange
Shenzhen Stock Exchange
SNL Financial LC
Stevens Institute of Technology
SWIFT
TagniFi
Taiwan Stock Exchange
Takara Printing
Tangelo Software B.V.
Tax Accountants' Associations
Thauris
The Bank of Tokyo-Mitsubishi UFJ
The GovLab, NYU
THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA

THEIA Partners
Thinknum
Tilburg University
Tokyo Institute of Technology
Tokyo Stock Exchange
Tokyo Zeirisikai
US Treasury Department
Treasury/Office of Financial Research
Trintech, Inc.
U.S. Chamber of Commerce Foundation
U.S. Securities and Exchange Commission
Unisys
University of Arkansas at Little Rock
University of Florida
University of South Africa
University of South Africa, Pretoria, South Africa
University of Waterloo
University Tilburg
US Dept of the Treasury
US Securities and Exchange Commission
US Treasury – Office of Technical Assistance
Vintage Filings / PR Newswire
Vizor Limited
WICI（World Intellectual Capital/Assets Initiative)
Wolters Kluwer
Workiva

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SINGAPORE
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Past Attendee Profiles

Accountant
Advisor
Analyst
Application Specialist
Architect
Asia XBRL Specialist Manager
Associate Professor
Audit & risk consultant
Banking Advisor
Banking Specialist
Business Consultant
CEO
Chairman
Chairman/CEO
Chief Data Officer
Chief Executive Officer
Chief of Taxonomy
Development
CIO
Co-founder
Consultant
COO
COUNCIL MEMBER
CTO
Data Architect
Data Quality Solutions
Director
Deputy CEO
Deputy Director
Deputy Director General
Deputy Manager
Deputy Section Chief
Developer
Director - Asset Services
Director General, Issues &
Disclores
Director of Data Services
Director of Innovation & XBRL
Solutions
Director of Professional
Services

Director of Reporting
Practices
Director of software
development
Director of Strategic
Initiatives
Director, Business Information
and Technology Division
Director, Center of Investor
Education
Director, Emerging Issues &
Research
Director, Financial Regulatory
Programs
Director, Head of Financial
Database/XBRL Group
Division Head, Issuer
Information Management
and Development Division
Doctoral Researcher
Ejecutivo Coordinador Ifrs
Normas Internacionales
Ejecutivo Líder de Proyectos
Eurofiling coordinator
Executive Chairman
Executive Director
Executive Director for Data
Transparency
Executive Manager, Main
Board Compliance and
Disclosure
Executive Vice President
General Manager/IT Strategy
Office
Global Product
Management, VP
head of Center for Standards
Head of Central Credit
Offices
Head of Development for
Regulatory BI and XBRL

Head of Fundamentals Data
Head of International
Development
Head of IT
Head of Listed Companies
Dept.
Head of Planning
Department
Head of Product
Management
Head of Strategy
Head, Financial Information
Department
Information Architect
Intern
IT Manager
IT Specialist
IT Strategist
Jefe de Desarrollo
Lead Taxonomist
Lead Technologist
Lead XBRL Technical Risking
Team
Leader XBRL Assurance
Services
Manager
Manager XBRL Development
Managing Director
Market
Administration,Manager
Member Executive Board,
CFO and COO
Network & information
Security Head of section
Operations Director
Partner
Policy Advisor
President
President & CEO
Principal
Principal Consultant

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Past Attendee Profiles continued

Program director SBR / XBRL
Project Manager - XBRL
SEC Reporting Manager
Secretary General
SENIOR ACCOUNTANT
Senior Advisor
Senior Banking Specialist
Senior Business Analyst
Senior Business IT Developper-
Central Balance Sheet Office
Senior Consultant
Senior Manager
Senior Manager, SEC
Reporting
Senior Product Director
Senior Software Engineer
Senior Solution Architect
Senior Staff Accountant
Senior Vice President,
Management Accounting
and Global Markets
Senior VP Marketing and
Communications
Senior XBRL Strategist,
Enterprise Disclosure
Management

Senior XBRL Technologist
Software Architect
Software Development
Manager
Soultions Consultant
Sr. Business Development
Executive
Strategic Advisor SBR/XBRL
Systems Analyst
Systems Business Analyst
Systems Development &
Project Manager
Systems Engineer
Technical Consultant
Technical Director
Unit Head, Issuer Information
Management and
Development Division
Unit Head, Non Group Listing
Division
Vice Chair
Vice Chairman of XBRL China
Steering Committee
Vice President
Vice President of Depositary
& Issuer Services

Vice President, Member
Services
Vice-president
VP Corporate Accounting
VP Marketing
VP of Professional Service
VP of R&D
VP Of XBRL Services
VP Partner Relations
VP XBRL
VP, Cloud Services
XBRL Analyst
XBRL Global Technical
Leader
XBRL Leader
XBRL Manager
XBRL Ninja
XBRL Product Manager
XBRL Project Manager
XBRL R&D Engineer
XBRL Services Leader
XBRL Specialist
XBRL Subject Matter Expert
XBRL Technical Lead
XRBL Consultant

See you in Singapore!

Data Amplified promises to be an exciting and dynamic event that you will not want to miss. We look forward to working with you to identify which sponsorship opportunities best meet your needs.

Contact us for details and quotes
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