2014 TDWI MARKETING PROGRAMS

Reaching Business and IT Decision Makers Worldwide

Advanced Analytics · Agile BI · Big Data Analytics · Business Analytics · Business Intelligence · Cloud BI · Cloud Computing · Data Discovery · Data Governance · Data Integration · Data Management · Data Visualization · Data Warehousing · Geospatial Analytics · Hadoop · Machine Learning · MapReduce · Natural Language Processing · Operational Intelligence · Predictive Analytics · Real-Time BI and Analytics · Real-Time Data Integration · Self-Service BI · Software-as-a-Service · Structured/Unstructured Data Analytics · Text Analytics · Virtual Data Provisioning

tdwi

Programs at a Glance

Programs	Online Exposure	Conference Exposure	Research Sponsorship	Lead Generation	Logo Exposure	TDWI Channel(s)
Partner Program	●	●			●	Website, conferences, and publications
Events	●	●		●	●	Various venues
Webinar Series	●		●	●	●	Website, e-newsletter, and e-mail promotions
Solutions Gateways	●			●	●	Website
White Paper Library	●			●	●	Website, e-newsletter, and e-mail promotions
TDWI News Article Sponsorship	●			●	●	Website and e-newsletter subscribers
E-Book Sponsorship	●			●	●	Website and e-mail promotions
E-Newsletter Ads	●			●	●	Website and e-newsletter subscribers
Display Ads	●			●	●	Website
Text Links	●			●	●	Website
NEW! Hot Topic Articles	●				●	Website
What Works (digital publication)	●			●	●	Website and e-mail promotions
Best of BI (digital publication)	●			●	●	Website and e-mail promotions
Business Intelligence Journal					●	Premium Members
NEW! Infographics	●		●		●	Website
Best Practices Reports	●	●	●	●	●	Website, conferences, and e-mail promotions
Checklist Report Series	●		●	●	●	Website and e-mail promotions
Checklist Report/Webinar Combo	●		●	●	●	Website and e-mail promotions
Monograph Series	●		●		●	Website and e-mail promotions
NEW! Maturity Model Assessment Tool Sponsorship	●		●		●	Website
TDWI Product Directory	●					Website
Best Practices Awards	●	●				Website, conferences, and publications

The TDWI Difference

For more than 18 years, TDWI has been the definitive authority in the field of business intelligence (BI) and data warehousing (DW), with the sole focus on providing independent education, training, research, and thought leadership to an audience composed of business and IT professionals. TDWI delivers the in-depth knowledge that today's companies need to stay competitive in an increasingly complex business environment.

TDWI is a primary resource for delivering a highly targeted audience of BI and DW professionals to solution providers. It is a trusted source of in-depth, unbiased subject matter; vendor-agnostic education; and syndicated content, which facilitates an exceptional level of engagement with the BI community. TDWI offers a wide variety of events, marketing, and lead generation programs to help you leverage that engagement and drive sales.

Reputation and Trust

BI professionals look to TDWI for in-depth understanding of all aspects of BI and DW and to learn more about industry best practices, successful strategies and techniques, independent thought leadership, and tangible solutions to real business problems. Companies turn to TDWI for the most current, leading-edge education and training to move their businesses forward.

Member Audience

The TDWI member audience comprises BI/DW professionals from both the IT and business sides of organizations. Their primary focus on BI and DW makes them highly qualified to assess, influence, and make purchasing decisions.

Premium Content

What differentiates TDWI from other organizations is the quality material delivered in a vendor-neutral context. From online programs to training, education, events, and certification, TDWI works with thought leaders and instructors of international reputation to create original content that addresses the latest issues in BI/DW and provides the knowledge necessary to make informed decisions.

Engagement Opportunities

TDWI offers solution providers a variety of programs that enable engagement with its customer list of 100,000. TDWI programs are tailored to help you reach all levels of an organization, from IT staff to executives and line-of-business (LOB) or business unit leaders.

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?

- > **83%** of *Fortune* 500 companies are in TDWI databases

- > TDWI has more than **100,000 BI/DW** professionals in its databases

- > 47% 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
  - • Professional services/consulting
  - • Internet/software
  - • Government
  - • Manufacturing
  - • Retail/wholesale/distribution

"At TDWI we develop in-depth education and thought leadership programs that attract the most qualified BI/DW audience. We create a learning environment for business and IT professionals to share ideas and seek solutions in an open and independent setting.

Under the direction of our research team, we build awareness of successful best practices and we explore new and upcoming technologies. Our educational programs draw experts who present vendor-neutral instruction to eager participants looking to expand their knowledge.

TDWI is proud to bring together technology users and solution providers. We invite you to partner with us as we look forward to a productive 2014."

—Richard Zbylut
President, TDWI

Independent Thought Leadership

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

Sponsoring TDWI publications, research, and events means aligning your brand alongside this premium content and providing BI/DW professionals the resources and value they are looking for to be successful. In other words, your company and products are featured in the context of TDWI's first-rate educational programs.

TDWI Thought Leaders

Philip Russom, Ph.D., is director of TDWI Research for data management and oversees many of TDWI's research-oriented publications, services, and events. He is a well-known figure in data warehousing and business intelligence circles, having published over 500 research reports, magazine articles, opinion columns, speeches, Webinars, and more. Before joining TDWI in 2005, Russom was an industry analyst covering BI at Forrester Research and Giga Information Group. He also ran his own business as an independent industry analyst and BI consultant and was a contributing editor with leading IT magazines. Before that, Russom worked in technical and marketing positions for various database vendors. You can reach him at prussom@tdwi.org, @prussom on Twitter, and on LinkedIn at linkedin.com/in/philiprussom.

David Stodder is director of TDWI Research for business intelligence. He focuses on providing research-based insights and best practices for organizations implementing BI, analytics, data discovery, data visualization, performance management, and related technologies and methods. Stodder has provided thought leadership about BI, analytics, information management, and IT 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* and served as editorial director for nine years. He was also one of the founders of *Database Programming & Design* magazine. You can reach him at dstodder@tdwi.org or follow him on Twitter @dbstodder.

Fern Halper, Ph.D., 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, service management, and big data. 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.

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

> Chris Adamson	> Mark Ferguson	> Claudia Imhoff	> John Myers	> Stephen Swoyer
> Stephen Brobst	> Paul Flach	> Krish Krishnan	> Mark Peco	> Dave Wells
> Maureen Clarry	> Aaron Fuller	> Mike Lampa	> James Powell	> Colin White
> Ken Collier	> Jonathan Geiger	> Deanne Larson	> Thomas Rathburn	> Nancy Williams
> Lawrence Corr	> Mark Hammond	> David Loshin	> Laura Reeves	> Lynn Winterboer
> Marc Demarest	> Cindi Howson	> Mark Madsen	> Shawn Rogers	> Lyndsay Wise
> Stephen Dine	> Ralph Hughes	> William McKnight	> Len Silverston	

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.
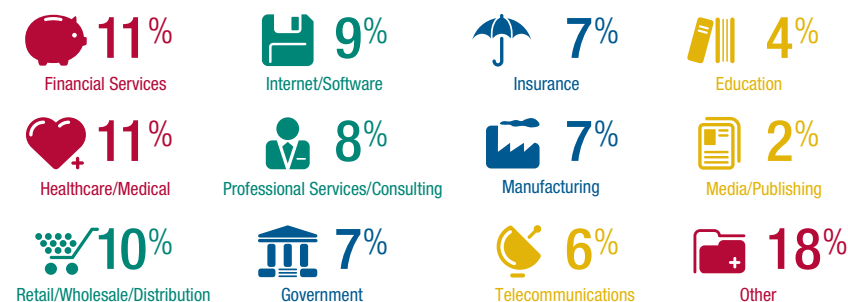
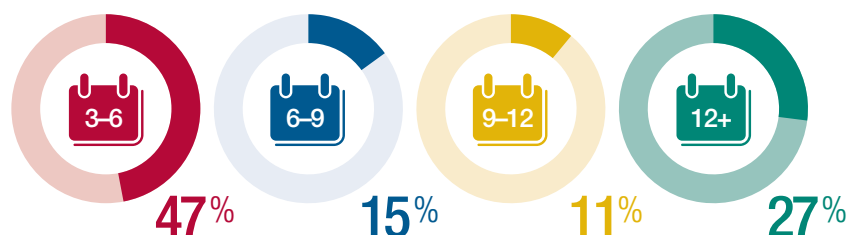## TDWI Audience Demographics

Job Function

32% Business Executive/LOB

30% Sr. IT Executive/Management

28% IT Staff/Technical User

10% Consultant/Other

Approximate Gross Revenue

47% $1 billion+

11% $500–$999 million

14% $100–$499 million

10% $25–$99 million

18% Less than $25 million

Industry

11% Financial Services

9% Internet/Software

7% Insurance

4% Education

11% Healthcare/Medical

8% Professional Services/Consulting

7% Manufacturing

2% Media/Publishing

10% Retail/Wholesale/Distribution

7% Government

6% Telecommunications

18% Other

Time Frame for Next BI/DW Implementation in Months

3–6 **47%**

6–9 **15%**

9–12 **11%**

12+ **27%**

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.

PARTNER

> 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.

TDWI Partner Program

Get the exposure you deserve

Is your company looking to team up with the most trusted thought leader in the industry? Here's a great opportunity! Join the TDWI Partner program for 2014. As a TDWI Partner, you belong to an exclusive group of leading companies that share the same 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 the highly trafficked website tdwi.org, and in our respected publications. Become a member and get plenty of benefits, from branding opportunities to widespread awareness with our audience.

> Partner with TDWI, the most trusted source for thought leadership and educational programs in business intelligence, data warehousing, and advanced analytics.

What can TDWI Partners expect in 2014?

> Exclusive access to welcome receptions at all five U.S. World Conferences. **Only Partners mingle with attendees two days before the exhibit hall opens**, giving you a leg up on the competition and a chance to set up in-depth meetings with attendees during the event.

> Your logo 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 exposure on tdwi.org in a box that rotates all Partners' logos, with a link to your own Web page on our site and a call to action of your choice.

> 18 days' worth of passes for each of the five U.S. World Conferences, representing 90 days of education! You can use these passes—worth over $70,000—as a sales tool to invite existing or potential customers, or for your own staff to attend the conferences.

Expand your reach and get noticed. Become a TDWI Partner for 2014!

Denelle Hanlon
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dhanlon@tdwi.org

To become a
TDWI Partner

Your Investment at Work

Events

> **EXCLUSIVE!** Special Partner-only welcome reception for attendees at all five U.S. World Conferences

> Preferential exhibit hall booth selection for Partners only

> Exclusive logo placement on conference collateral material and in conference exhibit hall

> Exposure at the TDWI European events in London and Munich

> Discount on conference exhibitor packages

Online Exposure

> **EXCLUSIVE!** Your company logo on tdwi.org home page with link to your own page within the site for an entire year

> Your Web page on TDWI website, including company information, content, and even a link to your own company site

> TDWI White Paper Library exposure—includes lead generation

> Your company logo in TDWI publications: *Business Intelligence Journal* and *What Works*

> Discounts on 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 $70,000

> TDWI Team Premium Membership for 20 people

> Discounts on TDWI speaking engagements, Webinar presentations, and strategic consulting services

More Benefits

> **EXCLUSIVE!** TDWI Partner logo for your website, in collateral material, and exhibit space

> Sponsorship on tdwi.org/LIVE, the portal for all five World Conferences. This benefit includes 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, and booth number if exhibiting.

> 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, Solutions Gateways, videos, etc.)

You're in Good Company!

Partner Organizations in the Last Two Years

Online Lead Generation

The various lead-generation programs that TDWI develops inform business intelligence (BI) and data warehousing (DW) professionals about the latest developments in the industry. TDWI helps them perfect their knowledge about the most recent issues and hottest trends. Sponsoring these programs allows you to gain visibility and establish yourself as an authority in front of the most qualified audience eager for the latest information.
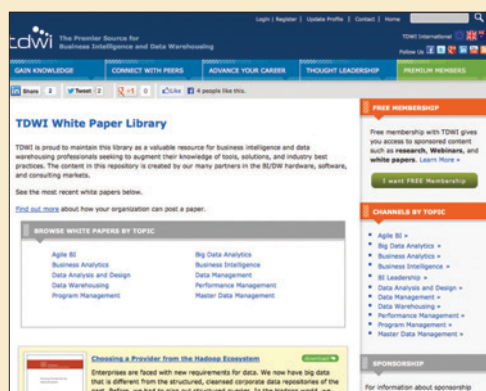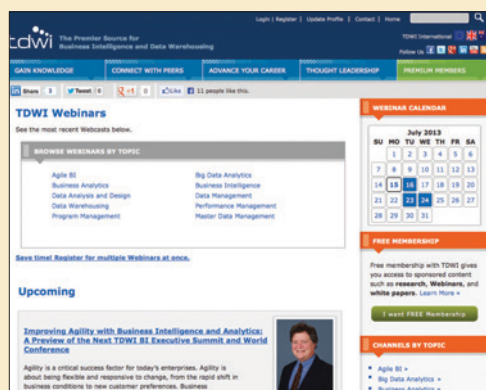
PROGRAM	AVERAGE LEADS
Turn-Key Webinars	600–700 registrants
Solutions Gateways	200–300 per month
White Paper Library	35–50 per month

Turn-Key Webinars

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

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

> Choose from a 3-, 6-, 9-, or 12-month period

> Allow 4–6 weeks for design and production

White Paper Library

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 1 to 12 months

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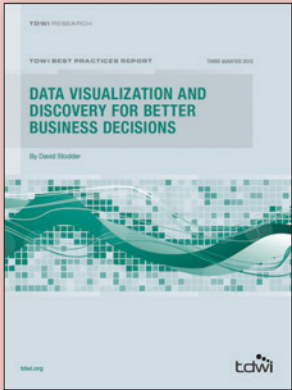For more information about Webinars

Branding and 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 business problems.

PROGRAM	AVERAGE LEADS/IMPRESSIONS

E-newsletter

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.

> **BI This Week**, a biweekly publication, focuses on the latest news, trends, tools, and technology.

Distributed to 20,000 subscribers

BI News Sponsorship

The news article sponsorship is an exclusive monthly position accessible in the Latest Articles news section of tdwi.org and in *BI This Week* e-newsletter. Includes up to six asset links.

35,000 impressions and 160 clicks per month

Text Links

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.

150,000 impressions and 150 clicks per month

Display Ads

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.

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.

Scott Geissler
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sgeissler@tdwi.org

For more information about online programs

Research Programs

PROGRAM	AVERAGE LEADS

Best Practices Reports

These quarterly TDWI reports present the findings of original, survey-based research that TDWI conducts on 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 allow for a limited number of sponsors per report. All sponsors are involved in the research process, have distribution rights, and receive the leads generated from the report downloads and from the Webinar that summarizes the results of the research.

2,000 over 12 months

Topic / Publication Date	Sponsor CLOSE
Evolving Data Warehouse Architectures April 2014	October 11, 2013
Business-Driven BI and Analytics July 2014	January 3, 2014
Real-Time Infrastructure and Analytics October 2014	April 4, 2014
Next-Generation Analytics and Platforms December 2014	July 3, 2014

Checklist Report Series

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 a particular 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.

800 over 12 months

Checklist Report & Webinar Panel Combo

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.

2,000 over 6 months

NEW! Infographics

Infographics provide a visual representation of information and data gathered from research conducted by TDWI and are used to present complex information in a format that is easy to understand and quick to grasp. Sponsorship associated with TDWI Infographics allows for link to sponsor site and distribution rights for six months.

Publications

PROGRAM	AVERAGE LEADS

What Works: Case Studies and Solutions

500 over 6 months

What Works is a digital periodical that allows you, as a sponsor, to 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
What Works in Big Data (and all related topics) June 2014	February 14, 2014

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 2014	January 10, 2014

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.

NEW! Big Data Maturity Model and Assessment Tool Sponsorship

Here's a great way to align your company with the recently launched TDWI Big Data Maturity Model and Assessment Tool. You get your company logo on the Big Data Assessment Tool home page and on its companion piece, the *Big Data Maturity Assessment Guide*.

The Big Data Assessment tool provides a way for organizations to measure the maturity of their big data initiatives and compare them objectively against others. The assessment is based on the TDWI Big Data Maturity Model. The *Big Data Maturity Assessment Guide* helps interpret the score and its meaning in the context of the maturity model.

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.

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.

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

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! BI Executive Forum

The TDWI Business Intelligence Executive Forum is a new event format over two days, 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

More Ways to Participate

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 2014
Winners announced: June 2014

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/**premium-membership**.

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 25–75 business intelligence and data warehousing professionals to each meeting.

For more information, visit tdwi.org/**chapters**.

Europe

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

Contact Us

To check out the TDWI marketing programs online, go to tdwi.org/marketing. The TDWI team is ready to design a custom marketing program tailored to your company's needs. For more information about…

Partner Program Research Webinars Custom Packages	**Denelle Hanlon** Director of Business Development dhanlon@tdwi.org 425.277.9130
Events	**Steve Cissell** Senior Business Development Manager scissell@tdwi.org 425.277.9135
Online Marketing Programs Publications	**Scott Geissler** Business Development Manager sgeissler@tdwi.org 248.658.6365

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