

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

2012 TDWI EVENTS

Delivering Quality Business Intelligence
and Data Warehousing Audiences



> 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. TDWI attracts both business and IT executives from companies, big and small, and at all stages of BI/DW maturity, and keeps them coming back by providing:

- > High-quality, vendor-neutral educational offerings
- > Independent information and analyst research
- > Trusted sources for emerging ideas and trends in technology

Your participation at TDWI Events positions your company as an industry thought leader in the business intelligence and data warehousing community. Gain face-to-face access to TDWI's audience and generate valuable lead-generation opportunities.

Trends and technologies covered at TDWI Events

- > Agile Business Intelligence
- > Business Analytics
- > Business Intelligence
- > Data Management (Data Integration, DQ, 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 ROI.

It's All About Education, Thought Leadership, Trends, and Networking

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

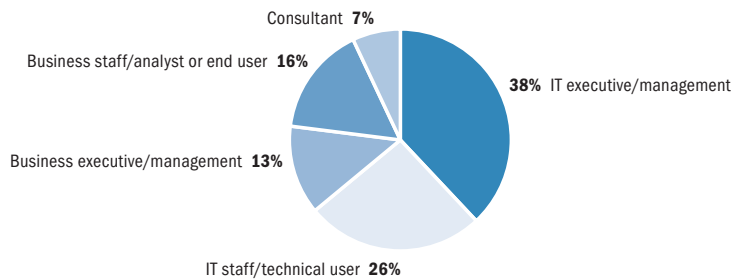
- > TDWI World Conferences
- > TDWI Solution Summits
- > TDWI BI Executive Summits
- > TDWI European Conferences

About Us

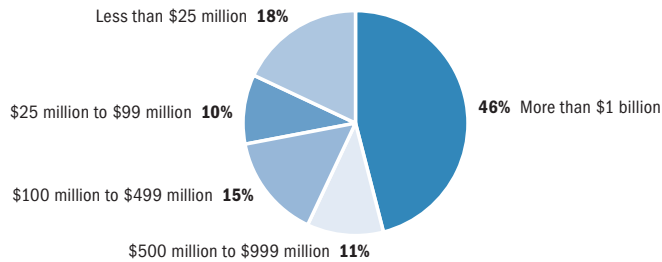
TDWI, a division of 1105 Media, Inc., is the premier provider of high-quality educational programs and in-depth research in the business intelligence and data warehousing industry. TDWI is a comprehensive resource for business and IT experts looking for information and professional development opportunities. 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, and a comprehensive Web site, tdwi.org.

TDWI Audience Demographics

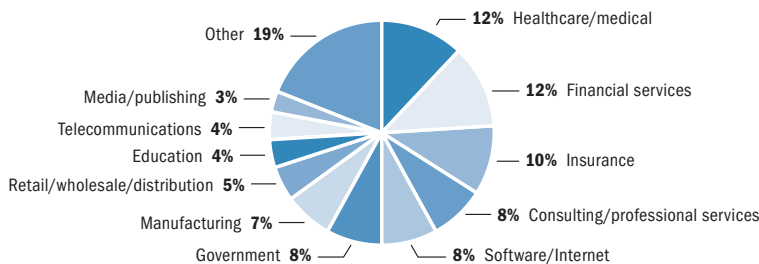
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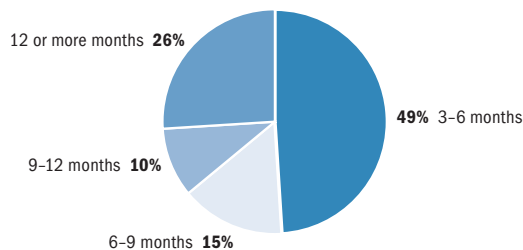
APPROXIMATE GROSS REVENUE



INDUSTRY



TIME FRAME FOR NEXT BI/DW IMPLEMENTATION



TDWI Event Facts

- > On average, **30%** of attendees are business leaders while **65%** are IT professionals
- > **Approximately 5,000 companies and over 13,000 business and IT professionals** have attended TDWI World Conferences in the last four years.
- > **Two-thirds of Fortune 100 companies** have sent attendees to a TDWI event in the past four years.
- > **74%** of attendees stated they have **final purchasing authority**, determine needs, or evaluate and recommend BI/DW products that influence purchasing decisions.
- > For any given event, the **majority** of companies (**78%**) and attendees (**91%**) present are there for the first time.
- > In the past year, **60%** of the companies present at TDWI events indicated they are planning to grow their BI/DW initiatives.

Events Overview

PROGRAMS	DATES												
<p>TDWI World Conferences</p> <p>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 extensive exhibit hall. There are many sponsorship opportunities to choose from so you can get the most out of your participation.</p> <p>> Attendees: 500–1,000</p> <table border="1"> <thead> <tr> <th>LOCATION</th> <th>THEME</th> </tr> </thead> <tbody> <tr> <td>Las Vegas</td> <td>Data Strategy for Your Enterprise</td> </tr> <tr> <td>Chicago</td> <td>Validating your DW/BI Direction</td> </tr> <tr> <td>San Diego</td> <td>Big Data Tipping Point</td> </tr> <tr> <td>Boston</td> <td>Agile BI</td> </tr> <tr> <td>Orlando</td> <td>Emerging Technologies 2013</td> </tr> </tbody> </table>	LOCATION	THEME	Las Vegas	Data Strategy for Your Enterprise	Chicago	Validating your DW/BI Direction	San Diego	Big Data Tipping Point	Boston	Agile BI	Orlando	Emerging Technologies 2013	<p>U.S.</p> <p>LAS VEGAS, NV February 12–17, 2012</p> <p>CHICAGO, IL May 6–11, 2012</p> <p>SAN DIEGO, CA July 29–August 3, 2012</p> <p>BOSTON, MA September 16–21, 2012</p> <p>ORLANDO, FL November 11–16, 2012</p> <p>EUROPE</p> <p>MUNICH June 18–20, 2012</p> <p>AMSTERDAM November 12–13, 2012</p>
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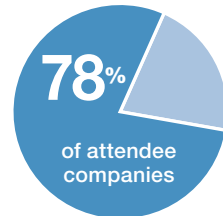
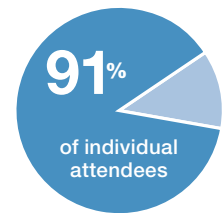
<p>TDWI BI Executive Summits</p> <p>TDWI Business Intelligence Executive Summits bring together higher-level BI professionals and BI sponsors from various industries for two full days of dialogue and interactive learning focused on analytics, business intelligence, performance management, and data warehousing. Held jointly with TDWI World Conferences.</p> <p>> Attendees: 125–150</p>	<p>LAS VEGAS, NV February 13–15, 2012</p> <p>SAN DIEGO, CA July 30–August 1, 2012</p>
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<p>TDWI Solution Summits (By Invitation Only)</p> <p>TDWI Solution Summits are hosted, invitation-only events focused on a specific topic. All attendees are prequalified and must meet strict requirements in order to attend.</p> <p>> Attendees: 100</p>	<p>MASTER DATA MANAGEMENT, DATA QUALITY, AND GOVERNANCE Savannah, GA March 4–6, 2012</p> <p>DEEP ANALYTICS FOR BIG DATA San Diego, CA June 4–6, 2012</p>
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<p>TDWI Solution Spotlights (Custom Sponsored Events)</p> <p>TDWI Solution Spotlights are 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 engagement available.</p>	
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New Leads Each Conference

91% of attendees and 78% of companies are first-time conference goers.



The TDWI Solution Summit is a great forum with an ideal mix of education and networking opportunities.

—Product Manager
Customer Data Integration
Acxiom

For more information, contact

> **Steve Cissell**
425.277.9135
scissell@tdwi.org

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
- Espresso cart
- Hotel room drops
- T-shirt or baseball hat
- 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 about TDWI Events and custom packages, contact

➤ Steve Cissell
425.277.9135
scissell@tdwi.org

For more information about TDWI Partner membership, contact

➤ Denelle Hanlon
425.277.9130
dhanlon@tdwi.org

Exhibit Options

PROGRAMS	DATES
TDWI World Conferences	NORTH AMERICA 450–900 attendees

Standard Exhibit Package

- > One 10' x 20' booth space
- > Company description and logo in Conference Program Guide
- > Link to your Web site from 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 Web site from the online conference brochure
- > 7" x 44" identification sign, security, and aisle cleaning
- > Full-page B&W ad (4"x9") 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.

PROGRAMS	DATES
TDWI 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



TDWI conferences have consistently been good lead generators for us. The educational theme of the events works very well for us as we build knowledge of the value of geo-spatial analytics in the BI/DW ecosystem.

—Alliance Marketing Manager
ESRI

**For more information,
contact**

> **Steve Cissell**
425.277.9135
scissell@tdwi.org

More Exhibit Options

PROGRAMS	DATES
TDWI Solution Summits HOSTED EVENTS—BY INVITATION ONLY	NORTH AMERICA 100 prequalified attendees

Platinum Exhibit Package—3 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

A TDWI SOLUTION SUMMIT IS NOT YOUR TRADITIONAL INDUSTRY CONFERENCE

but 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 that enables attendees to take a look at your solutions. 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.

For more information, contact

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 425.277.9135
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Previous Exhibitors

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

1010Data	Information Builders
Ab Initio Software Corporation	Innovative Systems, Inc.
AddressDoctor	iOLAP Inc.
Algebraix Data	Jaspersoft
ASG	Kalido
Aster Data Systems	Kapow Technologies
Ataccama Corporation	Kickfire
BCC Software	Kognitio
BI Ready	LoganBritton, Inc.
Birst	Microsoft
Business Intelligence Systems Solutions	MicroStrategy
CA Erwin	Netezza Corporation
Capgemini	Neutrino Concepts Ltd.
Cisco	OpenBI, LLC
Cloudera, Inc.	Oracle
Compact Solutions	ParAccel, Inc.
Composite Software, Inc.	Pentaho
Conda Technologies	Phasic Systems Inc.
DataDirect Technologies	PivotLink
DataFlux	QlikView
Datanomic Limited	Quest Software
Dataupia	Quiterian
DecisionPath Consulting	Rapid Insight
Dell Services	SAP
Denodo Technologies	SAS Institute Inc.
Dundas Data Visualization	SpatialKey
Dunn Solutions Group	Strategy Companion Corporation
EMC	SwiftKnowledge
Endeca	Sybase
ESRI	Syncsort Incorporated
eThority	Tableau Software
GoldenGate Software	Talend
Green Phosphor LLC	Teradata Corporation
Greenplum	TIBCO Spotfire
Hexaware Technologies	Trillium Software
HP	Universal Mind
IBM	Vertica
illuminate Solutions	WhereScape
Impetus Technologies	XLCubed Ltd.
Incisive Analytics	XtremeData, Inc.
Infoglide Software Corporation	
Informatica Corporation	

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

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