



DITA North America Conference Prospectus

Description

The DITA North America Conference, formally known as Content Management Strategies / DITA North America, invites those new to and experienced in content management and/or structured authoring to gain strategies that they can implement immediately as they create and manage technical content using XML architectures such as DITA.

The 2.5-day conference offers a variety of learning opportunities, including:

- Keynote presentations from industry leaders that set the stage for the conference theme
- Three parallel session tracks offering a variety of presentation formats, including case studies, panel discussions, and workshops
- An exhibition area showcasing the leading development tools and services for information development
- Networking breaks and events allowing ample time to make connections with similarly minded people willing to share their experiences and insights

About the Organizer

For over 35 years, Comtech Services has helped clients design, create, and publish information products that meet the needs of their clients' users. At every point in the information development life cycle, Comtech offers expert advice and guidance to help clients improve their processes, get to know their audience, fine tune their content, and use the latest standards and technologies.

Comtech created the Center for Information-Development Management (CIDM) in 1999. It's a member organization that helps advance the profession of information development worldwide. Through CIDM, Comtech has gain unique insights of industry trends by hosting conferences & webinars, publishing newsletters, and working with industry tool vendors to stay current on technology.

Comtech / CIDM runs the following additional conferences:

- [Journeys](#): New in the spring of 2020, this two-and-a-half-day conference invites leaders from any and all content-producing organizations within a corporation to focus their collective attention on the needs of the customer at each major customer contact point.
- [Best Practices](#): Established in the fall of 1999, this two-and-a-half-day conference remains the premier annual conference where managers and senior leadership meet to collaborate on best practices in information development.
- [DITA Europe](#): Established in the late fall of 2005, to respond to the demand of European information developers, this two-day conference is the European equivalent of DITA North America. This conference was previously known as the *Content Management Strategies / DITA Europe* conference.
- [IDEAS](#): Established in 2015, this two-day on-line conference is held twice a year in both winter and summer and aims a spotlight on a single industry trending topic.

For a detailed comparison of these conferences, see the [CIDM Conferences Comparison Table](#) at the end of this document.

Participant Profile

Participants in DITA North America are individuals involved in creating user-facing content in any form. They include both managers and individual contributors, in an almost equal distribution (45:55, respectively).

We expect the participants in DITA North America to come from both technology and non-technology-based companies with many participants coming from companies who have attended other CIDM conferences, such as those in the following table:

ADP	AGCO	Allscripts	Amazon
Applied Materials	ARM	Autodesk	AVEVA
bioMerieux	Broadcom	Cadence	Cengage Learning
Cisco	CommScope (ARRIS)	Cray	Dell EMC
Doosan Bobcat	EBSCO	Ericsson	Extreme Networks
F5 Networks	FedEx Ground	FIS	GE Healthcare
Google	Grundfos	Guidewire	HPE
IBM	Intel	John Deere	Juniper Networks
Mastercard	Microsoft	NXP	Omnicell
Oracle	PACCAR	POLY	QUALCOMM
Salesforce	SAP	Schlumberger	Sensus
ServiceNow	Siemens	Sony / Playstation	Splunk
ST Microelectronics	SWIFT	Symantec	Synopsis
Talend	Tektronix	Teradata	Texas Instruments
TORO	Ultimate Software	US Pharmacopeia	Varian medical
Veracode	VISA	VMware	Waters
Wells Fargo	Workday	Xilinx	Xylem

Exhibitors can expect DITA North America's normal 300+ attendance, with an anticipated growth of the co-located Journeys Conference of 100 additional attendees. The following table shows the median attendance of each of CIDM's conferences from foundation to current year:

	Median Attendance	High	Low
DITA North America	300	358	160
Best Practices	126	194	98
DITA Europe	122	145	102
IDEAS Winter	181	286	101
IDEAS Summer	174	332	103

Exhibitor Profile

Exhibitors at DITA North America are companies who provide tools and services that benefit content-developers, such as, those providing Content Management Systems, Authoring Environments, Learning Systems, Customer Support Systems, Taxonomy Management Systems, Translation Services, Placement Services and Consulting Services. Previous CIDM Conference exhibitors include:

Adobe	Antenna House	Antidot / Fluid Topics	Astoria Software
Bluestream	Componize Software	Congility / Mekon	Data Conversion Laboratory
Datazone / Miramo	easyDITA / Jorsek	Etteplan	IXIASOFT
JANA	JustSystems / XMetaL	Oberon / Titania	Ovitas
Precision Content	PTC	SDL	Stilo
SyncroSoft / Oxygen	Vasont	WhP	Zoomin

Between Journeys and DITA North America, we expect between 35-40 exhibitors.

Venue

In 2020, DITA North America will be held in Phoenix, Arizona, co-located with the new Journeys conference. Like its companion conference, DITA North America will move to a new location within the continental United States each year so that companies with limited travel budgets are able to participate every few years when the conference is closer to them.

Conference cities are chosen based on specific criteria, including:

- Proximity to a major international airport
- Ground transportation from the airport to the venue
- Location within the rotation of east, center and west in the United States
- By popular requests
- Number of local potential participants

Conference locations have been in a variety of cities, including:

- San Francisco, Seattle, San Diego
- Denver, Chicago, Santa Fe, San Antonio
- Boston, Washington DC, Baltimore, St. Petersburg
- Vienna, Munich, Frankfurt, Prague, Berlin, Amsterdam, Brussels

Specific venues within a city are chosen based on the following:

- Meeting space size, availability, price, and flexibility
- Room rate for participants
- On-site restaurants / catering
- Number and diversity of local dining establishments within walking distance
- Proximity to public transportation

Exhibit Hall

All exhibitors are located in a single ballroom, in which all meals and snacks are served throughout the day. In addition, a networking reception is held the first night of the conference to encourage participants to get to know the vendors. Participants are given two reasons to meet each vendor:

- A Vendor Passport. Participants must visit each booth to receive a stamp from the vendor and complete their passport to be entered in a drawing for a free admission to the following year's conference.
- Play cash or similar. Each networking reception offers a fun activity to keep participants in the room during the entire event; for example, gambling tables, carnival games, arcade games, and so on. Participants must visit vendor booths to receive play money or tokens to play these games, which in turn give them the ability to win prizes throughout the evening. Participants must be present to win and the big prizes are saved to the end of the event. Vendors are encouraged to donate items of value for the prize pool. The Phoenix event is anticipated to be miniature golf holes.

Exhibitor Fees

DITA North America offers one booth size (8' X 8') to all exhibitors, although exhibitors have the option to purchase two booths to create a double-wide space. The exhibitor fee includes:

- A skirted table and two chairs
- Power and internet in the booth
- Admission to all sessions and networking functions for two booth staff
- Discounted rates for additional booth staff (~50% off)
- Breakfast, lunch and snacks during the conference, including a Welcome Reception and a Networking Reception, in the exhibit hall
- Company information on the conference websites (both Journeys and DITA North America)
- Company information in the mobile app
- Opportunity to provide a hands-on tools showcase, aka, The Test Kitchen
- List of "opt-in" conference attendees

Pricing is as follows:

Conference Package	Price
DITA Europe	\$4,000
Journeys + DITA North America	\$6,000
Journeys + DITA North America + DITA Europe	\$7,500
Journeys + DITA North America + Best Practices	\$7,500
Journeys + DITA North America + DITA Europe + Best Practices or IDEAS sponsorship	\$10,000
All Conference Options	\$15,000

By keeping exhibitor costs slightly higher than other conferences, CIDM is able to also keep participant prices slightly lower, giving us an advantage for attracting people whose budgets limit them to one conference per year. New vendors to CIDM will be given a 20% discount in their first year.

For more details about the conference packages contact info@comtech-serv.com

Sponsorship Opportunities

Vendors are encouraged to increase their visibility through the sponsorship of other conference events or giveaways such as:

- Welcome Reception, Breakfast or Lunch | \$7,500 per event
- Mobile App or Wi Fi | \$6,000
- Breaks | \$3,500 per event
- General Sponsorship | \$2,000
- Pens for the conference packets | \$2,000
- Program Advertisement | \$250

Speaking Opportunities

Vendors must exhibit to be considered for a speaking spot on the program. However, exhibiting does not guarantee a speaking spot. Presentations must provide useful takeaways to participants, whether or not they are in the market for a new tool and should therefore not be marketing focused. Attendees do not appreciate such presentations and vendors who turn their sessions into marketing spiels will not be considered for presentations at future conferences.

The exception to this rule is the Technology Test Kitchen, which is designed for vendors to provide hands-on experience to potential customers in a small, intimate setting. To gain a Test Kitchen spot, vendors must provide a way for customers to access their product via a short-term trial download or through temporary logins to a cloud-based product.

CIDM Conferences Comparison Table

Conference	Time of Year	Number of Days	Exhibit Hall	Session Formats
DITA North America	April	2.5	8x8' Booths Power Internet Space shared with Journeys	1 Keynote (shared with Journeys) 3 Classroom-Style Tracks A Tools Showcase (aka Test Kitchen) Breakfast / Lunch / Breaks in Exhibit Hall 1 Evening Reception in Exhibit Hall
Journeys	April	2.5	8x8' Booths Power Internet Space shared with DITA North America	1 Keynote (shared with DITA North America) 3 Classroom-Style Tracks A Tools Showcase (aka Test Kitchen) Breakfast / Lunch / Breaks in Exhibit Hall 1 Evening Reception in Exhibit Hall
Best Practices	September	2.5	No Exhibit Hall But.. Roundtable Opportunities	Roundtable Seating 1 Keynote & Several Workshops Combo of Single & Double Track Sessions Networking Reception & Social Activity
DITA Europe	November	2	2,5 meter-wide Booths Power Internet	1 Keynote 2 Classroom-Style Tracks A Tools Showcase (aka Test Kitchen) Breakfast / Lunch / Breaks in Exhibit Hall 1 Evening Reception in Exhibit Hall
IDEAS Online	January and July	2	No Exhibit Hall But... Sponsorship Opportunities	Webinar style 11 live sessions Presentations are Recorded