# tdwi

# **TDWI** EVENTS

## 2015

Connect with LOB and IT Professionals.

Engage in Meaningful Conversation.

Collect Quality Leads.

Achieve Great Results.

**Celebrating 20 Years of Excellence Delivering Programs That Reach Data Professionals Worldwide**

# 2015 TDWI Events

| Event Type | Location | Dates |
|---|---|---|
| **Conferences** | | |
| Each conference includes standard education courses, as well as featured track on specialized subject. **Audience: BI, DW, and Analytics professionals at all levels within an organization—Business, IT, and Operations divisions represented.** | | |
| Conference | Las Vegas, NV | February 22–27 |
| Conference | Chicago, IL | May 3–8 |
| Conference | San Diego, CA | September 20–25 |
| Conference | Orlando, FL | December 6–11 |
| **NEW!** Innovative Event | Boston, MA | July 26–31 |
| **BI Executive Summits** | | |
| Interactive, three-day peer event for higher-level LOB and senior IT professionals, designed to foster knowledge sharing—co-located with Conference. **Audience: Higher level BI executives who manage BI/DW functions and business sponsors who need to better understand such functions.** | | |
| BI Executive Summit | Las Vegas, NV | February 23–25 |
| BI Executive Summit | San Diego, CA | September 21–23 |
| **Executive Forum** | | |
| An event over two days, featuring a selected topic, with case study presentations, panel discussions, and premiere presentations for platinum sponsors. Co-located with a Conference. | | |
| MDM, Data Quality, and Data Governance Executive Forum | Orlando, FL | December 7–8 |
| **Solution Summits** | | |
| Exclusive, three-day event, hosted by TDWI, for prequalified decision makers attending by invitation only. **Audience: 100 senior business and technology decision makers who approve or recommend BI projects and are planning one in the next 12 months.** | | |
| Transforming Business with Big Data Analytics | Savannah, GA | March 15–17 |
| Using Advanced Analytics to Increase Competitive Advantage | San Diego, CA | May 31–June 2 |
| Architecting a Modern Data Ecosystem in the Age of Big Data, Analytics, and Hadoop | Austin, TX | Semptember 13–15 |
| Data Analytics, Visualization, and Storytelling | Scottsdale, AZ | November 1–3 |
| **BI Symposium** | | |
| The TDWI BI Symposium is shorter than a TDWI Conference and addresses current topics. It combines in-depth education with best-practice case studies. | | |
| BI Symposium | London, UK | September 7–9 |

# A Sure Way To Make New Connections

For 20 years, TDWI has helped organizations—from start-ups to *Fortune* 500 companies—consistently reach qualified business intelligence (BI), data warehousing (DW), and analytics professionals. During that time, we have seen a shift in the makeup of the TDWI audience and, today, both business executives and IT professionals participate in equal numbers in many of our programs.

TDWI events attract professionals from all types of organization, big and small, and at all stages of maturity, and keep them coming back by providing:

> High-quality, vendor-neutral educational offerings

> Thought leadership and independent analyst research and information

> Trusted sources for emerging ideas and trends in technology

## TDWI Events Cover a Vast Field of Technologies and Trends

> Agile Business Intelligence

> Big Data Analytics

> Business Analytics

> Business Intelligence

> Cloud

> Cloud BI, Social Media, Mobile BI

> Data Management (Integration, Quality, Governance, etc.)

> Hadoop

> Internet of Things

> Data Warehousing

> Performance Management

> Predictive Analytics

> SaaS, Open Source, Self-Service BI

> Visualization, and much more…

## TDWI Events Are Not Your Typical Events

> **Exclusive Exhibit Time**
Get undivided attention from attendees with exclusive exhibit and networking time! TDWI does not schedule courses or sessions during exhibit hours or receptions.

> **High-Quality Leads**
Every contact you make is a potential customer. TDWI allows only paid attendees and Premium Members access to exhibitors, so you are assured of quality leads and a significant ROI.

> **Education and Thought Leadership**
The educational format of TDWI events draws highly engaged attendees who have a vested interest in BI/DW and analytics. These professionals know the industry and look forward to interacting with exhibitors to hear about products and services.

> **Reputation and Trust**
TDWI is ready to work with you to make your experience valuable and enjoyable.

# In-House Thought Leadership

**Philip Russom, Ph.D.,** is director of TDWI Research for data management and oversees many 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.

**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.

**Fern Halper, Ph.D.,** is director of TDWI Research for advanced analytics. She is well known in the analytics community, having published hundreds of articles, research reports, speeches, Webinars, and more on data mining and information technology over the past 20 years. Halper is also co-author of several "Dummies" books on cloud computing, the hybrid cloud, and big data. She focuses on advanced analytics, including predictive analytics, social media analysis, text analytics, cloud computing, and "big data" analytics approaches. She has been a partner at industry analyst firm Hurwitz & Associates and a lead analyst for Bell Labs. Her Ph.D. is from Texas A&M University.
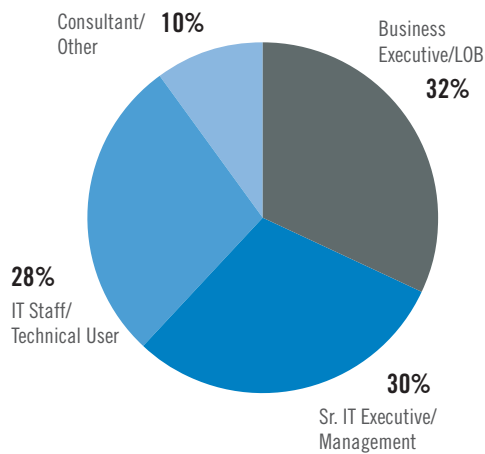
*TDWI brings its audience together with the leading independent analysts, instructors, and writers in the industry. Among them:*

- Chris Adamson
- Linda Briggs
- Stephen Brobst
- Maureen Clarry
- Steve Dine

- Wayne Eckerson
- Jonathan Geiger
- Claudia Imhoff
- David Loshin
- Mark Madsen

- Mark Peco
- Stephen Swoyer
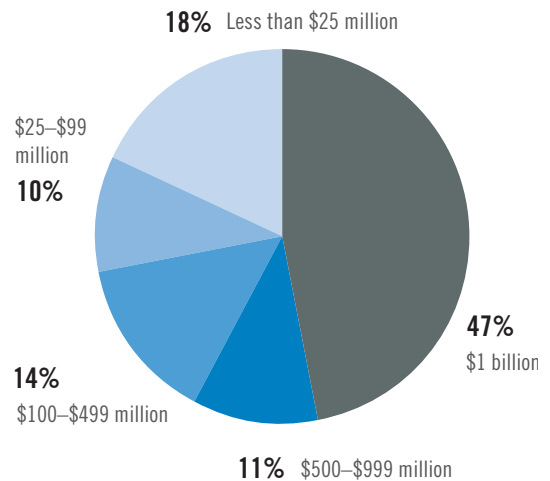- Dave Wells
- Colin White
- Lyndsay Wise

# Qualified Business and IT Audiences

Business intelligence and analytics are no longer solely the realm of IT. Consequently, the TDWI audience has evolved to include line-of-business and higher management professionals who are looking for education and research materials to help them better understand how to use data to their advantage. Here is a look at TDWI audience demographics:
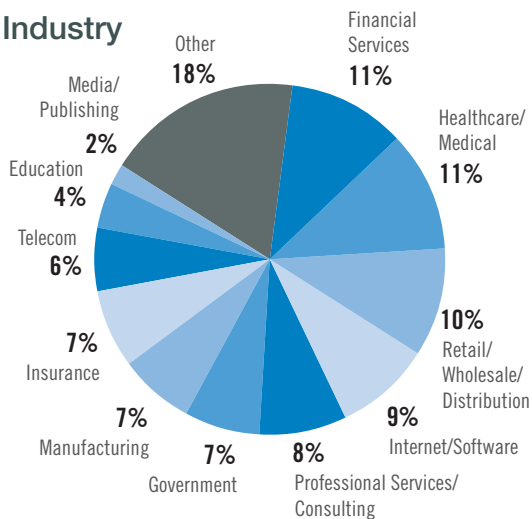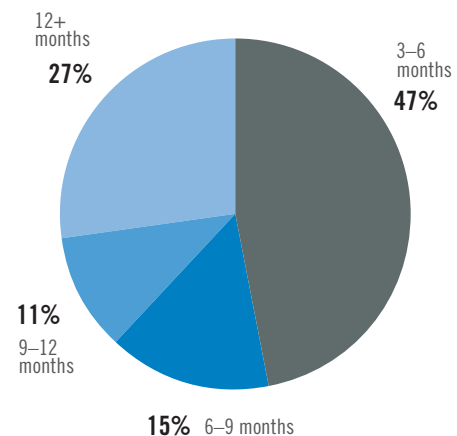
## Job Function

- Consultant/Other **10%**
- Business Executive/LOB **32%**
- IT Staff/Technical User **28%**
- Sr. IT Executive/Management **30%**

## Approximate Gross Revenue

- Less than $25 million **18%**
- $25–$99 million **10%**
- $100–$499 million **14%**
- $500–$999 million **11%**
- $1 billion **47%**

## Industry

- Other **18%**
- Financial Services **11%**
- Media/Publishing **2%**
- Education **4%**
- Telecom **6%**
- Insurance **7%**
- Manufacturing **7%**
- Government **7%**
- Professional Services/Consulting **8%**
- Internet/Software **9%**
- Retail/Wholesale/Distribution **10%**
- Healthcare/Medical **11%**

## Next BI/DW Implementation*

- 12+ months **27%**
- 3–6 months **47%**
- 9–12 months **11%**
- 6–9 months **15%**

*Based on 2014 TDWI World Conference surveys*

## Types of Events

> **TDWI Conferences**
Events for a wide-range of professionals looking for education programs and training.

> **TDWI BI Executive Summits**
Interactive peer events for higher level LOB and senior IT professionals designed to foster knowledge sharing.

> **TDWI Solution Summits**
Exclusive, hosted meetings of prequalified decision makers, top thought leaders, and solution providers.

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

# Educational Events

TDWI Conferences attract business executives and technology professionals looking for in-depth BI/DW and analytics education and training. Conferences feature full- and half-day courses taught by top-notch instructors, one-on-one consulting, peer networking, an active exhibit hall, and sponsorship opportunities for vendors who want to maximize their visibility, broaden their reach, and drive more sales.

It's the ideal gathering for business and technology professionals looking for information to help them do their jobs better. 500–700 attendees.

## 2015 TDWI Conferences

| | |
|---|---|
| Las Vegas | February 22–27 |
| Chicago | May 3–8 |
| San Diego | September 20–25 |
| Orlando | December 6–11 |
| Munich | June 22–24 |
| London | September 7–9 |

**NEW! Innovative Event**

| | |
|---|---|
| Boston | July 26–31 |

## Exhibit Package Options

| Exhibit Package Options | Standard | Gold |
|---|---|---|
| One 10' x 20' booth space | ● | ● |
| Company description and logo in conference program guide | ● | ● |
| Link to your website from the online conference brochure | ● | ● |
| Full-page B&W ad (4" x 9") in conference program guide | | ● |
| Attendee bag insert or room drop (does not include hotel charges) | | ● |
| Traffic generator: 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 to a 20' x 20' end cap space.

# Sponsorship Opportunities

TDWI Conferences offer limited speaking opportunities in keeping with the vendor-neutral aspect of these events. To help exhibiting companies communicate with attendees directly and further business communication, TDWI offers sponsorships such as hospitality suites, attendee luncheon presentations, and case study presentations as a means for your company to address attendees directly and further business communication.

## Hospitality Suite/Hands-on Lab

This sponsorship 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.

## Turn-Key Luncheon, by Invitation Only

Host a turn-key luncheon for up to 40 targeted attendees during the conference. TDWI handles all the details for you—you just need to show up and present your newest technology or successful customer/business story.

## Vendor Case Study Presentation

Present a successful case study to conference attendees during exhibit hall hours. It's a great way to tell the story and further communicate with professionals looking for solutions.

## More Sponsorship Opportunities

> Conference lanyards

> Conference program guide ad

> Exhibit hall giveaways coupon book

> Bag inserts or hotel room drops

> Breakfast or break sponsorship

*"Excellent opportunity to hear from people actively engaged in implementing BI, DW, and analytics. A good place to cut through marketing messages and learn what's actually happening in the trenches."*

*—Esri*

# Executive Events

| Location | Theme | Dates |
|----------|-------|-------|
| **BI Executive Summits** | | |
| Las Vegas | Achieving Business Innovation with Analytics, Big Data, and Emerging Technologies | February 23–25 |
| San Diego | TBD | September 21–23 |
| **Solution Summits** | | |
| Savannah | Transforming Business with Big Data Analytics | March 15–17 |
| San Diego | Using Advanced Analytics to Increase Competitive Advantage | May 31–June 2 |
| Austin | Architecting a Modern Data Ecosystem in the Age of Big Data, Analytics, and Hadoop | September 13–15 |
| Scottsdale | Data Analytics, Visualization, and Storytelling | November 1–3 |
| **MDM Executive Forum** | | |
| Orlando | MDM, DQ, and Data Governance | December 7–8 |

## BI Executive Summits

TDWI BI Executive Summits are interactive peer events designed to foster knowledge sharing. They bring together business and IT executives with BI sponsors for two full days of dialogue and shared learning focused on major topics such as analytics, business intelligence, performance management, or data warehousing. BI Executive Summits are co-located with TDWI Conferences. 125–150 attendees.

### Sponsorship Package (Limited availability)

> Prequalified BI executives

> Company introduction to entire group

> Participation in panel discussion

> Participation in executive reception

> Ability to schedule 15-minute one-on-one meetings with attendees

> Opt-in attendee list

> Pre- and post-conference company name list

> Two registrations for members of your executive team to attend

# Solution Summits

TDWI Solution Summits are exclusive, hosted, two-day meetings of top thought leaders, solution providers, and company executives who attend by invitation only. Solution Summits cover real-world tips and best practices on a specific topic. They include sponsor presentations, case studies, and panel discussions, along with one-on-one meetings between sponsors and participants. 100 prequalified attendees.

## Sponsorship Package

| Sponsorship Package Options | Platinum (4) | Gold (4) | Silver (10) |
|---|:---:|:---:|:---:|
| Industry Presentation: 20-minute speaking opportunity to the whole group | ● | | |
| Industry Panel: Sponsoring companies participate in one of the scheduled panels | ● | ● | |
| Vendor-Selected Case Study Presentations: 25-minute sessions to 20 attendees per session | 2 | 2 | 1 |
| Tabletop exhibit space | ● | ● | ● |
| Logo and company description in event program guide | ● | ● | ● |
| All-access event badges | 6 | 4 | 2 |
| Post-event attendee list | ● | ● | ● |
| Ability to schedule one-on-one meetings with attendees | ● | ● | ● |
| Access to TDWI analyst for one-on-one meeting | ● | ● | ● |

# MDM Executive Forum

The MDM Executive Forum is designed to encourage interaction and knowledge sharing among executives with collaborative learning and discussion. Forums are co-located with a TDWI Conference. 100 attendees.

# 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. Topics and dates are determined by mutual agreement. Limited availability.

## INCREASE BRAND AWARENESS, BECOME A TDWI PARTNER

TDWI Partners get exposure at all four U.S. conferences with company logo in conference brochures, program guides, attendee tote bags, on the exhibit hall banner, and a floor decal at the booth. They are also invited to the welcome reception on the first night of the conference, where they are featured as TDWI Partners. For more information, contact Denelle Hanlon, 425.277.9130, or dhanlon@tdwi.org.

## GAIN ACCESS TO AN INFLUENTIAL DATA CONSUMER GROUP

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

> TDWI databases contain more than 108,000 BI/DW and analytics professionals

> 47% of companies have revenues of $1 billion+

> 52% of people in databases are at management level or higher

> Approximately 70% of the TDWI audience is from the U.S. and 30% is international

## TDWI, the Web, and Social Media

There were more than 1.2 million visits to the TDWI website in the past year*, and traffic continues to grow weekly. Social media provides a vibrant avenue to continue the conversation with over 80,000 engaged followers.

**LinkedIn**—tdwi.org/linkedin/tdwi

**Twitter**—twitter.com/tdwi

**Facebook**—facebook.com/datawarehouse

**YouTube**—youtube.com/tdwi1995

**Google+**—google.com/+TDWIOrg

*Based on activity ending October 31, 2014.

## THE FOLLOWING COMPANIES HAVE EXHIBITED AT A TDWI EDUCATION CONFERENCE IN THE LAST TWO YEARS:

Actian Corporation • Actuate • Adaptive Planning • Alteryx • Altosoft, A Kofax Company Analytix Data Services LLC • Attivio • Birst • Blue Star Infotech • CA Technologies • CBIG Consulting CirrusPoint • Cisco • Collibra • Cloudera • Compact Solutions • Composite Software, Inc. • Damaka Datasource Consulting • Datawatch • Dell Software • Denodo Technologies • Domo Technologies • Esri EXASOL • GoodData • Halo BI • Hortonworks • HP • HP Vertica • IBM • iceDQ • Impetus Technologies Infogix, Inc. • Information Builders • Intel • iOLAP, Inc. • Jaspersoft • Kalido • L&T Infotech Liaison • Logi Analytics • Looker • MapR • MarkLogic • MemSQL • Microsoft • MicroStrategy • Neudesic Neutrino Concepts Ltd. • Oracle • ParAccel, Inc. • Pentaho • RedPoint Global • Roambi • Rocket Software SAP • SAS Institute, Inc. • Solace Systems • Splunk • Syncsort Incorporated • Tableau Software • Talend Tamr • Teradata Corporation • TIBCO Spotfire • TimeXtender • Treasure • Trillium Software • ValueMomentum VelociData, Inc. • WebAction • WhereScape • YarcData • Yellowfin

# Contact Us

For more information about events, contact

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Advancing all things data.