

2013 TDWI MARKETING PROGRAMS

DIGITAL
PUBLICATIONS

SPONSORED
RESEARCH

EVENTS

Reaching
Business Intelligence

and Data Warehousing
Professionals

CUSTOM
MEDIA

AND
MORE

ONLINE
PROGRAMS

tdwi.org

Worldwide



Programs at a Glance

| Programs | Online Exposure | Conference Exposure | Research Sponsorship | Lead Generation | Logo Exposure | Channel(s) |
|---|-----------------|---------------------|----------------------|-----------------|---------------|---|
| Partner Program | • | • | | | • | TDWI website, conferences, and publications |
| Events | • | • | | • | • | Various venues |
| Webinar Series | • | | • | • | • | TDWI website, e-newsletter, and e-mail promotions |
| Solutions Gateways | • | | | • | • | TDWI website |
| White Paper Library | • | | | • | • | TDWI website, e-newsletter, and e-mail promotions |
| TDWI News Article Sponsorship | • | | | • | • | TDWI website and e-newsletter subscribers |
| E-Book Sponsorship | • | | | • | • | TDWI website and e-mail promotions |
| E-Newsletter Ads | • | | | • | • | TDWI website and e-newsletter subscribers |
| Display Ads | • | | | • | • | TDWI website |
| Text Links | • | | | • | • | TDWI website |
| <i>What Works</i> (digital publication) | • | | | • | • | TDWI website and e-mail promotions |
| <i>Best of BI</i> (digital publication) | • | | | • | • | TDWI website and e-mail promotions |
| <i>Business Intelligence Journal</i> (digital publication) | | | | | • | TDWI Premium Members |
| Best Practices Reports | • | • | • | • | • | TDWI website, conferences, and e-mail promotions |
| Monograph Series | • | | • | | • | TDWI website and e-mail promotions |
| Checklist Report Series | • | | • | • | • | TDWI website and e-mail promotions |
| Checklist Report/Webinar Combo | • | | • | • | • | TDWI website and e-mail promotions |
| TDWI Product Directory | • | | | • | | TDWI website |
| Best Practices Awards | • | • | | | | TDWI website, conferences, and publications |



TDWI Works!

Proven Performance

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

TDWI targets key influencers who have a say in BI/DW buying decisions—individuals tasked with researching solutions, evaluating requirements, and making recommendations to C-level executives. Although these executives may have sign-off power on multimillion-dollar technology projects, they almost always rely on information gathered by the key influencers who form the TDWI audience and who often get their information directly from our publications, website, or events.

Powerful Audience

TDWI offers access to one of the largest and most influential BI/DW consumer groups available. Are you ready to reach this audience?

- > TDWI has more than **100,000 BI/DW** professionals in its databases
- > 46% belong to companies with more than **\$1 billion in revenue**
- > **52%** are at **management level or above**
- > **72%** of the TDWI audience is from the **U.S. and Canada**
- > The TDWI audience represents dozens of industries, including major concentrations in:
 - Financial services
 - Healthcare/medical
 - Insurance
 - Consulting/professional services
 - Software/Internet
 - Government
 - Manufacturing
 - Retail/wholesale/distribution

TDWI covers all topical areas within BI and DW:

- > 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, Hadoop, Self-Service BI
- > Cloud BI
- > And Much More

TDWI develops programs that attract the most qualified BI/DW audience and creates an environment where both business and IT professionals share ideas and seek solutions. Under the leadership of our research team, we build awareness of successful best practices along with new and upcoming technologies. Our educational programs assemble experts in the field who present vendor-neutral instruction to eager participants looking to increase their knowledge. TDWI is proud to bring together technology users and technology providers to everyone's satisfaction. We invite you to partner with TDWI and we look forward to a great 2013!

—Richard Zbylut
President, TDWI

Independent Thought Leadership

Unlike many “media” companies that leverage content from other sources to aggregate to their audiences, TDWI leverages a team of highly specialized faculty, analysts, writers, and editors to create the best business intelligence (BI) and data warehousing (DW) content available today. **Quality content attracts a quality audience.**

Sponsoring TDWI publications, research, and events means aligning your brand and product education alongside this premium content, providing the value and resources sought after by BI/DW professionals. In other words, your brand and products are presented in the context of our highly respected, educational programs.

TDWI Thought Leaders



Philip Russom is director of TDWI Research for data management. He oversees many of TDWI’s research-oriented publications, services, and events. Before joining TDWI in 2005, Russom was an industry analyst covering BI at Forrester Research, Giga Information Group, and Hurwitz Group. He also ran his own business as an independent industry analyst and BI consultant and was a contributing editor with leading IT magazines. Philip is an active blogger. You can find his blog at tdwi.org/blogs/philip-russom, or you can follow him on Twitter: @prussom.



David Stodder is director of TDWI Research for business intelligence. As an analyst, writer, and researcher, he has provided thought leadership on key topics in business intelligence, analytics, IT, and information management for over two decades. Previously, he headed up his own independent firm and served as vice president and research director with Ventana Research. He was the founding chief editor of *Intelligent Enterprise*, a major publication and media site dedicated to the BI and DW community, where he served as editorial director for nine years. Find his blog at tdwi.org/blogs/dave-stodder, or follow him on Twitter: @dbstodder.



Fern Halper is director of TDWI Research for advanced analytics, focusing on predictive analytics, social media analysis, text analytics, cloud computing, and other “big data” analytics approaches. She has more than 20 years of experience in data and business analysis, and has published numerous articles on data mining and information technology. Halper is co-author of “Dummies” books on cloud computing, hybrid cloud, service-oriented architecture, and service management, and is currently completing *Big Data for Dummies* (to be published in April 2013). She has been a partner at industry analyst firm Hurwitz & Associates and a lead analyst for AT&T Bell Labs. Her Ph.D. is from Texas A&M University. You can reach her at fhalper@tdwi.org, or follow her on Twitter: @fhalper.

[With TDWI we get] the best of both worlds: broad-base exposure to a key target audience of BI/DW professionals and high-quality lead generation. Not only is lead quality high, but TDWI typically over-delivers, keeping our sales team busy with successful engagements.

—Kathy Meara
Channel Marketing Program Manager
CA Technologies

TDWI works with an independent faculty of analysts, instructors, and writers, including top thought leaders in the industry. Among them are:

- > Chris Adamson
- > Stephen Brobst
- > Maureen Clarry
- > Ken Collier
- > Marc Demarest
- > Stephen Dine
- > Mark Ferguson
- > Paul Flach
- > Aaron Fuller
- > Jonathan Geiger
- > Mark Hammond
- > Cindi Howson
- > Ralph Hughes
- > Claudia Imhoff
- > Krish Krishnan
- > Mike Lampa
- > Deanne Larson
- > Lisa Loftis
- > David Loshin
- > Mark Madsen
- > John O'Brien
- > Mark Peco
- > James Powell
- > Thomas Rathburn
- > Laura Reeves
- > Shawn Rogers
- > Len Silverston
- > Stephen Swoyer
- > Dave Wells
- > Colin White
- > Nancy Williams

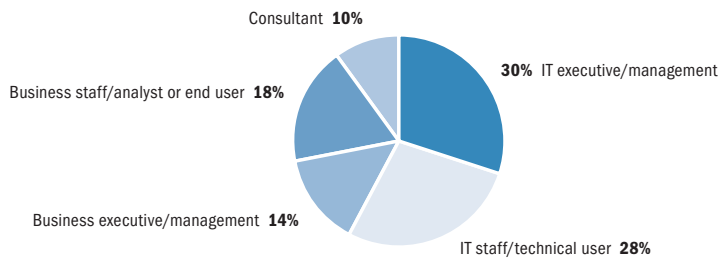


About Us

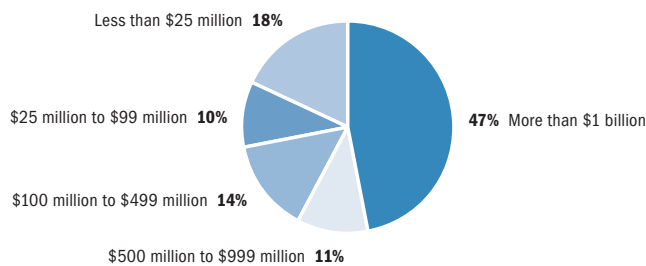
TDWI, a division of 1105 Media, Inc., is the premier provider of high-quality educational programs and in-depth research in the business intelligence and data warehousing industry. TDWI is a comprehensive resource for business and IT experts looking for information and professional development opportunities.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

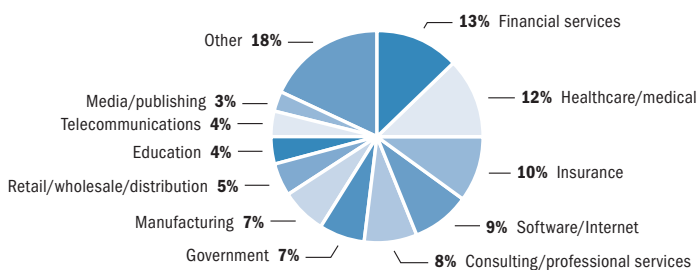
Job Title



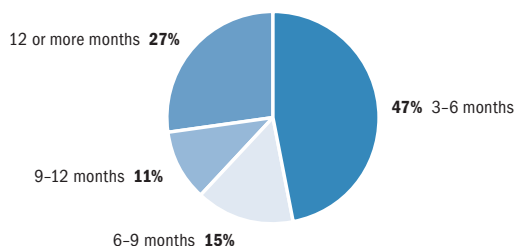
Approximate Gross Revenue



Industry



Time Frame for Next BI/DW Implementation



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

TDWI Partner Program

Maximum exposure for optimal results



- > Partners receive special benefits for maximum exposure to the high-quality TDWI audience.

- > Partners share the same commitment to quality education, content, and knowledge transfer that TDWI brings to the marketplace.

If your company is looking to team up with the most trusted leader in the industry, become a TDWI Partner in 2013! As a TDWI Partner, you belong to an exclusive group of leading companies that share the TDWI commitment to quality and knowledge transfer for business intelligence (BI) and data warehousing (DW) professionals worldwide.

The Partner program connects your company with our targeted audience of business and IT professionals. You get exclusive exposure at U.S. and European education events, on our highly trafficked website, tdwi.org, and in our respected publications. Join the TDWI Partner program and benefit from the affiliation, branding opportunities, and awareness with our audience.

Empower your solutions! Partner with TDWI, the industry-leading brand and reputation in business intelligence and data warehousing.

What TDWI Partners can expect in 2013

- > Exclusive access to conference welcome receptions at all five U.S. conferences. **Only Partners can mingle with attendees two days before the exhibit hall opens**, giving you a leg up on the competition and a chance to set up more in-depth meetings during the event.
- > Your logo will be everywhere: on conference banners and attendee bags, in brochures and publications, and in a special Partner section of the TDWI website. Partners also receive exclusive online exposure on tdwi.org in a box that rotates all Partners' logos, with a link to your own page deeper within the site, and your own call to action.
- > 18 days of conference passes for each of the five U.S. World Conferences, representing 90 days of education! You can use these passes—worth over \$55,000—as a sales tool to invite existing and potential customers, or for your own staff.

Expand your reach and get noticed by our targeted BI/DW audience. Become a TDWI Partner for 2013!



Leverage Your Investment— Partner with TDWI

Events

- > **EXCLUSIVE!** Special Partner-only welcome reception for attendees at all five U.S. World Conferences
- > Preferential exhibit hall booth selection available to Partners only
- > Exclusive logo placement on conference collateral material and in the conference exhibit hall
- > Exposure at the TDWI European events in London and Munich
- > Discounts on TDWI conference exhibitor packages

Online Exposure

- > **EXCLUSIVE!** Your company logo and link to your own page, accessible on tdwi.org for an entire year
- > Your own page on tdwi.org that includes company information and content
- > White Paper Library exposure (includes lead generation)
- > Your company logo in the TDWI publications *Business Intelligence Journal* and *What Works*
- > Discounts on publication advertising, sponsorships, research, and Webinars

Professional Development and Consulting Services

- > **EXCLUSIVE!** Conference passes—18 days per conference—at all five U.S. World Conferences, valued at over \$55,000
- > TDWI Enterprise Team Membership for 20 people
- > Discounts on TDWI speaking engagements, Webinar presentations, and strategic consulting services

Additional Benefits

- > Use of TDWI Partner logo on your website, in collateral material, and exhibit space
- > **NEW!** Sponsorship on tdwi.org/LIVE, the live portal for all five World Conferences, including: exposure to over 5,000 visitors to the site per event; e-mail promotion to TDWI customer list with Partner logo and link; Partner logo and company description on tdwi.org/LIVE along with text ad or up to four assets in Partner box; and more...
- > **NEW!** Enhanced Partner Web page, with logo, description, and links, including links to all related Partner content on tdwi.org (sponsored Webinars, Checklist Reports, currently listed white papers, Solution Gateways, videos, etc.), and quarterly promotion of the TDWI Partners home page to TDWI customer list of 100,000

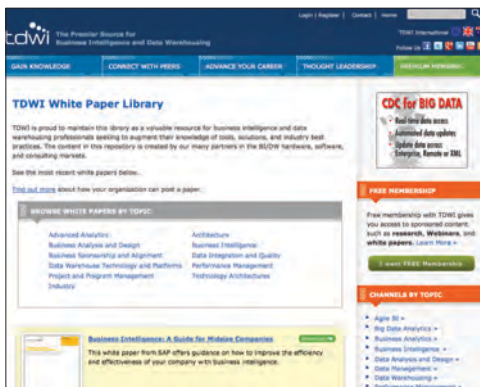
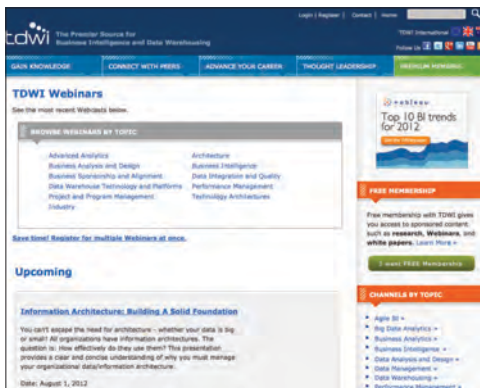
You're in Good Company!

Partner Organizations in the Last Two Years



Online Lead Generation

Business intelligence and data warehousing professionals look to the various programs on tdwi.org to get information about the latest developments in the industry and to increase their knowledge about the hottest trends and issues. As a sponsor of these sought-after and informative tools, you have the chance to gain visibility and establish yourself as a leader in front of a highly qualified audience.



| PROGRAM | AVERAGE LEADS |
|---------|---------------|
|---------|---------------|

Turn-Key Webinars

500–600 registrants

The TDWI approach to conducting Webinars allows you to easily leverage our reach into the BI/DW space and get the high-quality leads you need. TDWI handles everything for you, including providing a TDWI expert speaker and moderator, marketing to the TDWI audience and beyond, registration and lead collection, Webinar technology, hosting the live event, plus making the on-demand version available for 12 months. Each Webinar lasts one hour and includes an interactive Q&A session. As a sponsor, you get 10–15 minutes to speak on your product tie-in to the topic.

- Select from list of topics or create a custom topic
- Allow 4–6 weeks of promotional time

Solutions Gateways

200–300 per month

Exclusive, topically focused microsites hosted and promoted on tdwi.org, Solutions Gateways allow you to control and customize content and capitalize on your existing marketing assets, including white papers, Webinars, video clips, podcasts, customer stories, articles, and so on.

- Choose from a three-, six-, nine-, or twelve-month period
- Allow 4–6 weeks for design and production

White Paper Library

35–50 per month

Promote your white paper(s) to the TDWI audience of business intelligence and data warehousing professionals. White papers are often critical to the decision-making and evaluating process, and now, you get to align yours with the trusted TDWI brand.

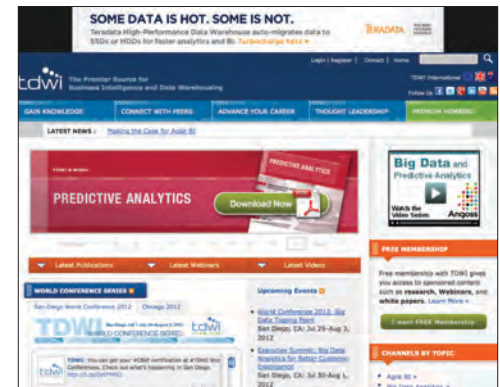
- Choose a time period anywhere from one to 12 months



Branding & Awareness Programs

Well-rounded marketing plans combine both branding/awareness building and lead generation programs. To that end, TDWI offers sponsors programs to enhance their visibility with its ever-growing website audience. Traffic to tdwi.org continues to increase monthly, ensuring a steady flow of BI and DW professionals looking for ideas, guidance, and solutions to their problems.

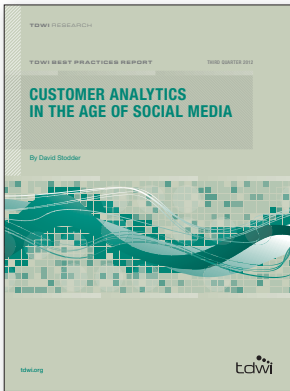
| PROGRAM | AVERAGE LEADS/IMPRESSIONS |
|--|--|
| <h2>E-newsletter</h2> <p>If you want to boost your profile and enhance your visibility within the business intelligence and data warehousing community, TDWI has the e-newsletter for you.</p> <ul style="list-style-type: none"> ➤ BI This Week, a biweekly publication, focuses on the latest news, trends, tools, and technology. | Distributed to 20,000 subscribers |
| <h2>BI News Sponsorship</h2> <p>The news article sponsorship is an exclusive monthly position accessible in the Latest Articles news section of tdwi.org and in <i>BI This Week</i> e-newsletter. Includes up to six asset links.</p> | 35,000 impressions and 160 clicks per month |
| <h2>Text Links</h2> <p>To highlight your product, service, or special promotion, invest in a prominently displayed text link on the TDWI website to a specific URL you provide.</p> | 150,000 impressions and 150 clicks per month |
| <h2>Display Ads</h2> <p>Tap into the TDWI audience with a display ad that shows your message on every page of tdwi.org, yielding impressions regardless of how users navigate the site.</p> | 170,000 impressions for ROS placement |



Product Directory

With a comprehensive taxonomy of BI/DW products and services, the TDWI Product Directory offers free basic listings to companies looking for a trusted channel to reach a highly qualified audience. For more information, visit tdwidirectory.com.

Research Programs



PROGRAM

AVERAGE LEADS

Best Practices Reports

1,300–
1,500 over
12 months

These quarterly TDWI reports present the findings of our original, survey-based research into new BI and DW technologies, concepts, and approaches. As a technology provider, sponsoring the Best Practices Reports enables you to evangelize your company's latest solutions to the TDWI audience.

Best Practices Reports have a limited number of sponsors who are involved in the research process, have distribution rights, and receive the leads generated from report downloads and from the Webinar that summarizes the results for a live audience.

Topic / Publication Date

Sponsor CLOSE

Hadoop for Business Intelligence
April 2013

October 12, 2012

Data Visualization for Better Business Decisions
July 2013

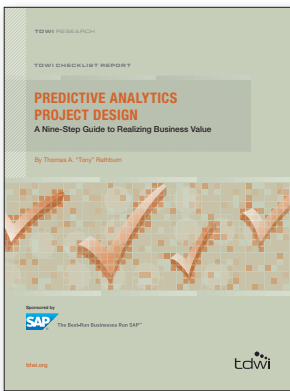
January 4, 2013

Big Data Management
October 2013

April 5, 2013

Predictive Analytics for Accelerated Business Advantage
December 2013

July 5, 2013



Checklist Report Series

1,000–
1,500 over
12 months

TDWI Checklist Reports provide a succinct description of the best practices required to succeed in a particular area of BI/DW. They outline 7–10 best practices on a specific BI topic, and are designed for busy BI professionals and practitioners who want to quickly ascertain keys to success in some area. TDWI research analysts and faculty write the Checklists, which synthesize their experience and offer pragmatic lessons learned that improve the ability of BI/DW professionals to apply new techniques to their initiatives.

Checklist Reports are typically backed by a single sponsor. The sponsor is involved in the report process, has distribution rights, and receives the leads from the downloads.

Checklist Report & Webinar Panel Combo

2,000
over 6
months

Reap the benefits of two very popular TDWI programs at a fraction of the cost of participating in each separately by sponsoring a Checklist Report combined with a Webinar. This multi-sponsor program is designed to extend the value of your investment while reaping the same benefits. Each predetermined topic is limited to four sponsors per Checklist/Webinar, with a minimum of two sponsors required to move forward. Topics to be determined.

Monograph Series

N/A

TDWI Monographs are custom "mini" reports, similar to white papers, that provide in-depth, vendor-neutral insight into the significance of new and emerging technologies or approaches. Post the report on your site or other sites to attract interest in your product or service. One exclusive sponsorship per report.



Publications

| PROGRAM | AVERAGE LEADS |
|---------|---------------|
|---------|---------------|

What Works: Case Studies and Solutions

500 over
6 months

What Works is a digital periodical published three times a year. As a sponsor, share your customer success story, provide a “Lesson from the Experts” article, and leverage your white paper to generate leads from the TDWI audience. Promoted to 100,000.



| Topic / Publication Date | Sponsor CLOSE |
|---|------------------|
| <i>What Works in Data Management</i> May 2013 | January 11, 2013 |
| <i>What Works in Healthcare</i> July 2013 | April 5, 2013 |
| <i>What Works in Emerging Technologies</i> November 2013 | July 19, 2013 |

Best of Business Intelligence

1,600 over
12 months

This annual digital publication features the most influential TDWI BI articles, research summaries, and newsletters from the previous year, along with industry forecasts from TDWI industry experts. Advertising includes your content in a special “Transforming Technologies” solutions section and full-page ad with product category opt-in leads. Promoted to 100,000.



| Publication Date | Sponsor CLOSE |
|------------------|------------------|
| February 2013 | January 11, 2013 |

NEW! Custom Publication E-Book Sponsorship

1,000 over
6 months

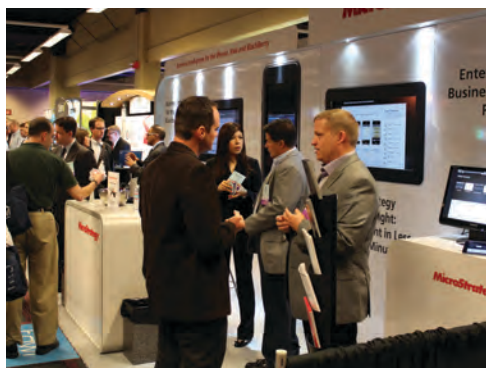
Sponsor an e-book on a topic of your choice. TDWI E-Books contain up to three articles, a Q&A with your subject matter expert, and your company logo, description, and hyperlinks. Align your brand with valuable TDWI content while generating high-quality leads.



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

LONDON

March 18–20, 2013

MUNICH

June 17–19, 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. Held jointly 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
September 15–17, 2013

CLOUD COMPUTING
Scottsdale, AZ
November 3–5, 2013

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 stand-alone, 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 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.

More Ways to Participate

PROGRAM

TDWI BEST PRACTICES AWARD

Best Practices Awards

Nominate your customers for the annual TDWI contest that recognizes organizations for their BI/DW best practices and innovative solutions. If your nominee wins, your company will be featured as a solution sponsor on the TDWI website and in various publications.

Applications due: April 2013
Winners announced: June 2013

For more information, visit tdwi.org/bpawards.



TDWI Premium Membership

Empower yourself or your entire team with exclusive information resources, including a comprehensive and constantly growing selection of industry research, news, online content, discounts, and peer networking opportunities. Become a TDWI Premium Member today!

For more information, visit tdwi.org/premiummembership.



CBIP

CBIP is a true, test-based certification that assesses and challenges a candidate's BI/DW knowledge and skills. Get your team certified and validate your standing in the marketplace.

For more information, visit tdwi.org/cbip.



Chapter Sponsorships

TDWI Chapters were created to foster education and networking at the local level. TDWI Chapters conduct at least four meetings a year and, in general, attract between 25 and 75 business intelligence and data warehousing professionals to each meeting.



Europe

For more information about sponsorship opportunities with TDWI in Germany, Austria, and Switzerland, contact Steve Cissell at 425.277.9135 or scissell@tdwi.org.



Contact Us

The TDWI team is ready to design a custom marketing program specific to your company's needs.
For more information about ...

Partner Program
Research
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