

2009

TDWI EVENTS

Targeting Business Intelligence and Data Warehousing Professionals

MAKE CONNECTIONS, GENERATE LEADS, AND GET RESULTS.



- TDWI World Conferences
- TDWI European Conferences
- TDWI BI Executive Summits
- TDWI BI Symposiums
- TDWI Insight Events

TDWI Events 2009



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

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 encompass industry-applicable focus areas:

- › 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...

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For more information about TDWI Events, contact:
› Steve Cissell: 425.277.9135 or scissell@tdwi.org

Overview of TDWI Events

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

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

“These shows consistently deliver leads that convert into serious opportunities with leading businesses.”

Barb Carmellini
Events Manager
DataFlux, a SAS company

TDWI World Conferences

- › Four U.S. conferences with 650–1,000 paid attendees per event
- › Two European conferences with 350–500 paid attendees per event

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.

Other Events

TDWI BI Executive Summits

- › Two BI Executive Summits with 150–200 paid attendees per event

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.

TDWI BI Symposiums

- › Three geographically-focused BI Symposiums with 75–100 paid attendees per event
- › One government-focused BI Symposium with 75–100 paid attendees per event

TDWI's BI Symposiums are focused educational events featuring timely BI/DW courses that cover fundamentals to advanced concepts.

TDWI Insight Events

- › Two Insight Events with 100 fully-hosted attendees per event

TDWI Insight Conferences are invitation-only summits focused on a specific topic such as master data management (MDM) or performance management (PM). Attendees must meet strict qualifying criteria.



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Calendar of Events

FEBRUARY

TDWI World Conference

February 22–27, 2009
Las Vegas, NV

TDWI BI Executive Summit

February 23–25, 2009
Las Vegas, NV

MARCH

MDM Insight Event

March 8–10, 2009
Savannah, GA

TDWI BI Symposium

March 30–April 2
San Antonio, TX

APRIL

TDWI Government Symposium

Date TBD
Washington, D.C.

MAY

TDWI World Conference

May 3–8, 2009
Chicago, IL

JUNE

TDWI BI Symposium

Date TBD
Toronto, Ontario, Canada

TDWI European Conference

June 15–17, 2009
Munich, Germany

AUGUST

TDWI World Conference

August 2–7, 2009
San Diego, CA

TDWI BI Executive Summit

August 3–5, 2009
San Diego, CA

SEPTEMBER

MDM or Performance Management Insight Event (tentative)

TDWI BI Symposium

Date TBD
San Francisco, CA

NOVEMBER

TDWI World Conference

November 1–6, 2009
Orlando, FL

TDWI European Conference

November 16–17, 2009
Amsterdam, Netherlands



TDWI Event Facts:

- › More than **2,200 companies** have sent attendees to TDWI World Conferences in the last three years. More than **4,000 people** attended TDWI events in 2008.
- › **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**.

For the most up-to-date event dates and locations, visit www.tdwi.org.

For more information about TDWI Events, contact:

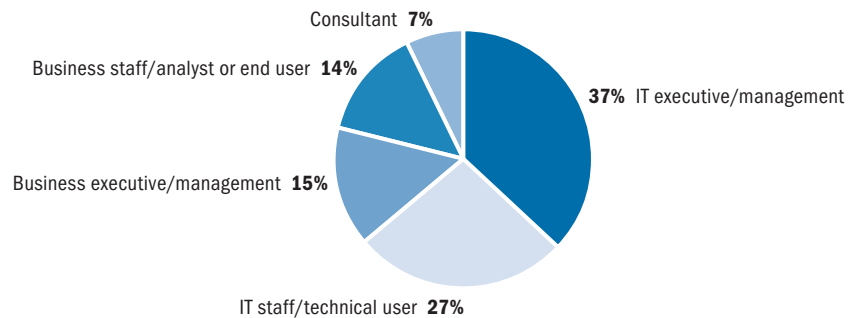
› Steve Cissell: 425.277.9135 or scissell@tdwi.org

About TDWI

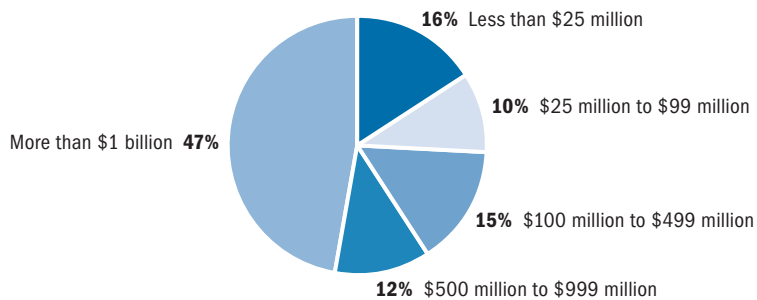
TDWI (The Data Warehousing Institute™) provides education, training, certification, news, and research for executives and information technology (IT) professionals worldwide. Founded in 1995, TDWI is the premier educational institute for business intelligence and data warehousing.

TDWI Audience Demographics

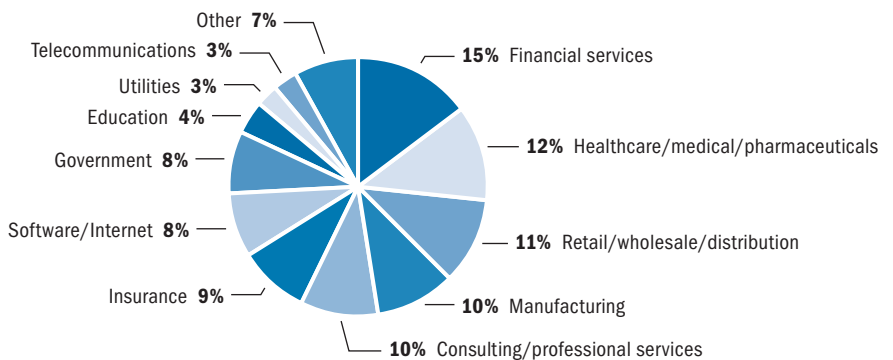
JOB TITLE



APPROXIMATE GROSS REVENUE



INDUSTRY



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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

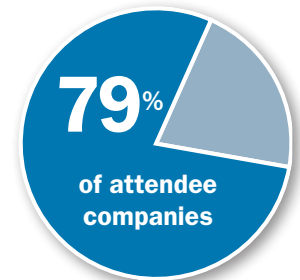
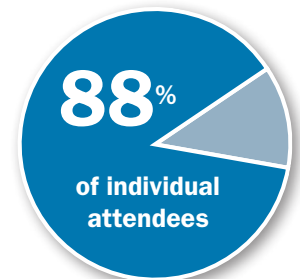
Our team is dedicated to making your exhibit experience as valuable as possible. They understand the industry and your needs.



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

New Leads Each Conference

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



The quality of the 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 Incorporated

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Sponsorship Opportunities



Speaking Opportunities

TDWI conferences offer very limited speaking opportunities in keeping with a vendor-neutral educational setting. Attendee Luncheon Presentations, Hospitality Suites, and Targeted Turn-key Luncheons 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.

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.

Additional Sponsorship Opportunities

- 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

Contact us for additional customized opportunities.

Exhibit Options 2009

TDWI World Conferences

NORTH AMERICA

650–1,000 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

Booth upgrades available

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

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)

TDWI BI Executive Summits

NORTH AMERICA

150–200 Attendees

(11 sponsorships available)

- 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

TDWI BI Symposia

REGIONALLY TARGETED

75–150 Attendees

- Tabletop exhibit space (6')
- Signage (28" x 44") on easel
- Acknowledgement as an evening reception sponsor (Tuesday)
- Acknowledgement as a lunch sponsor (Wednesday)



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TDWI Insight Events

100 Attendees

Platinum Exhibit Package

(3 available)

- Industry Premier: 20-minute speaking opportunity in front of entire audience
- Industry Panel: an executive participates on one of scheduled panels
- Case Study Presentations: Four 25-minute vendor selected case studies presented to one-fifth of the audience at each session
- 20' x 20' exhibit space in the IT Meeting Zone and Demonstration area
- Eight all-access event badges
- Complete attendee list
- Ability to schedule one-on-one meetings with attendees
- Access to one-on-one Analysts' Meetings

Gold Exhibit Package

(4 available)

- Industry Panel: an executive participates on one of scheduled panels
- Case Study Presentations: Two 25-minute vendor selected case studies presented to one-fifth of the audience at each session
- 10' x 20' exhibit space in the IT Meeting Zone and Demonstration area
- Six all-access event badges
- Complete attendee list
- 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 one-fifth of the audience at each session
- 10' x 10' exhibit space in the IT Meeting Zone and Demonstration area
- Three all-access event badges
- Complete attendee list
- Ability to schedule one-on-one meetings with attendees
- Access to one-on-one Analysts' Meetings



European TDWI Conferences—Munich and Amsterdam

About European TDWI Conferences

- › Leading BI/DW conferences in Europe
- › Full- and half-day courses focused on BI/DW technology, strategy, and application
- › 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 15–17, 2009

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 16–17, 2009

250–300 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

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, 3 m x 4 m (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 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, 3 m x 3 m (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 TDWI European Conferences

- Hospitality Suites
- Welcome Reception
- Breaks

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Previous Exhibitors

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

Ab Initio Software Corporation	Exeros, Inc.	Oracle Corporation
Actuate Corporation	Fair Isaac Corporation	Panoratio
Alebra Technologies Inc.	GoldenGate Software Inc.	ParAccel, Inc.
Altosoft Corporation	Google	Pentaho Corporation
AMB Dataminers Inc.	Headstrong Corporation	Pervasive Software Inc.
ASG Software Solutions	HCL Technologies Limited	PIOCON Technologies, Inc.
Business Objects, an SAP company	HP	Pitney Bowes Group 1 Software, Inc.
ChoiceMaker Technologies, Inc.	HP Information Management Practice (formerly Knightsbridge Solutions)	Project Performance Corporation
CIBER, Inc.	Hoover's, Inc.	ProxiX Solutions
Claraview	HyperRoll Inc.	QlikTech International AB
Cognizant Technology Solutions	i2 Technologies	Relational Solutions, Inc.
Cognos ULC, an IBM company	IBM	SAP America, Inc.
Collaborative Consulting	InetSoft Technology Group	SAS Institute Inc.
Comarch Information Technology	Infobright Inc.	SeaTab Software, Inc.
Composite Software Inc.	Informatica Corporation	SGI
Conversion Services International, Inc.	Information Builders	Siperian
CORDA Technologies Inc.	InforSense Ltd.	Strategy Companion Corporation
D&B, Inc.	Jaspersoft Corporation	Sun Microsystems, Inc.
DataFlux, a SAS company	Kalido	Sybase Inc.
DataLever Corporation	Knowledge Relay, LLC.	Syncsort Incorporated
DATALlegro Inc.	KXEN Inc.	Sypherlink, Inc.
DataMentors, Inc.	Lavastorm, a Martin Dawes Systems Company	TCS
DataMirror	LoganBritton	Teksouth Corporation
Dataupia	LogiXML, Inc.	Teleran Technologies, Inc.
DecisionPath Consulting	Microsoft Corporation	Teradata Corporation
denodo technologies	MicroStrategy, Inc.	Trillium Software, a division of Harte-Hanks
e2e Analytix	Netezza Corporation	Unisys
Embarcadero Technologies, Inc.	Noetix Corporation	Wipro Technologies
ESRI	onDemand LLC.	XLCubed Ltd.
ETI/Versata		Zoomix

**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
T 425.277.9126
F 425.687.2842
www.tdwi.org