

What our sponsors achieve: Pipeline-ready leads, not just event attendees

Lead Quality Signals

60%

of attendees
are enterprise
size companies

APAC

65%

of attendees with IT
buying intent of 80%
and more

Americas

>70%

of attendees are
Manager level and
above

META

Volume + Sales Acceleration

170

Average number
of leads to partners/event

EMEA

67

1:1 meetings delivered per
Summit event

META

150

booth visit leads captured
per event

APAC

>70%

audience turn-out vs
registration

Europe

Past Sponsor Testimonials

APAC

"We've made some **really good connections** with a lot of follow-ups, mainly because of curiosity as to what's coming down the pipeline for those who are about to step into the AI agentic world and how this will define the future of work.

Chief Technology Officer, APAC, Workday

EUROPE

"The setting and the discussions we established were both **friendly and very effective**, judging by the interactions with our participants and the results of the AI governance pillars. Looking forward to **working together** again!"

AI Principal Advisor, SAS

META

"Partnering with a **reputable brand such as IDC** is an important ingredient in our marketing mix as we look to continue **growing our brand awareness** and tap into new market opportunities."

Field Marketing Manager, Africa, OpenText

NORTH AMERICA

"Overall, it was a great forum to **connect with the right audience**, and we'd happily recommend it to colleagues."

Marketing Manager, Partners & Events, ESET Canada Inc.



Ready to achieve
measurable pipeline impacts?

Contact us now →

