2013 TDWI EVENTS

TEAM UP WITH TDWI, THE INDUSTRY-LEADING BRAND AND REPUTATION

Make Connections

Generate Leads

Get Results

tdwi.org

tdwi

TDWI Works!

Here's a sure way to make new connections

Since 1995, TDWI has helped organizations—from start-ups to *Fortune* 100 companies—consistently reach qualified business intelligence (BI) and data warehousing (DW) professionals. During that time, we have seen a shift in the makeup of the TDWI audience to the point where, today, both business executives and IT professionals participate in equal numbers in many of our programs.

TDWI attracts people from both the business and IT sides of organizations, big and small, and at all stages of BI/DW maturity, and keeps them coming back by providing:

> High-quality, vendor-neutral educational offerings

> Thought leadership, independent information, and analyst research

> Trusted sources for emerging ideas and trends in technology

Trends and technologies covered at TDWI events

> Agile Business Intelligence

> Business Analytics

> Business Intelligence

> Data Management (Data Integration, Quality, MDM, Governance, etc.)

> Data Warehousing

> Performance Management

> Big Data Analytics

> SaaS, Open Source, Self-Service BI

> Cloud BI, Social Media, Mobile BI

> And much more…

Experience TDWI events. Experience the difference.

Exclusive Exhibit Time

Get complete and undivided time and attention from attendees! TDWI does not schedule courses or sessions during exhibit hours or receptions.

High-Quality Leads

Every contact you make is a potential customer. TDWI allows only paid attendees and TDWI Premium Members access to exhibitors so you are assured of quality leads and a significant return on investment.

Education, Thought Leadership, Trends, and Networking

The educational format of TDWI events draws highly engaged attendees who have a vested interest in BI/DW. These savvy professionals know the industry and look forward to interfacing with exhibitors and hearing about their products and services.
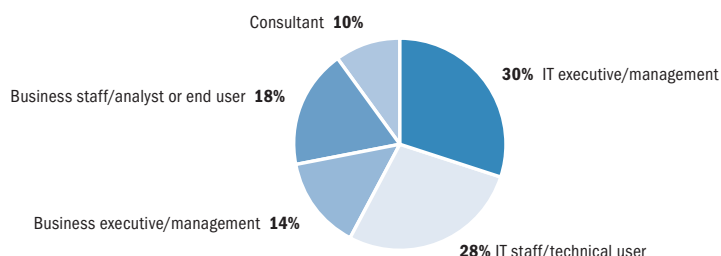
The TDWI Team

The TDWI team is ready to work with you to make your experience valuable and enjoyable.

Connect with BI/DW decision makers through TDWI Events

Steve Cissell
425.277.9135
scissell@tdwi.org
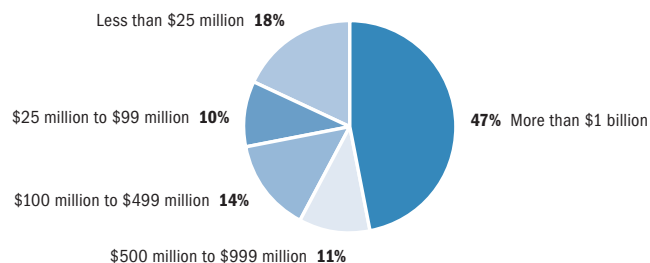
For more information about events

About Us

TDWI, a division of 1105 Media, Inc., is the premier provider of high-quality educational programs and in-depth research in the business intelligence and data warehousing industry. TDWI is a comprehensive resource for business and IT experts looking for information and professional development opportunities. TDWI offers five World Conferences in the U.S., along with regional seminars, onsite education, a worldwide membership program, business intelligence certification, live Webinars, resourceful publications, industry news, an in-depth research program, a vibrant social media presence, and a comprehensive website, tdwi.org.
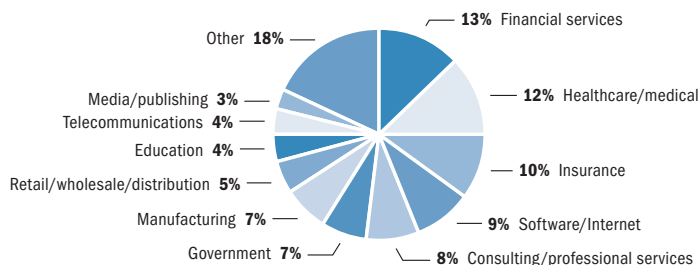
TDWI Audience Demographics

Job Title

Consultant **10%**
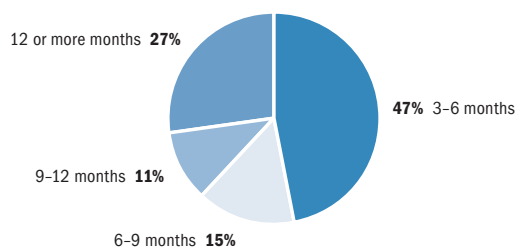
Business staff/analyst or end user **18%**

30% IT executive/management

Business executive/management **14%**

28% IT staff/technical user

Approximate Gross Revenue

Less than $25 million **18%**

$25 million to $99 million **10%**

47% More than $1 billion

$100 million to $499 million **14%**

$500 million to $999 million **11%**

Industry

Other **18%**

13% Financial services

Media/publishing **3%**
Telecommunications **4%**

12% Healthcare/medical

Education **4%**

Retail/wholesale/distribution **5%**

10% Insurance

Manufacturing **7%**

9% Software/Internet

Government **7%**

8% Consulting/professional services

Time Frame for Next BI/DW Implementation

12 or more months **27%**

47% 3–6 months

9–12 months **11%**

6–9 months **15%**

TDWI, the Web, and Social Media

There were more than 945,000* visits to the TDWI website in the past year and it will surpass the 1 million mark in 2013.

> **LinkedIn**—More than 36,000* members in the TDWI group on LinkedIn and growing by over 1,000 new members a month. tdwi.org/linkedin/tdwi

> **Twitter**—More than 8,000* followers of TDWI on Twitter and increasing by 300 new followers a month. twitter.com/tdwi

> **Facebook**—More than 3,000* fans on Facebook and growing by 100 new fans a month. facebook.com/datawarehouse

> **Google+**—Close to 200** followers in the Google+ circle and expanding.

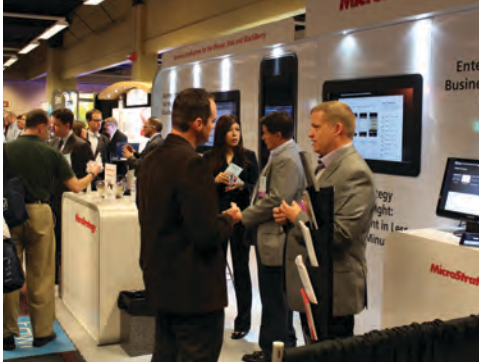> **YouTube**—Approximately 250* views per week. youtube.com/tdwi

*Based on July 1, 2011 to June 30, 2012 activity

**January 1—June 30, 2012

Event Sponsorships

Are you looking for cost-effective ways to expand your customer base and nurture existing relationships? TDWI has a selection of conferences and events to leverage your marketing efforts, broaden your reach, and drive more sales. TDWI events attract an equal mix of business executives and IT professionals who find great value in attending our courses and other offerings. Whatever your objectives, TDWI works with you so you can reach your marketing goals.

EDUCATION AND TRAINING EVENTS

World Conferences

TDWI World Conferences provide business and technology professionals in-depth BI/DW education and training. Conferences feature full- and half-day courses taught by top-notch instructors, one-on-one consulting, peer networking, and an extensive exhibit hall. There are many sponsorship opportunities for you to choose from so you can make the most of your participation.

Attendees: 500–900

LOCATION	THEME
Las Vegas	Data Strategy for Your Enterprise
Chicago	Big Data Tipping Point
San Diego	Agile BI
Boston	Business-Driven BI
Orlando	Emerging Technologies 2014

LAS VEGAS, NV
February 17–22, 2013

CHICAGO, IL
May 5–10, 2013

SAN DIEGO, CA
August 18–23, 2013

BOSTON, MA
October 20–25, 2013

ORLANDO, FL
December 8–13, 2013

Europe

MUNICH
June 17–19, 2013

LONDON
March 2013

Types of Events

> **TDWI World Conferences**—
The ideal gathering for business and technology professionals looking for education programs and training.

> **TDWI BI Executive Summits**—
Interactive peer event designed to foster knowledge sharing.

> **TDWI Solution Summits**—Exclusive, hosted meetings of top thought leaders, solution providers, and company executives.

> **TDWI Forums**—Two-day events on a specific topic.

> **TDWI BI Symposiums**—Shorter than conferences, these events offer courses on current topics over a two- to three-day period.

Event Statistics

> **More than 5,000** companies and **more than 15,000 business and IT** professionals have attended TDWI World Conferences in the last five years.

> **Approximately 73%** of attendees stated they have **final purchasing authority**, determine needs, or evaluate and recommend BI/DW products that influence purchasing decisions.

> Two-thirds of *Fortune* **100 companies** have sent attendees to a TDWI event in the past four years.

> In the past year, **60%** of the companies represented at TDWI events indicated they are planning to grow their BI/DW initiatives.

> In the course of a year, **92%** of attendees and **74%** of companies are attending TDWI conferences for the first time. Over a two-year period, **84%** of attendees and **67%** of companies are there for the first time.

Top Industries Represented

> Financial Services

> Insurance

> Government

> Healthcare

> Wholesale/Distribution

TDWI theme events are highly instructive and interactive. The quality of attendees tends to be both higher level and targeted by the content presented at these events. Sessions are short, one-hour presentations, focused on thought leadership, best practices, panel discussions, and vendor speaking opportunities. The intimate setting and size of these events affords sponsors ample face-to-face time with most attendees. Various levels of sponsorship are available in very limited quantities, and often sell out quickly.

THEME EVENTS—INSIGHTFUL EDUCATION

BI Executive Summits

TDWI Business Intelligence Executive Summits bring together higher-level BI professionals and BI sponsors from various industries for two full days of dialogue and interactive learning focused on analytics, business intelligence, performance management, or data warehousing. Co-located with TDWI World Conferences.

Attendees: 125–150

LAS VEGAS, NV
February 18–20, 2013

SAN DIEGO, CA
August 19–21, 2013

Solution Summits

TDWI Solution Summits are hosted, invitation-only events focused on a specific topic such as master data management (MDM), data governance (DG), analytics for big data, or cloud BI. All attendees are prequalified and must meet strict requirements in order to attend.

Attendees: 100

BIG DATA
Savannah, GA
March 3–5, 2013

**MDM/DATA QUALITY/
DATA GOVERNANCE**
San Diego, CA
June 2–4, 2013

BIG DATA ANALYTICS
Austin, TX
TBD

CLOUD COMPUTING
Scottsdale, AZ
TBD

> This is by far one of the best shows we attend each year. The quality of the attendees is top-notch, the venue is great, and the conference content is superb. We'll definitely be coming back next year.

Director of Marketing Communications
DataFlux
(Savannah Solution Summit 2012)

Forums

TDWI Forums are standalone, two-day events, co-located with a World Conference. Forums feature a specific topic, short tracks, and limited sponsorship opportunities. They attract BI/DW professionals interested in both the subject matter and the length of the event.

Attendees: 75–125

BI Symposiums

TDWI BI Symposiums offer courses on current topics over a period of two or three days, depending on the subject. Geared to BI/DW professionals looking for in-depth education combined with best-practice case studies.

Attendees: 125–175

Custom Sponsored Events

TDWI Solution Spotlights are single- or multi-city, co-branded, educational events conducted in conjunction with BI solution providers. Solution Spotlights focus on a single emerging topic in the industry. Topics and dates are determined by mutual agreement. Limited availability.

Sponsorship Opportunities

Speaking Opportunities—World Conferences

TDWI conferences offer limited speaking opportunities in keeping with the vendor-neutral educational setting of these events. Sponsorships such as hospitality suites, attendee luncheon presentations, and targeted turn-key luncheons are great ways for representatives from your company to address attendees directly and further business communication.

Hospitality Suite/Hands-On Lab

This sponsorship opportunity includes a flyer in attendee bags, a one-time use of the attendee list for a pre-conference mailing, and publicity in conference communication. You must reserve hospitality suites/hands-on labs through TDWI.

Targeted, Invitation-Only, Turn-Key Luncheon

Host a turn-key luncheon for up to 50 targeted attendees during a course break. TDWI handles all the details for you—you just need to show up and present your newest technology or a customer or business story.

Vendor Case Study Presentation

Present one of your successful case studies to highly interested conference attendees. Presentations take place during Exhibit Hall hours.

Additional Sponsorship Opportunities

> Conference lanyards

> Advertising in the Conference Program Guide

> Exhibit Hall Giveaways Coupon Book

> Hotel room drops

> Bag inserts

> Attendee breakfast or break

Increase Brand Awareness—Become a TDWI Partner

TDWI Partners get exposure at all five U.S. World Conferences with their logo in conference brochures, program guides, attendee tote bags, on the Exhibit Hall banner, and a floor decal at their booth. They are also featured on signage at the attendee welcome reception and are invited to attend the event. For more information on becoming a TDWI Partner, contact Denelle Hanlon, 425.277.9130, or dhanlon@tdwi.org.

Exhibit Options

World Conferences

NORTH AMERICA
500–900 attendees

Standard Exhibit Package

> One 10' x 20' booth space
> Company description and logo in Conference Program Guide
> Link to your website in the online conference brochure
> 7" x 44" identification sign, security, and aisle cleaning

Gold Exhibit Package

> One 10' x 20' booth space
> Company description and logo in Conference Program Guide
> Link to your website in the online conference brochure
> 7" x 44" identification sign, security, and aisle cleaning
> Full-page B&W ad (4" x 9") in Conference Program Guide
> 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 Upgrade

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

BI Executive Summits

NORTH AMERICA
125–150 attendees

Limited Sponsorships Available Per Event

> Prequalified BI executives
> Introductory speaking/announcement opportunity to entire group
> Participation in panel discussion
> Participation in executive reception
> Opt-in attendee list
> Pre- and post-conference company name list
> One registration for a member of your executive team to attend the three-day program
> Several branding opportunities included

More Exhibit Options

Solution Summits

HOSTED EVENTS—BY INVITATION ONLY

NORTH AMERICA
100 prequalified attendees

Platinum Exhibit Package—4 available

- > Industry Presentation: 20-minute speaking opportunity in front of entire audience
- > Industry Panel: Executive from sponsoring company 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 post-event attendee list
- > Ability to schedule one-on-one meetings with attendees
- > Access to one-on-one Analysts' Meetings
- > Your logo and company description included in the event program guide
- > Your logo included on the promotional sign for reception sponsors

Gold Exhibit Package—4 available

- > Industry Panel: Executive from sponsoring company 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
- > Three all-access event badges
- > Complete post-event attendee list
- > Ability to schedule one-on-one meetings with attendees
- > Access to one-on-one Analysts' Meetings
- > Your logo and company description included in the event program guide
- > Your logo included on the promotional sign for reception sponsors

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 post-event attendee list
- > Ability to schedule one-on-one meetings with attendees
- > Access to one-on-one Analysts' Meetings
- > Your logo and company description included in the event program guide

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A TDWI SOLUTION SUMMIT IS NOT YOUR TRADITIONAL INDUSTRY CONFERENCE
but rather an exclusive, upscale gathering attended by prequalified, hosted senior business and technology executives who are actively planning to purchase and implement solutions.

Unique Features

- > **Speaking opportunities:** From keynote presentations and panel discussions to small group case study presentations.

- > **One-on-one meetings:** Attendees and vendors hold private, one-on-one meetings throughout the course of the event.

- > **Exhibit opportunity:** Dedicated venue enables attendees to take a look at your solutions. Also includes turn-key tabletop presentation area.

- > **Networking opportunities and industry awards**

- > Limited to **100 hosted attendees**.

Attendee Profile

- > **Prequalifications:** Attendees must meet rigid criteria before being invited to attend. Criteria include company size, decision-maker status, and commitment to purchase solutions within 12–24 months.

- > Open to business executives and managers, CIOs, IT directors and managers, BI directors and managers, and senior architects.

Previous Exhibitors

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

1010Data

Ab Initio Software Corporation

Actian Corporation

Actuate

Appfluent

Aster Data Systems

Ataccama Corporation

BIReady

Birst

Bodhtree

BravePoint, Inc.

CA Technologies

Chicago Business Intelligence Group

Cloudera, Inc.

Corda Technologies

DataFlux

Datanomic Limited

Dell Services

Denodo Technologies

Domo Technologies

EMC

Endeca

Esri

Grant Thornton LLP

Greenplum, a division of EMC

Hexaware Technologies

Hortonworks

HP

HP Vertica

IBM

Impetus Technologies

Informatica Corporation

Information Builders

Innovative Systems, Inc.

Intellicus Technologies, Inc.

iOLAP, Inc.

JackBe

Jaspersoft

Kalido

Karmasphere, Inc.

Kognitio

LoganBritton, Inc.

LogiXML

Lunexa

MarkLogic

MeLLmo, Inc.

Metric Insights

Microsoft

MicroStrategy

Netezza Corporation

Neutrino Concepts Ltd.

Noetix

Oracle

ParAccel, Inc.

Pentaho

Phasic Systems Inc.

PivotLink

QlikView

Quest Software

Quiterian

RainStor

Roambi

Saint Joseph's University Online Programs

SAND Technology

SAP

SAS Institute Inc.

Smart eVision International Inc.

Strategy Companion Corporation

SwiftKnowledge

Sybase

Syncsort Incorporated

Tableau Software

Talend

Teradata Corporation

TIBCO Spotfire

Trillium Software

WhereScape

XLCubed Ltd.

YarcData

TDWI works with you to design marketing programs that meet your specific needs and help you achieve your goals.

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