

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

2014 TDWI PARTNER PROGRAM

**Get the Visibility
You're Looking For.**

**Increase Your
Brand Awareness.**

**Leverage TDWI
Programs.**



A Great Way to Connect with Business Intelligence and Data Warehousing Audiences.

tdwi



> **2014 Partner Applications Due: December 31, 2013**

“The TDWI team is easy to work with, and the researchers are professional, prompt, and do a good job coordinating efforts. We appreciate their flexibility and the way TDWI is willing to work with us on multiple programs. They offer visibility, good topics, and good marketing opportunities.”

—Manager of 3rd Party Influencers
Teradata

Why Partner with TDWI?

- > Increase awareness of your brand
- > Strengthen your position as an industry leader
- > Maximize return on your marketing investment
- > Gain access to exclusive programs

Ideal Partnership

We help you leverage our programs to achieve your marketing goals. From advertising and exhibit opportunities to sponsored research and online exposure, we provide proven marketing solutions that increase awareness of your brand, deliver superior lead generation, and ensure BI and DW professionals worldwide are familiar with your products and services.

WHAT'S IN IT FOR YOU?

- > Special Partner-only welcome reception for attendees at all five U.S. World Conferences and exposure at the TDWI World Conference in Munich
- > Discounts on conference exhibits and preferential exhibit hall booth selection
- > Conference passes—18 days per event—at all five U.S. World Conferences, valued at over \$70,000
- > TDWI Enterprise Team Membership for 20 people
- > Discounts on TDWI speaking engagements, Webinar presentations, and strategic consulting services
- > Exposure on the TDWI website home page, including your logo and a link to your own company page on our site
- > White Paper Library exposure, plus discounts on publication advertising, sponsorships, research, and Webinars

Partner Program



TDWI Partners share the commitment to quality education, content, and knowledge transfer that TDWI offers to the business intelligence and data warehousing marketplace. Partners receive special benefits that provide maximum exposure to quality audiences, including access to the TDWI customer

list, designation as a Partner and use of the Partner logo, and access to the most prominent TDWI offerings. Becoming a TDWI Partner provides a cost-effective way to participate in a variety of marketing opportunities, including events, online exposure, research, Webinars, and publications.

Partnering Has Its Benefits

Exclusive Exposure at TDWI Events

- > **Special!** Partner-only welcome reception for attendees at all five U.S. World Conferences prior to exhibit hall scheduled opening; includes tabletop display, cocktails, light appetizers, and raffle
- > Preferential booth selection and discount when exhibiting at TDWI World Conferences
- > Partner logo floor decal in front of your booth
- > Exclusive logo placement:
 - Conference brochures
 - Conference attendee tote bags
- > Exposure in the conference brochure, program guide, and on the exhibit hall banner at TDWI World Conference in Europe (Munich)

Professional Development and Consulting Services

- > **Exclusive!** Free conference passes (18 days of passes for each of the five World Conferences, for a total of 90 days) with discounts for additional passes—valued at over \$70,000. Conference day passes are not retroactive
- > 25% discount on speaking engagements and strategic consulting services delivered by TDWI Research analysts Philip Russom, David Stodder, and Fern Halper
- > TDWI Enterprise Team Membership for up to 20 people in your organization

Online Exposure

- > Your own content page in the Partner area of tdwi.org with:
 - Company/product information, links to your white papers, TDWI content you have sponsored, videos, etc.
 - Link from top navigation under “Thought Leadership”
 - Logo and link from main Partner page
 - Logo and link from TDWI home page (rotating feature)
- > Exclusive run-of-site, rotating banner displaying your logo and short company description
- > Two white papers featured in the TDWI White Paper Library for a three-month period (includes lead generation)
- > Your logo displayed in an exclusive full-page Partner ad in *What Works* and the *Business Intelligence Journal*
- > 5% discount on publication advertising and sponsorships, research, and Webinars

One More Benefit

- > **Exclusive!** Partner logo for your website, collateral, and exhibit space

We can help you create a custom marketing program that meets your specific needs and helps you achieve your goals. Ask us how.

Leverage TDWI 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.

You'll Be in Good Company!

TDWI Partners in the last three years



Great Exposure at Events

As a Partner, you will receive high visibility at all TDWI World Conferences in the U.S. and Europe.

PROGRAMS	DATES
<p>U.S. Conferences— Exclusive to Partners</p> <ul style="list-style-type: none"> ➤ Special Partner-only welcome reception for attendees at all five World Conferences on Sunday or Monday before the hall opens; includes tabletop display, cocktails, light appetizers, and raffle ➤ Complimentary conference passes (18 days of passes per conference at all five World Conferences, for a total of 90 days) with discounts for additional passes—valued at over \$70,000 ➤ Discount on conference exhibits (\$500 off per conference) ➤ Preferential booth selection at TDWI World Conferences (May, July, September, and December 2014; February 2015) ➤ Partner logo floor decal in front of your booth ➤ For each conference, your logo on: <ul style="list-style-type: none"> • Conference attendee tote bags • Large exhibit hall banners • Back cover of conference brochures • Inside front cover spread of conference program guides ➤ Sponsorship on tdwi.org/LIVE, the live portal for all five World Conferences, including: <ul style="list-style-type: none"> • Exposure to more than 5,000 visitors to the site per event • Partner logo and company description on tdwi.org/LIVE page • Inclusion of text ad or up to four assets in Partner box on tdwi.org/LIVE • Booth ad (if exhibiting) in Partner box • Opportunity to record video clip discussing conference topic at any TDWI World Conference you are attending 	<p>LAS VEGAS, NV February 23–28, 2014</p> <p>CHICAGO, IL May 11–16, 2014</p> <p>BOSTON, MA July 20–25, 2014</p> <p>SAN DIEGO, CA September 21–26, 2014</p> <p>ORLANDO, FL December 7–12, 2014</p>
<p>European Conference</p> <ul style="list-style-type: none"> ➤ Exposure at the TDWI European Conference in Munich, with logo in conference brochure, program guide, and on exhibit hall banner 	<p>MUNICH June 23–25, 2014</p>



More Exposure Online

Being a TDWI Partner has its rewards! Get company highlights in renowned TDWI publications, increase your exposure on tdwi.org, and gain direct access to lists of highly qualified BI and DW professionals. Expand your reach and make valuable connections using the special Partner discounts on publication sponsorship and advertising.



PROGRAMS

Multimedia Marketing Publications

- Special Partner sections of TDWI publications, including *What Works: Case Studies and Solutions* and World Conference brochures—with a combined promotional reach of more than 600,000 each year
- Your logo displayed prominently at TDWI World Conferences, from conference program guides and exhibit hall banners to promotional items
- Your logo displayed in a full-page Partner ad on the back cover of the quarterly *Business Intelligence Journal*

The Web

The Partner area of tdwi.org is an excellent way to convey your message to a highly targeted audience. Use your exclusive space to share new products, upcoming events, press releases and white papers, or other important company information.

- **Exclusive!** Logo link to your own page on the TDWI website, using the rotating feature on tdwi.org
- **Exclusive!** Run-of-site rotating banner ad with your logo and a brief company description for the entire year
- **Exclusive!** Your own page in the Partner area of the TDWI website
- Two white papers featured in the TDWI White Paper Library for three months; includes lead generation. Thousands of BI/DW professionals will have the opportunity to read and download your hottest white papers
- Enhanced Partner Web pages:
 - TDWI Partner Web page with logo, description, and link to company website
 - Inclusion of links to all related Partner content on tdwi.org:
 - Sponsored Webinars
 - Currently listed white papers
 - Checklist Reports
 - Solutions Gateways
 - Videos



Sponsor Great Content for Less

TDWI Partners receive a 5% discount on publication advertising, sponsorships, research, and Webinars.

PROGRAMS

Publications

> *What Works: Case Studies and Solutions*

This digital compendium makes it easy for readers to subscribe to your assets. It allows you to share your customer success story, a “Lesson from the Experts” article, and your white papers with the TDWI audience. Your content is grouped together for easy access. Promoted to 100,000.

> *Best of Business Intelligence: A Year in Review*

Annual digital publication featuring the most influential TDWI articles, research summaries, and newsletters from the previous year, as well as an industry forecast from TDWI industry experts. Includes your content in the solutions section and full-page ad with product category opt-in leads. Promoted to 100,000.

> *Business Intelligence Journal*

Advertise in this quarterly publication to TDWI Premium Members and make an impact.



Research

> TDWI Best Practices Reports

Four reports are scheduled for 2014 with the following topics:

- *Evolving Data Warehouse Architecture in the Age of Big Data*
- *Business-Driven BI and Analytics*
- *Real-Time Data, BI, and Analytics: Accelerating Business to Leverage Customer Relations, Competitiveness, and Insights*
- *Next-Generation Analytics and Platforms for Business Success*

> TDWI Checklist Reports

Each Checklist Report provides an overview of success factors for a specific project in business intelligence, data warehousing, or a related data management discipline. Sponsorship details and potential Checklist topics are available upon request.



Webinar Series

- > The TDWI Webinar Series allows you to easily leverage our reach into the BI/DW space and get the high-quality leads you are looking for. Each live Webinar lasts one hour and includes an interactive Q&A session. These live events are recorded and are available on demand.

Your Brand Is in Good Hands

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](https://twitter.com/prussom) on Twitter, and on LinkedIn at [linkedin.com/in/philiprussom](https://www.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](https://twitter.com/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](https://twitter.com/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
- > Stephen Brobst
- > Maureen Clarry
- > Ken Collier
- > Lawrence Corr
- > 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
- > David Loshin
- > Mark Madsen
- > William McKnight
- > John Myers
- > Mark Peco
- > James Powell
- > Thomas Rathburn
- > Laura Reeves
- > Shawn Rogers
- > Len Silverston
- > Stephen Swoyer
- > Dave Wells
- > Colin White
- > Nancy Williams
- > Lynn Winterboer
- > Lyndsay Wise

Partnering Has Its Advantages

As a Partner, you have direct access to TDWI thought leaders, superior content, and world-class research.

Great Benefits

- > **Exclusive!** 25% discount on speaking engagements delivered by TDWI Research directors Philip Russom, David Stodder, and Fern Halper
- > Complimentary registrations for TDWI World Conferences:
 - U.S. conferences—18 days per conference, with discounts for additional attendees
 - European conference—one full conference registration for the Munich World Conference
- > TDWI Enterprise Premium Team Membership for up to 20 people in your organization. Visit tdwi.org/premium-membership for more information about TDWI Premium Member benefits
- > 5% discount on TDWI Onsite Education for your team, user conferences, or customers; courses can be tailored to meet your group's needs and skill levels

And More...

- > **Exclusive Use of the TDWI Partner Logo**
Partners receive the TDWI Partner logo for use in marketing collateral, company website, exhibitions, and other company and product information



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

T 425.277.9126

F 425.687.2842

tdwi.org