

2008

# EXHIBITS— TDWI WORLD CONFERENCES

## The Premier Event for BI and DW Professionals



### CONFERENCE CONTENT FEATURES:

Enterprise BI  
Performance Management & Dashboards  
Predictive Analytics & Visualization  
Data Warehousing  
DW Platforms & Appliances  
Data Integration  
Customer Data Integration  
Master Data & Metadata Management  
Data Quality & Data Governance

### 2008 Conferences

- › Las Vegas—February
- › Chicago—May
- › San Diego—August
- › New Orleans—November

# Exhibits— TDWI World Conferences



## Make connections

TDWI World Conferences are an ideal way to connect directly with a highly targeted group of BI and DW professionals looking to share knowledge and learn about what is shaping the future of the industry. In addition to receiving an in-depth BI and DW education, attendees are evaluating and making purchasing decisions on new products and technologies to integrate within their organizations.

## Why are TDWI Exhibits a good choice for your marketing investment?

- › Generate quality leads
- › Increase brand awareness
- › Maximize return on your marketing dollars
- › Partner with the industry's leading association
- › Face-to-face contact with TDWI's audience

## 2008 Schedule

### TDWI World Conferences

#### Winter

- › February 17–22, 2008  
Caesars Palace  
Las Vegas, NV

#### Spring

- › May 11–16, 2008  
Sheraton Chicago Hotel  
Chicago, IL

#### Summer

- › August 17–22, 2008  
Manchester Grand Hyatt  
San Diego, CA

#### Fall

- › November 2–8, 2008  
New Orleans Marriott Hotel  
New Orleans, LA

#### TDWI Europe

- › May 2008  
Munich, Germany
- › November 2008  
Amsterdam, Netherlands

TDWI World Conferences are high-caliber events with well-informed attendees who are able to make or influence purchase decisions. These are truly the best events of their kind in the industry.

—Len Dubois, VP Marketing,  
Trillium Software, A Division of Harte-Hanks

# Exhibits— TDWI World Conferences



The quality of TDWI conference attendees is first-rate. TDWI's focused program in effect prequalifies the leads for us, which in turn leads to real business opportunity for us at every show.

—Pat Rickly, Manager, Marketing Operations,  
Syncsort

## Let us introduce you to our quality attendees.

TDWI's Exhibit Hall enables conference attendees to evaluate your products and make purchasing decisions for their organizations. Take advantage of this face-to-face opportunity to connect with a quality group of BI and DW professionals eager to learn about what is shaping the future of the industry. Recent events have had as many as 875 registered conference attendees and 1,200 total attendees.

Solution providers who have participated in past conferences tell us that TDWI conferences provide greater value than any other BI or DW event in the industry.

## How do we do it? Quality—not just quantity

- › Only paid conference attendees and TDWI Members are allowed into the Exhibit Hall.
- › Our comprehensive and exceptionally relevant lineup of courses and top-notch instructors attract a qualified audience of BI decision makers.
- › We focus on enhancing the line of communication between business and IT.



## Executive Summit Program

Connect with a distinguished group of qualified BI executives seeking current industry knowledge and solutions. The Executive Summit program from TDWI brings a prequalified group of high-level BI decision makers together for case studies, panel discussions, and round tables. These events are co-located at TDWI World Conferences. Limited sponsorship opportunities are available.

### Who You'll Meet at a TDWI Executive Summit

**BI Sponsors** who have been given responsibility for numerous information management initiatives ranging from extending the BI portfolio and complying with regulations to consolidating BI silos and delivering corporate scorecards and dashboards. They have much to do, but little time to learn the best practices and pitfalls that will make the BI program a success.

**BI Directors** who work closely with business sponsors and users, oversee a growing team of BI professionals, and own or shape the BI/DW strategy, architecture, and budget. They spend as much time dealing with business and organizational issues as they do managing architectural strategies and development tasks. BI directors are busier than ever and face growing pressure to justify their companies' BI/DW investments.

## 2008 Schedule

### TDWI Executive Summits

(co-located at TDWI World Conferences)

#### Winter

- February 18–19, 2008  
Caesars Palace  
Las Vegas, NV

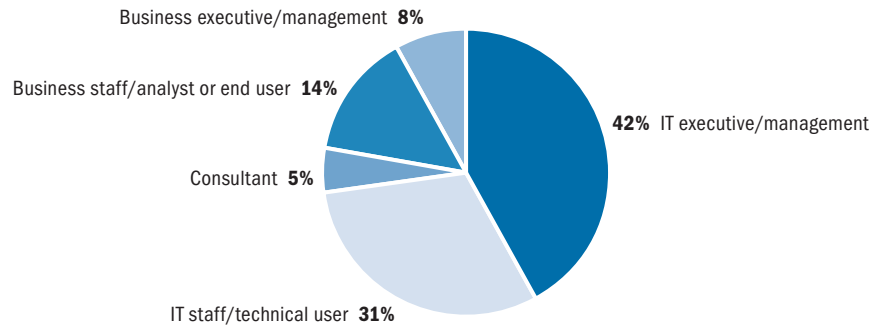
#### Summer

- August 18–19, 2008  
Manchester Grand Hyatt  
San Diego, CA

# Audience Demographics

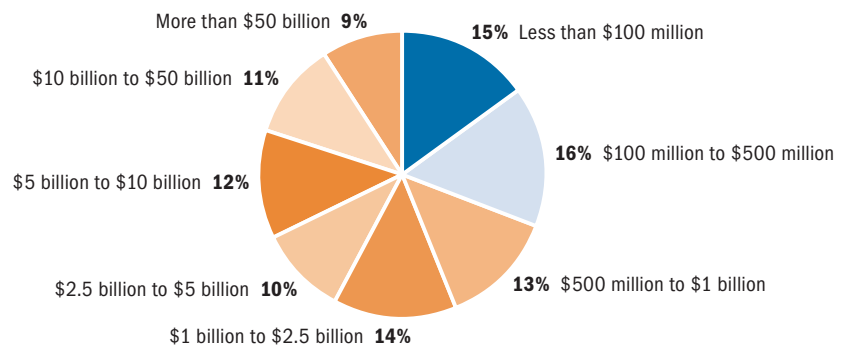
## Job Title

- › Professionals you will meet at a TDWI World Conference



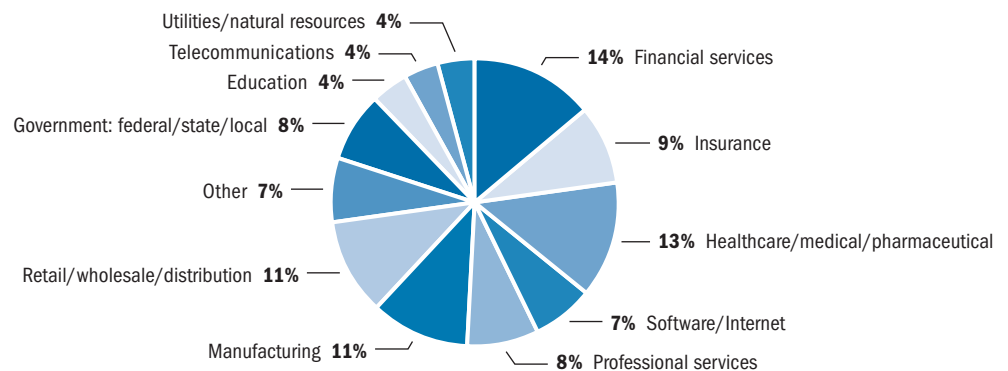
## Approximate Gross Revenue

- › Most of our audience (69%) comes from companies with revenue above \$500 million.



## Industry

- › TDWI reaches a broad range of industry sectors.



# What makes TDWI World Conferences **different** from the rest?



## Conference Attendees

### TDWI: The First Choice for BI/DW Education

- › More than 2,200 companies have sent attendees to a TDWI World Conference in the last three years. And more than 3,000 people attended TDWI conferences in 2007.

### Our attendees come from large companies with substantial IT budgets.

- › 63% of the *Fortune* 100 companies have sent attendees to TDWI in the past two years.

### Our attendees are in the market for your products and services.

- › More than 60% indicate they are planning to grow their BI/DW initiative.<sup>1</sup>
- › 73% indicate they have final purchasing authority, determine needs, or evaluate and recommend BI/DW products that influence purchasing decisions.<sup>1</sup>

### TDWI conferences consistently attract a fresh audience.

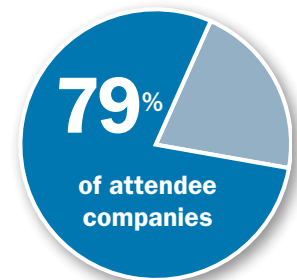
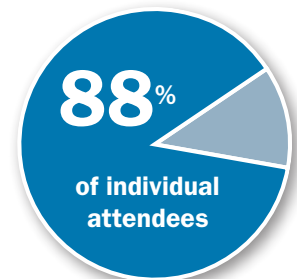
- › At any given event, the majority of attendees (88%) and companies (79%) are experiencing TDWI's high-quality conference education and networking opportunities for the first time.<sup>2</sup>

<sup>1</sup> Taken from the Chicago 2006 and Boston 2007 conference attendee surveys

<sup>2</sup> Statistics taken from the last 24 months

## New Leads Each Conference

88% of attendees and 79% of companies are first-time conference goers.<sup>2</sup>



## The TDWI **difference** (continued)



### **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.

### **Equal Playing Field for All Vendors**

TDWI regulates the size of all exhibit spaces to create an equal playing field for all vendors—large or small.

### **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 influences 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.

We exhibit with TDWI on a regular basis because we see a variety of different attendees and companies represented at every event.

—Lisa Dreyer, Director of Product Marketing,  
Sybase, Inc.

# Sponsorship Opportunities



## **Targeted, Invite-Only Turn-key Attendee Luncheon**

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.

Targeted luncheon includes room rental, catering cost, a one-time use of attendee mailing list for a pre-conference mailing, and standard audio/visual (microphones, DLP/LCD projector). TDWI will handle the invitation process and finalize menus.

Once you have made the decision to exhibit at a TDWI World Conference, you should focus on maximizing your show results by building awareness, increasing traffic to your booth, and capturing market share. Numerous studies have shown that effective trade show marketing involves pre-show, at-show, and post-show promotional efforts. Taking these simple steps can significantly increase your show success and quickly separate you from your competition. With 40–50 companies exhibiting at TDWI events, gaining “mindshare” becomes increasingly important.

Take advantage of the unique opportunities TDWI has to offer. The following are some excellent sponsorship options to fit any budget. Availability and pricing will vary depending on the conference location and space limitations. A detailed list of sponsorships and pricing will be distributed approximately three months prior to each conference.

## **Speaking Opportunities**

TDWI conferences offer very limited speaking opportunities in keeping with a vendor-neutral educational setting. Attendee Luncheon Presentations and Hospitality Suites are two 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. Suites/labs are only available on Monday, Tuesday, and Wednesday nights. Up to three hospitality suites/labs are scheduled per evening.

## **Attendee Luncheon Presentation**

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). Luncheon menu must be approved by TDWI. (Days available: Sunday, Monday, and Thursday. Available days vary depending on hotel space per conference.)

# Additional Marketing Opportunities

## Advertising in the Conference Program Guide

TDWI World Conference program guide—the best advertising vehicle for promoting your company and products at the conference! Attendees use this guide as a reference time and time again. An ad in the show guide is the perfect opportunity to keep your message in front of key buyers all year long.

## Generate Traffic! Exhibit Hall Giveaways Coupon Book

Everyone loves winning prizes, and what fun it is to be the one giving away the prize! Participation in this sponsorship lets you join the excitement. Be included in the coupon book provided to all attendees upon check-in. Provide a giveaway (at least \$300 in value) to be won by one lucky attendee in the Exhibit Hall. This sponsorship is a fun and inexpensive way to gather leads while offering attendees an exciting chance to win a valuable prize.

## Espresso Cart

Serving hot gourmet coffee is a wonderful way to energize the attendees! Sponsorship inclusions can vary per conference. Past sponsorships have included: espresso cart, servers, promotional signage, and all the coffee the attendees can drink. Let the aroma draw attention to your name. Very popular with attendees!

## Hotel Room Drops

Have your literature distributed to every conference attendee staying at the official conference hotel. Room drops will be limited, and are filled on a first-come-first-served basis. If you would like to do a hotel room drop, you must first reserve a spot through TDWI.

## T-Shirt or Baseball Hat Giveaways

Let the attendees do your marketing for you! Provide us with your company's promotional T-shirts or baseball hats and we will put one in every attendee bag. Attendees receive their bags when they check in at the conference. You must provide enough T-shirts or hats to allow one per attendee. Item is subject to prior approval by TDWI.

## Attendee Breakfast or Break

Increase your product awareness—get your literature into the hands of the attendees by sponsoring a continental breakfast or break. Sponsorship includes distribution of your literature at the breakfast or break, signage promoting you as the sponsor, plus publicity in the World Conference program guide.



# Exhibit Package Options for 2008

## BEST VALUE

### Standard Exhibit Package

**\$13,000 per conference**

- › 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

**\$15,000 per conference**

- › Includes everything in the Standard Exhibit Package, **PLUS:**
- › 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)

**(\$17,500 value)**

### Executive Summit

**\$25,000 per conference**

(Limit six sponsors)

- › Pre-qualified 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

**For more information about TDWI Exhibits, please contact:**

- › Steve Cissell: 425.277.9135  
scissell@tdwi.org

# Previous Exhibitors

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

Ab Initio Software Corporation	Exeros	Panoratio
Actuate	Fair Isaac	ParAccel, Inc.
Alebra Technologies Inc.	FAST	Pentaho
Altosoft	GoldenGate Software	Pervasive Software
AMB Dataminers Inc.	Google	PIOCON Technologies Inc.
Appfluent Technology	Headstrong	Pitney Bowes Group 1 Software
Applix	HCL	Project Performance Corp.
ASG	HP	ProxiX Solutions, Inc.
Business Objects	HP Information Management Practice (formerly Knightsbridge Solutions)	QlikTech Inc.
ChoiceMaker Technologies, Inc.	Hoover's Inc.	Relational Solutions, Inc.
CIBER	HyperRoll Inc.	Rocket Software
Claraview	I2 Technologies	SAP America, Inc.
Cognizant Technology Solutions	IBM	SAS Institute Inc.
Cognos Inc.	Identity Systems	SeaTab Software Inc.
Collaborative Consulting	InetSoft	SGL
Comarch Inc.	Infobright Inc.	SilverTrain, Inc.
Composite Software, Inc.	Informatica Corporation	Siperian
Conversion Services International Inc.	Information Builders	Strategy Companion Corp.
Corda Technologies	InforSense	Sun Microsystems
D & B	Jaspersoft	Sybase, Inc.
DataFlux	Kalido	Syncsort Inc.
DataLever Corporation	Knowledge Relay	Sypherlink
DATAlegro	KXEN	Tata Consulting Services
DataMentors, Inc.	Lavastorm	Teksouth Corporation
DataMirror	LoganBritton, Inc.	Teleran Technologies Inc.
Dataupia	LogiXML	Teradata Corporation
DecisionPath Consulting	Microsoft Corporation	Trillium Software, a division of Harte-Hanks
Denodo Technologies	MicroStrategy	Unisys Corporation
e2e Analytix Inc.	Netezza Corporation	Wipro Technologies
Embarcadero Technologies	Noetix Corporation	XLcubed Ltd
ESRI	onDemand LLC	Zoomix
ETI	Oracle	

**For more information about TDWI  
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please contact:**

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**About TDWI**

TDWI educates business and information technology professionals about the strategies, techniques, and tools required to successfully design, build, and maintain business intelligence and data warehousing solutions. It also fosters the advancement of business intelligence and data warehousing research and contributes to knowledge transfer and professional development of its Members. TDWI sponsors and promotes a worldwide Membership program, quarterly educational conferences, regional educational seminars, role-based training, onsite courses, certification, solution provider partnerships, an awards program for best practices, resourceful publications, an in-depth research program, and a comprehensive Web site.