

TDWI DELIVERS QUALITY BUSINESS INTELLIGENCE AND DATA WAREHOUSING AUDIENCES

2014 TDWI EVENTS

Make Connections.

Generate Leads.

Get Results.



The Industry-Leading Brand and Reputation in Business Intelligence, Data Warehousing, and Analytics.

tdwi



Connect with BI/DW decision makers through TDWI events



TDWI Works!

Here's a sure way to make new connections

Since 1995, TDWI has helped organizations—from start-ups to *Fortune* 500 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.

- > **Engagement Opportunities: Exclusive Exhibit Time and Networking**
Get undivided time and attention from attendees! TDWI does not schedule courses or sessions during exhibit hours or receptions.
- > **Member Audience: 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.
- > **Premium Content: Education and Thought Leadership**
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 interacting with exhibitors and hearing about their products and services.
- > **Reputation and Trust: The TDWI Team**
The TDWI team is ready to work with you to make your experience valuable and enjoyable.

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, on-site 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

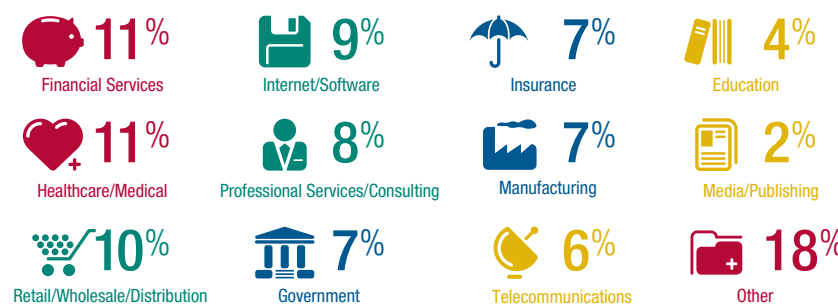
Job Function



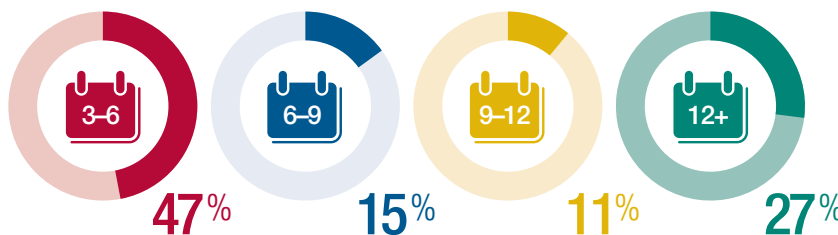
Approximate Gross Revenue



Industry



Time Frame for Next BI/DW Implementation in Months



TDWI, the Web, and Social Media

There were more than one million visits to the TDWI website in the past year*, and traffic continues to grow weekly.

LinkedIn—The TDWI LinkedIn group has approximately 47,500 members and continues to grow. tdwi.org/linkedin/tdwi

Twitter—TDWI followers on Twitter number approximately 12,500. twitter.com/tdwi

Facebook—TDWI counts approximately 4,000 fans on its Facebook page. facebook.com/datawarehouse

Google+—There are more than 300 followers in the TDWI Google+ circle, and it is expanding.

YouTube—TDWI on YouTube has seen its number of subscribers increase to approximately 500. youtube.com/tdwi1995

*Based on activity ending August 31, 2013.

Events

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 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	FEATURED TRACK
Las Vegas	The Evolving Information Architecture
Chicago	Business-Driven BI
Boston	Evolving Your Analytics Infrastructure
San Diego	Agile BI
Orlando	Emerging Technologies 2015

LAS VEGAS, NV
February 23–28, 2014

CHICAGO, IL
May 11–16, 2014

BOSTON, MA
July 20–25, 2014

SAN DIEGO, CA
September 21–26, 2014

ORLANDO, FL
December 7–12, 2014

Europe

MUNICH
June 23–25, 2014

LONDON
September 8–10, 2014

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.
- > **NEW! TDWI Executive Forum**
Interactive peer event designed to encourage interaction among participants.

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.
- > **83%** of **Fortune 500 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.
- > On average, **93%** of attendees are from the United States and Canada

Top Industries Represented

- > Financial Services
- > Internet/Software
- > Healthcare
- > Wholesale/Distribution

TDWI focused 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.

FOCUSED EVENTS—SPEAKING OPPORTUNITIES

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 24–26, 2014

BOSTON, MA
July 21–23, 2014



Solution Summits

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

Attendees: 100

BIG DATA ANALYTICS
Savannah, GA
March 9–11, 2014

ADVANCED ANALYTICS
San Diego, CA
June 1–3, 2014

CLOUD BI
Austin, TX
August 2014

BIG DATA ANALYTICS
Scottsdale, AZ
November 2014

NEW! Executive Forum

The TDWI Executive Forum is a new two-day event featuring a selected topic, with case study presentations, panel discussions, and premier presentations for platinum sponsors. Attendees are prequalified and must meet requirements to attend. Co-located with a TDWI World Conference.

Attendees: 100

**MASTER DATA, QUALITY,
AND GOVERNANCE**
San Diego, CA
September 22–23, 2014

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.

“A great conference all around. The format of the conference facilitates productive and in-depth conversations with both existing and potential users of our BI technology.”

—Alliance Manager, Esri
Chicago World Conference 2013



Watch on YouTube

“...We’ve been attending the TDWI events for the last 8–9 years now ... People are coming to be educated on BI and data warehousing, and analytics now. And we see other topics like big data ... It’s a great environment for us ... It has great value on a lot of fronts ... We don’t compete with anybody but we need to know where the industry is migrating to ... and the users are always coming through with unique problems to solve.”

—Corporate Alliance and IT Marketing, Esri
2013 San Diego World Conference

Sponsorship Opportunities

Speaking Opportunities—World Conferences

TDWI World 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/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

PROGRAMS

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

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
- > 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 (does not include gift)
- > Five exhibit hall passes
- > One three-day conference pass for a member of your executive team (\$2,400 value)

Booth Upgrade

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

PROGRAMS

BI Executive Summits

NORTH AMERICA

125–150 attendees

Limited Sponsorships Available Per Event

- > Prequalified BI executives
- > Company introduction to entire group
- > Participation in panel discussion
- > Participation in executive reception
- > Opt-in attendee list
- > Pre- and post-conference company name list
- > Two registrations for members of your executive team to attend the three-day program

NEW! BI Executive Forum

NORTH AMERICA

100 attendees

- > Prequalified BI executives
- > Co-located with World Conference



Watch on YouTube

“...We’ve been exhibiting here now for about 4 years ... For us ... [it means] learning more about the industry new technologies coming out, and also visiting with customers and with prospects, and learning about what is new and unique that’s in their space ... There isn’t any show like this. We are a truly business intelligence and data warehouse consulting firm, that’s all we do ... Obviously in the name TDWI there is no other show like it.”

—Partner, Director of Business Development
iOLAP
2013 San Diego World Conference

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.

More Exhibit Options

PROGRAMS

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 in one of the two scheduled panels
- > Case Study Presentations: Two 25-minute, vendor-selected case studies presented to 20 attendees per session
- > Tabletop exhibit space
- > 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

Gold Exhibit Package—4 available

- > Industry Panel: Executive from sponsoring company participates in one of the two scheduled panels
- > Case Study Presentations: Two 25-minute, vendor-selected case studies presented to 20 attendees per session
- > Tabletop exhibit space
- > Four 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

Silver Exhibit Package—10 available

- > Case Study Presentation: One 25-minute, vendor-selected case study presented to 20 attendees
- > Tabletop exhibit space
- > Two 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

Previous Exhibitors

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

Action Corporation	Logi Analytics
Actuate	Looker
Adaptive Planning	Lunexa
Analytix Data	MarkLogic
Appfluent	MemSQL
Attivio	Metric Insights
Birst	Microsoft
BravePoint, Inc.	MicroStrategy
CA Technologies	Neutrino Concepts Ltd.
CBIG Consulting	Noetix
Compact Solutions	Oracle
Composite Software Inc.	ParAccel, Inc.
DataFlux	Pentaho
Dell Software	Phasic Systems Inc.
Denodo Technologies	Pivotal
Domo Technologies	QlikView
EMC	Quest Software
Esri	RainStor
Hexaware Technologies	Roambi
Hortonworks	Saint Joseph's University Online Programs
HP	SAND Technology
HP Vertica	SAP
IBM	SAS Institute Inc.
Impetus Technologies	Solace Systems
Infogix, Inc.	Splunk
Informatica Corporation	Starview Inc.
Information Builders	Syncsort Incorporated
Intel	Tableau Software
Intellicus Technologies, Inc.	Talend
iOLAP, Inc.	Teradata Corporation
JackBe	TIBCO Spotfire
Jaspersoft	Trillium Software
Kalido	VelociData, Inc.
Kognitio	WhereScape
Lazysoft	YarcData

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



555 S Renton Village Place, Ste. 700
Renton, WA 98057-3295

T 425.277.9126
F 425.687.2842
tdwi.org