



Embarcadero to Sponsor 2013 Enterprise Data World Conference

SAN FRANCISCO — April 25, 2013 — [Embarcadero Technologies](#) today announced it is a sponsor of the [2013 Enterprise Data World Conference](#) (EDW), a comprehensive, vendor-neutral educational event about data and information management. Hosted by DATAVERSITY and DAMA International, the conference, now in its 17th year, will be held at the Sheraton Hotel and Marina in San Diego, CA on April 28-May 2, 2013. Embarcadero will be exhibiting at the conference, in addition to hosting a lunch and book signing.

Live ER/Studio Demonstrations

Embarcadero will be offering live demonstrations of [ER/Studio](#) at booth #606. ER/Studio is the fastest, easiest and most collaborative way for data modeling professionals to build and maintain enterprise-scale databases and data warehouses. ER/Studio empowers data management professionals to easily share, document, and publish models and metadata to distributed teams.

Giveaway and Book Signing

Embarcadero will be giving away ER/Studio T-shirts at its booth to all who stop by, in addition to hosting a book signing with [Steve Hoberman](#), acclaimed data modeling instructor and author of the [“Data Modeling Made Simple”](#) books. The signing will be held Tuesday, April 30 from 5:45-6:30 p.m. at the Embarcadero booth.

ER/Studio Special Interest Group Luncheon

Embarcadero will host a luncheon for the company’s ER/Studio Special Interest Group on Thursday, May 2 from 12:00 – 1:00 p.m. in the Marina 2 room. The lunch will include a raffle of Steve Hoberman’s book [“Data Modeling Made Simple with ER/Studio Data Architect.”](#)

About Enterprise Data World

Taking place at the Sheraton Hotel and Marina in San Diego, CA April 28-May 2, 2013, EDW is the business world’s most comprehensive vendor-neutral educational event about data and information management. This year’s extensive program includes over 200 hours of in-depth tutorials, hands-on workshops, practical sessions, and insightful keynotes that will push executives learning how to exploit enterprise data for strategic, financial and operational success to the next level.

About Embarcadero Technologies

Embarcadero Technologies, Inc. is a leading provider of award-winning tools for application developers and database professionals so they can design systems right, build them faster and

run them better, regardless of their platform or programming language. Ninety of the Fortune 100 and an active community of more than three million users worldwide rely on Embarcadero products to increase productivity, reduce costs, simplify change management and compliance, and accelerate innovation. Founded in 1993, Embarcadero is headquartered in San Francisco, with offices located around the world. www.embarcadero.com

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