

TDWI: Delivering
Business
Intelligence and
Data Warehousing
Audiences

TDWI Events 2010

- TDWI World Conferences
- TDWI European Conferences
- TDWI BI Executive Summits
- TDWI Solution Summits



MAKE CONNECTIONS, GENERATE LEADS, AND GET RESULTS.

www.tdwi.org

tdwi
THE DATA WAREHOUSING INSTITUTE

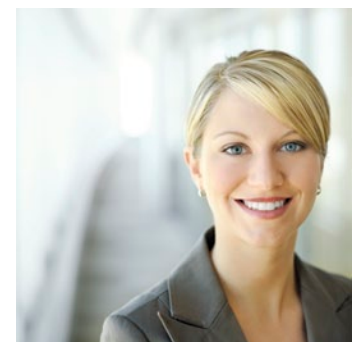
Why TDWI?

TDWI Events position your company as an industry thought leader in the business intelligence and data warehousing community.

Gain face-to-face exposure to TDWI's qualified BI and DW audience through valuable lead-generating opportunities.

TDWI Events cover the full range of BI/DW trends and technologies:

- › Enterprise BI
- › Performance Management
- › Dashboards and Visualization
- › Predictive Analytics
- › Data Warehousing
- › DW Platforms and Appliances
- › Data Integration
- › Customer Data Integration
- › Master Data and Metadata Management
- › Data Quality and Data Governance
- › And More...



TDWI conferences are by far the best in the industry. The showcase is unique in that all vendors are presented on a level playing field and offerings compete on the richness of their product, not simply the scale of their marketing budget. TDWI's audience has a high focus on data management, and the TDWI staff is willing to work with you to find a marketing solution that fits your needs.

—Whitney Hutchinson,
Director of Marketing,
eThORITY, Inc.

Overview of TDWI Events

What sets a TDWI Event apart from other BI/DW events?

TDWI Events are vendor-neutral, education-focused events that attract high-quality attendees, allowing you to target and connect with important decision makers.

PROGRAM NAME AND DESCRIPTION	EVENT DATES
TDWI WORLD CONFERENCES TDWI World Conferences provide business and technology professionals in-depth BI/DW education. Conferences feature full- and half-day courses taught by top-notch instructors, one-on-one consulting, peer networking, and an expansive exhibit hall. › Four U.S. conferences with 500–800 paid attendees per event › Two European conferences with 200–500 paid attendees per event	LAS VEGAS February 21–26, 2010 CHICAGO May 9–14, 2010 SAN DIEGO August 15–20, 2010 ORLANDO November 7–12, 2010 EUROPE—MUNICH June 14–16, 2010 EUROPE—AMSTERDAM November 15–16, 2010
TDWI BI Executive Summits TDWI's Business Intelligence Executive Summits bring together BI directors and BI sponsors from various industries for three days of dialogue and interactive learning focused on analytics, business intelligence, performance management, and data warehousing. Co-located with our World Conferences. › Two BI Executive Summits with 100 paid attendees per event	LAS VEGAS February 22–24, 2010 SAN DIEGO August 16–18, 2010
TDWI Solution Summits TDWI's Solution Summits are hosted, invitation-only summits focused on a specific topic such as master data management (MDM), data governance (DG), or performance management (PM). › Two Solution Summit events with 100 hosted attendees per event	MASTER DATA, QUALITY, AND GOVERNANCE Savannah, GA March 8–10, 2010



Our experience with TDWI was professional, pleasant, and a good return on investment. TDWI's audience is our sweet spot and we are finding that many are not existing customers, yet! We were very pleased and hope to continue to make this a must-attend event on our list of annual conferences. We identified opportunity immediately and closed revenue as a result of the conversations we had at TDWI Las Vegas. ... The team at TDWI provides excellent service and support, which makes all the difference when money is tight and ease of execution is so critical."

—Kathy Meara, CA ERwin Modeling,
Channel Marketing Program Manager,

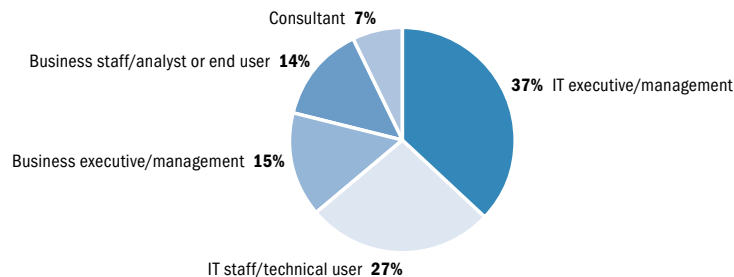
CA

About TDWI

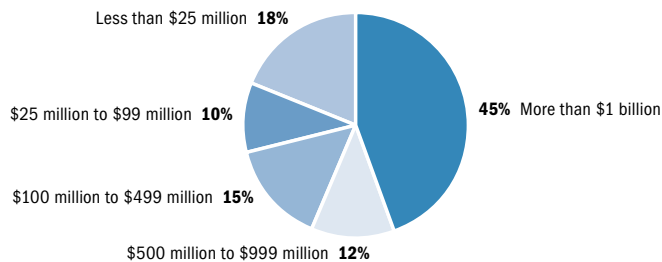
TDWI, a division of 1105 Media, Inc., is the premier provider of in-depth, high-quality education and research in the business intelligence and data warehousing industry. TDWI is a comprehensive resource for industry information and professional development opportunities. TDWI sponsors and promotes quarterly World Conferences, regional seminars, onsite courses, a worldwide Membership program, business intelligence certification, resourceful publications, industry news, an in-depth research program, and a comprehensive Web site: www.tdwi.org.

TDWI Audience Demographics

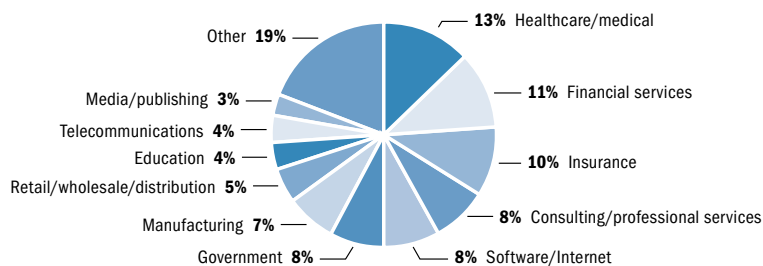
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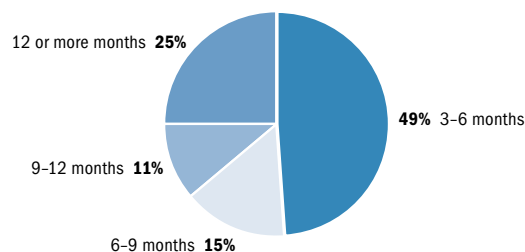
APPROXIMATE GROSS REVENUE



INDUSTRY



TIME FRAME FOR NEXT BI/DW IMPLEMENTATION



TDWI Event Facts:

- › More than **2,200 companies** have sent attendees to TDWI World Conferences in the last three years.
- › **63% of Fortune 100 companies** have sent attendees to a TDWI event in the past two years.
- › More than **60%** indicate they are **planning to grow** their BI/DW initiatives.
- › **73%** indicate they have **final purchasing authority**, determine needs, or evaluate and recommend BI/DW products that influence purchasing decisions.
- › At any given event, the **majority** of attendees (**88%**) and companies (**79%**) are experiencing TDWI's high-quality conference education and networking opportunities for the **first time**.

Experience the TDWI Difference

Exclusive Exhibit Time

There are no courses scheduled during exhibit hours, so you won't compete for attendees' time or attention while exhibiting.

High-Quality Leads

TDWI manages Exhibit Hall traffic, allowing only paid attendees and TDWI Members access to exhibitors. Every contact you make is a potential customer, providing you significant ROI.

TDWI is an Education-Driven Organization

Our educational format draws high-quality attendees who are deeply interested in business intelligence and data warehousing. These savvy professionals know the industry and have a true interest in your products.

Courses and Content Focused on Your Industry

TDWI courses draw from both the technical and business sides of the industry, ensuring a good mix of purchase influencers and decision makers at our events and in our Exhibit Hall.

The TDWI Team

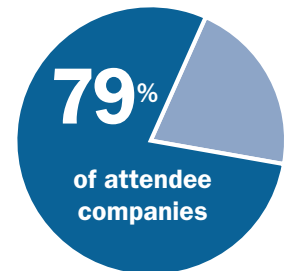
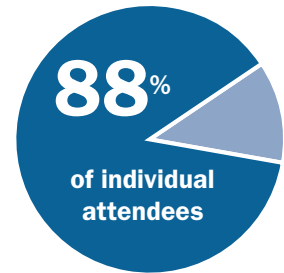
Our team is dedicated to making your exhibit experience as valuable as possible. They understand the industry and your needs.



Part of the TDWI Team: Denelle Hanlon, Diane Foutz, and Steve Cissell

New Leads Each Conference

88% of attendees and 79% of companies are first-time conference goers.



The attendees at the TDWI events are very focused in our market. We have also sponsored case studies (papers) with TDWI and have received positive feedback. We enjoy a wonderful relationship with Wayne Eckerson; he understands and respects our technology.

—Mark Tyler, Director of Marketing,
Corda Technologies

Sponsorship Opportunities

SPEAKING OPPORTUNITIES

TDWI conferences offer very limited speaking opportunities in keeping with a vendor-neutral educational setting. Hospitality Suites, Attendee Luncheon Presentations, and Targeted Turn-Key Luncheons are excellent sponsorships that allow your representatives to speak directly to attendees.

Hospitality Suites/Hands-On Labs

Sponsorship includes announcement flyer in attendee bags, use of attendee postal address list for one pre-conference mailing, and publicity in conference communications. You must reserve suites/labs through TDWI.

Attendee Luncheon Presentation

- › All attendees

Host a luncheon for the attendees and use this 50-minute period to present your newest technology, customer story, or business solution. Sponsorship includes a one-time use of attendee postal address mailing list for a pre-conference mailing, inclusion of lunch announcement in the attendee bags, publicity in the Onsite Program Guide, and standard audio/visual aids (microphones, DLP/LCD projector).

Targeted, Invitation-Only, Turn-Key Attendee Luncheon

- › Select group of attendees

Host a turn-key luncheon for up to 50 targeted attendees during their course break. We take care of all the details for you—all you need to do is show up and present your newest technology, customer story, or business story.

Vendor Case Study Presentations

Present one of your successful case studies to highly interested conference attendees. Takes place at the end of the Exhibit Hall on Wednesdays.

Additional Sponsorship Opportunities

- Sponsored Lanyards
- Advertising in the Conference Program Guide
- Generate Traffic! Exhibit Hall Giveaways Coupon Book
- Espresso Cart
- Hotel Room Drops
- T-shirt or Baseball Hat Giveaways
- Attendee Breakfast or Break



Customized sponsorships are available. Contact Steve Cissell for more information.

Exhibit Options 2010

TDWI WORLD CONFERENCES

NORTH AMERICA

450–800 Attendees

Standard Exhibit Package

- One 10' x 20' booth space
 - Use of conference attendee list for two post-conference mailings in exchange for 5,000 of your customer/prospect names that TDWI will use for two pre-conference mailings
 - Company description and logo in Conference Program Guide
 - Link to your Web site from TDWI's online conference brochure
 - 7" x 44" identification sign, security, and aisle cleaning
-

Gold Exhibit Package

- One 10' x 20' booth space
 - Use of conference attendee list for two post-conference mailings in exchange for 5,000 of your customer/prospect names that TDWI will use for two pre-conference mailings
 - Company description and logo in Conference Program Guide
 - Link to your Web site from TDWI's online conference brochure
 - 7" x 44" identification sign, security, and aisle cleaning
 - Conference program guide advertising: full-page B&W ad (4" x 9")
 - Room drop (does not include hotel charges; based on availability)
 - Coupon book sponsorship
 - Five Exhibit Hall passes
 - One three-day conference pass for a member of your executive team (\$2,000 value)
-

Booth upgrades available

Ask about upgrading your exhibit space to a 20' x 20' end cap space.

TDWI BI EXECUTIVE SUMMITS

NORTH AMERICA

75–125 Attendees

5 sponsorships available per event

- Prequalified BI executives and sponsor attendees
- One registration for a member of your executive team to attend the two-day program
- Participation in summit and panel discussion
- Participation in executive reception and dinner
- Pre- and post-conference company name list
- Several branding opportunities included
- Attendee list



Exhibit Options 2010 (continued)



TDWI SOLUTION SUMMITS

HOSTED EVENTS

NORTH AMERICA

100 Prequalified Attendees

Platinum Exhibit Package

(3 available)

- Industry Presentation: 20-minute speaking opportunity in front of entire audience
- Industry Panel: Your executive participates on one of the two scheduled panels
- Case Study Presentations: Two 25-minute, vendor-selected case studies presented to 20 different attendees at each session
- Exhibit space in the Solutions Showcase Meeting Area
- Six all-access event badges
- Complete attendee list, post-event
- Ability to schedule one-on-one meetings with attendees
- Access to one-on-one Analysts' Meetings

Gold Exhibit Package

(4 available)

- Industry Panel: Your executive participates on one of the two scheduled panels
- Case Study Presentations: Two 25-minute, vendor-selected case studies presented to 20 different attendees at each session
- Exhibit space in the Solutions Showcase Meeting Area
- Four all-access event badges
- Complete attendee list, post-event
- Ability to schedule one-on-one meetings with attendees
- Access to one-on-one Analysts' Meetings

Silver Exhibit Package

(10 available)

- Case Study Presentation: One 25-minute, vendor-selected case study presented to 20 attendees
- Exhibit space in the Solutions Showcase Meeting Area
- Three all-access event badges
- Complete attendee list, post-event
- Ability to schedule one-on-one meetings with attendees
- Access to one-on-one Analysts' Meetings

TDWI SOLUTION SUMMIT IS NOT A TRADITIONAL INDUSTRY CONFERENCE

but an exclusive, upscale summit attended by prequalified, hosted senior business and technology executives who are actively planning to purchase and implement solutions.

Unique features:

- **Case study presentations:** A unique forum for small groups of business and IT executives to meet with key vendors
- **One-on-one meetings:** Attendees and vendors will hold private, one-on-one meetings throughout the course of the event
- **Solutions showcase and meeting area:** A dedicated venue that enables attendees to obtain a first-hand look at your solutions
- **Networking opportunities and industry awards**

Who will attend?

Attendees are:

- Prequalified: Attendees must meet rigid criteria before being invited and hosted. Criteria include company size, decision maker status, and commitment to purchase solutions within 12–24 months.
- Limited to 100 hosted attendees
- Business executives and managers, CIOs, IT directors and managers, BI directors and managers, and senior architects

Exhibit Options 2010 (continued)

EUROPEAN TDWI CONFERENCES

MUNICH AND
AMSTERDAM

Platinum Exhibit Package

Program

- One speaking slot during the Case Study session
- Speaker bio and picture in the program guide and conference Web site at tdwi.eu
- Session materials available for download at tdwi.eu

Exhibition

- One turn-key, 3m x 4m (9' x 12') booth, including power

Conference

- Three exhibitor tickets for booth staff
- Five VIP full conference tickets for key customers
- Two inserts in the conference bag

Special E-Marketing

- Use of names from the TDWI Europe database for one e-mail campaign
- Two banner ads in the TDWI Europe e-newsletter (9,000)
- Company name, link, and logo in all e-mails for attendee marketing campaigns (60,000)
- Banner ad on the tdwi.eu Web site
- Company profile, speaker, and case study abstract on the conference Web site at tdwi.eu

Logo Marketing

- On the cover and inside the print version of the conference brochure
- On all conference advertising
- On a special banner for platinum sponsors in all conference rooms
- Highlighted on conference Web site at tdwi.eu

Specials

- Sponsor Lounge with free drinks
- 25% discount on conference registration fees for your customers
- Networking opportunity with speakers

Attendee List

Gold Exhibit Package

Exhibition

- One turn-key, 3m x 3m (10' x 10') booth, including power

Conference

- Three exhibitor tickets for booth staff
- Three VIP full conference tickets for key customers
- One insert in the conference bag

Special E-Marketing

- One banner ad in the TDWI Europe e-newsletter (9,000)
- Company name, link, and logo in all e-mails for attendee marketing campaigns (60,000)
- Company profile on the conference Web site at tdwi.eu

Logo Marketing

- Inside the print version of the conference brochure
- On all conference advertising
- On banners for sponsors in all conference rooms
- Highlighted on conference Web site at tdwi.eu

Specials

- Sponsor Lounge with free drinks
- 25% discount on conference registration fees for your customers
- Networking opportunity with speakers

Attendee List

Additional Sponsorship Options at European TDWI Conferences

- **Hospitality Suites**
- **Welcome Reception**
- **Breaks**

ABOUT EUROPEAN TDWI CONFERENCES

- › Leading BI/DW conferences in Europe
- › Full- and half-day courses focused on BI/DW technologies, strategies, and applications
- › International speakers and sessions
- › For BI/DW professionals, CEOs, CTOs, and BI/DW project managers
- › Substantial break times for interaction with attendees
- › All attendee catering in the exhibition area only

MUNICH, GERMANY
JUNE 14-16, 2010

450-500 attendees and guests

- Three full days of BI/DW education
- Business Application Research Center (BARC) @ TDWI track
- Conference language: 60% German, 40% English
- Attendees from German-speaking countries and across Europe

AMSTERDAM, NETHERLANDS
NOVEMBER 15-16, 2010

200-300 attendees and guests

- Two full days of BI/DW education
- Conference language: English
- Attendees from across Europe: 25% Scandinavia, 25% Benelux, 25% UK, Germany, and France, 25% other

Previous Exhibitors

The following companies have exhibited at TDWI World Conferences in the past two years:

Ab Initio Software Corporation	Ingres Corporation
Actuate	iOLAP, Inc.
Altosoft	Jaspersoft
ASG	Jinfont Software
Aster Data Systems	Kalido
Balanced Insight, Inc.	Kickfire
BEZ Systems, Inc.	Knowledge Relay
Birst	Kognitio
CA, Inc.	Lavastorm
ChartSearch, Inc.	LoganBritton, Inc.
Claraview	LogiXML
Collabera, Inc.	Melissa Data
Collaborative Consulting	Microsoft
Compact Solutions	MicroStrategy
Composite Software, Inc.	Netezza Corporation
Connotate	Noetix Corporation
Corda Technologies	Oco Inc.
Dashboard Insight	Oracle
DataDirect Technologies	ParAccel, Inc.
DataFlux	Pentaho
DATAlegro	Pervasive Software
DataMentors, Inc.	Pitney Bowes Group 1 Software
DataMicron Inc.	Progress Software
Dataupia	Proxix Solutions, Inc.
DecisionPath Consulting	QL2
Denodo	QlikView
Dundas Data Visualization Consulting	SAND Technology
Dunn Solutions Group	SAP
e2e Analytix Inc.	SAS Institute Inc.
ESRI	Silver Creek Systems
eThORITY	St. Joseph's University
ETI	Sun Microsystems, Inc.
Exeros	Sybase
expressor software	Syncsort Incorporated
GoldenGate Software	Sypherlink
Greenplum	Talend
Hexaware Technologies	Teleran Technologies
HP	Teradata Corporation
IBM	TIBCO Spotfire
illuminate Solutions	Trillium Software, a division of Harte-Hanks
InetSoft	Vertica Systems, Inc.
Infobright Inc.	Visual Mining, Inc.
Informatica Corporation	Wherescape
Information Builders	XLcubed Ltd.
InforSense	

TDWI's team is ready to design the custom marketing program that meets your specific goals. Contact us to learn more.

For more information about TDWI events, please contact:

Steve Cissell
Senior Business
Development Manager
scissell@tdwi.org
425.277.9135



1201 Monster Road SW
Suite 250
Renton, WA 98057-2996