



**Transforming Data  
With Intelligence™**

**2017**

# **EVENTS PROSPECTUS**

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**EXHIBIT & SPONSORSHIP OPPORTUNITIES**

For more than 20 years, TDWI has been raising the intelligence of data leaders and their teams with in-depth, applicable education and research, and an engaged worldwide membership community. At TDWI events, sponsors and exhibitors have access to the best qualified audience in the industry—professionals looking to improve their knowledge and learn about the latest tools and technologies.

## CONFERENCES & LEADERSHIP SUMMITS

### LAS VEGAS



#### *Data Insight for the Enterprise*

February 12-17, 2017

Caesars Palace  
Las Vegas, NV

#### **Exhibit Hall:**

February 14-15

### CHICAGO



#### *Modernizing Your Data Ecosystem*

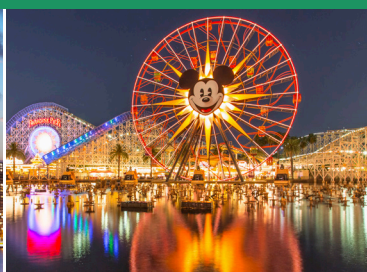
May 7-12, 2017

Chicago Hilton  
Chicago, IL

#### **Exhibit Hall:**

May 9-10

### ANAHEIM



#### *Analyze. Visualize. Interpret.*

August 6-11, 2017

Disneyland Hotel  
Anaheim, CA

#### **Exhibit Hall:**

August 8-9

### ORLANDO



#### *Data Futures 2018*

December 3-8, 2017

Royal Pacific Resort  
Orlando, FL

#### **Exhibit Hall:**

December 5-6

#### LEADERSHIP SUMMIT

February 13-14, 2017

*Putting Big Data, Data Science, and Analytics to Work in Your Organization*

#### LEADERSHIP SUMMIT

May 8-9, 2017

*Architecting a Modern Data Ecosystem in the Age of Big Data, Analytics, and Hadoop*

#### LEADERSHIP SUMMIT

August 7-8, 2017

*Achieving Faster Time to Value Through BI and Visual Analytics*

#### LEADERSHIP SUMMIT

December 4-5, 2017

*Emerging Trends and Leadership for Advanced Analytics*

## ACCELERATE EVENTS



#### ACCELERATE BOSTON

*Accelerate Your Career to Becoming a Data Scientist*

The Westin Copley Place  
Boston, MA  
April 3-5, 2017

**Exhibit Hall:** April 3-4



#### ACCELERATE SEATTLE

*Accelerate Your Path to Analytics Success*

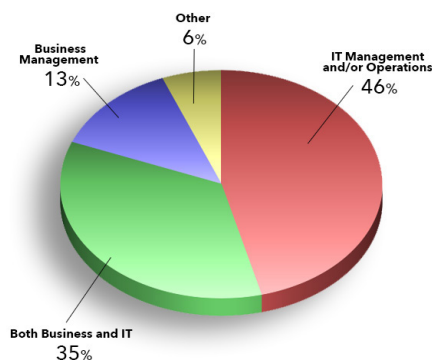
Hyatt Regency Bellevue  
Bellevue, WA  
October 16-18, 2017

**Exhibit Hall:** October 16-17

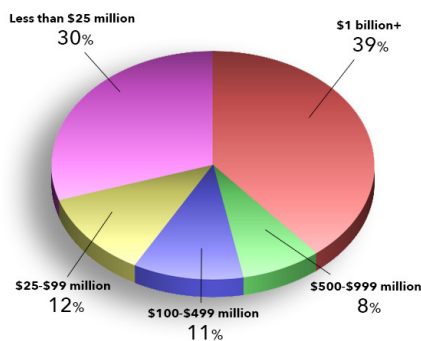
## By the Numbers

- ▶ ATTENDANCE at TDWI events is up 38% YoY
- ▶ 30% new CONTENT at each event
- ▶ Over 90% of ATTENDEES are from the U.S. and Canada
- ▶ Over 50 full- and half-day COURSES at each conference

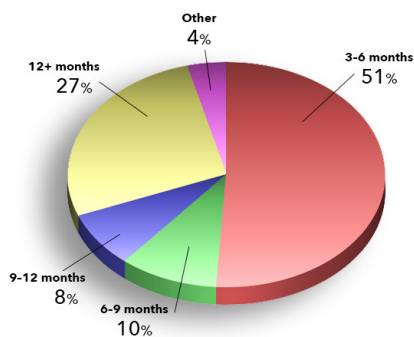
## DEMOGRAPHICS\*



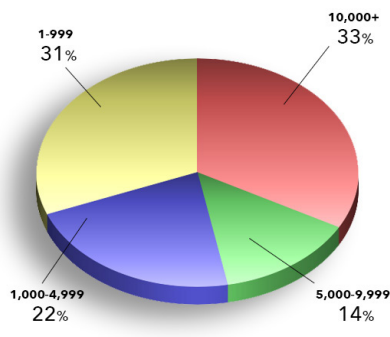
JOB FUNCTION



APPROXIMATE GROSS REVENUE



TIME TO NEXT IMPLEMENTATION



COMPANY SIZE

## TOP INDUSTRIES REPRESENTED\*



\*Source: TDWI Survey August 2016

## CONFERENCE\* PARTICIPATION—CHOOSE YOUR EXHIBIT LEVEL

TDWI Conferences attract business and technology professionals looking for in-depth analytics, BI, and data management education and training. Conferences feature full- and half-day courses taught by first-class instructors, hands-on training, bootcamps, one-on-one interaction, peer networking, active exhibit hall, and sponsorship opportunities for vendors to maximize their visibility, broaden their reach, and add new leads to their sales funnel.

	EXCLUSIVE \$25,000 (Includes Leadership Summit participation)	PLATINUM \$14,000	GOLD \$10,000	TURNKEY \$12,000
<b>PRE-CONFERENCE</b>				
Exhibit space	10' x 20'	10' x 20'	10' x 10'	10' x 10'
Logo on website and in conference program guide, along with company description	150 words	125 words	100 words	75 words
Link from TDWI website to your company site	✓	✓	✓	✓
Multi-sponsor pre-conference email (if signed up 4 weeks prior to event)	✓	✓	✓	✓
Dedicated email (pre- or post-conference)	✓			
<b>AT CONFERENCE</b>				
Six-foot table and two chairs				✓
500W electrical outlet	✓	✓		✓
Lead scanner	✓	✓		✓
Signage promoting exclusive sponsorship as designated by TDWI	✓			
Logo on Monday pre-keynote slide presentation	✓			
Mobile app sponsor mention	✓			
Print ad in conference guide (Full page, B&W)	✓	✓		
Attendee conference bag insert or hotel room drop (does not include hotel charges)	✓	✓	✓	
Exhibit hall giveaway sponsorship	✓	✓	✓	
Security and aisle cleaning	✓	✓	✓	✓
One (1) three-day conference pass for a member of executive team	✓	✓		
Discount on conference passes (\$500 per day)	5	5	3	2
Booth personnel passes	7	7	5	3
<b>POST CONFERENCE</b>				
Dedicated email post-event, if not done pre-event	✓			

\*For more details, please refer to the contract. Prices subject to change without notice.

## LEADERSHIP SUMMITS\*

TDWI Leadership Summits are two-day interactive events designed to foster knowledge sharing. Under the guidance of TDWI Research, they bring business and IT executives and sponsors together for two full days of dialogue and learning focused on major topics facing decision makers in their daily lives. Leadership Summits are co-located with TDWI Conferences.

	EXCLUSIVE \$25,000 (Includes Conference participation)	PLATINUM \$12,000	GOLD \$10,000
<b>AT THE EVENT</b>			
15-minute Leadership Summit keynote presentation	✓		
Participation of one executive from sponsoring company in a 45-minute panel discussion, led by a TDWI moderator	✓	✓	
2-minute sponsor "introductory announcement" speaking opportunity/presentation on Monday	✓	✓	✓
Opportunity to network with executives and business sponsors at the Monday luncheon	✓	✓	✓
Monday evening reception including: networking space with signage, option to participate in a special drawing in exchange for post-conference list of attendees who "opted in" to be contacted	✓	✓	✓
Two complimentary registrations for members of sponsor's executive team to attend the summit (must be CEO, CTO, CMO or comparable level executive)	✓	✓	
Your logo on program guide and on the TDWI website, including company contact information and a 100-word company description	✓	✓	✓

\*For more details, please refer to the contract. Prices subject to change without notice.

## ACCELERATE EVENTS\*

TDWI Accelerate is three-day event designed to help organizations rapidly and more effectively achieve analytics success with a hands-on approach to learning. TDWI Accelerate covers the hottest topics and techniques in analytics and presents carefully selected case studies, expert sessions, panel discussions, half-day courses, a broad range of structured and unstructured networking interaction, and unique opportunities for attendees to experience the latest analytics technologies.

	\$6,500
<b>AT THE EVENT</b>	
Pre-conference, multi-sponsor email to attendees (if signed up 4 weeks prior to event)	✓
Six-foot tabletop exhibit and two chairs	✓
Electrical—500w	✓
Internet access	✓
Opportunity to participate in exhibit hall giveaway sponsorship	✓

\*For more details, please refer to the contract.



## CONFERENCE PROMOTIONAL SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	COST	DESCRIPTION
Lanyard	\$3,000 (Includes production)	<ul style="list-style-type: none"> <li>Get your name in front of everyone—sponsor logo on the lanyard (one color only)</li> <li>Distributed to all conference attendees</li> </ul>
Mobile App	\$500 to \$2,500 depending on option	<ul style="list-style-type: none"> <li>From banner ad on session page, to push notification or exclusive sponsorship</li> </ul>
Charging Station	\$1,000 per sponsor	<ul style="list-style-type: none"> <li>Sponsor the area dedicated to recharging computer and cell phones, with your name prominently displayed for the duration of the conference</li> </ul>
Coffee/Esspresso Break	\$3,500	<ul style="list-style-type: none"> <li>Get added visibility with logo displayed during the break</li> <li>Cost may vary depending on the location</li> </ul>
Wi-Fi (availability depends on hotel)	\$1,500	<ul style="list-style-type: none"> <li>Generate goodwill and build brand awareness with Wi-Fi access to attendees</li> <li>Includes easel signage near registration desk and exhibit hall entrance, and one push notification (text only through the TDWI mobile app) to let attendees know of availability. Limited to one sponsor</li> </ul>
Hospitality Suite	\$5,000 (Plus catering, audio/visual, and any additional setup fees)	<ul style="list-style-type: none"> <li>Sponsorship includes insertion of announcement flyer in attendee bags, signage promoting your company as the sponsor, and publicity in event program guide and mobile app. You must reserve the suite through TDWI. Up to three suites scheduled per evening, Monday &amp; Tuesday of conference</li> </ul>
Evening Hands-On Lab	\$5,000 (Plus catering, audio/visual, and any additional setup fees)	<ul style="list-style-type: none"> <li>Sponsorship includes insertion of announcement flyer in attendee bags, signage promoting your company as the sponsor, and publicity in event program guide and mobile app. Maximum of 40 people for lab. You must reserve the lab through TDWI</li> </ul>



## 2017 CONFERENCES EXHIBIT TERMS AND CONDITIONS

### APPLICATIONS

All applications for exhibit space at the Exposition must be made on this form. TDWI reserves the right, at its sole discretion, to decline acceptance of any Exhibitor application.

### EXHIBIT SPACE ALLOCATION

Booth space selection priority will be given in the order the contracts are received. The space provided will be as shown on floor plan provided by TDWI prior to each exhibition, but TDWI reserves the right to modify the floor plan if, in its sole judgment, it is in the best overall interest of the Exposition.

### PAYMENT TERMS

Payment of the Exhibit Fee shall be made in U.S. funds payable to 1105 Media, Inc. A non-refundable and non-transferable payment of 50% of the exhibit fee value is due and payable with submission of the contract. Exhibitors will receive an invoice with the following terms:

- Las Vegas Conference: 50% due upon receipt of invoice up to 90 days prior to event (11/14/16); remaining 50% due 90 days prior to event. 100% due upon receipt of invoice after 11/14/16.
- Chicago Conference: 50% due upon receipt of invoice up to 90 days prior to event (2/5/17); remaining 50% due 90 days prior to event. 100% due upon receipt of invoice after 2/5/17.
- Anaheim Conference: 50% due upon receipt of invoice up to 90 days prior to event (5/8/17); remaining 50% due 90 days prior to event. 100% due upon receipt of invoice after 5/8/17.
- Orlando Conference: 50% due upon receipt of invoice up to 90 days prior to event (9/4/17); remaining 50% due 90 days prior to event. 100% due upon receipt of invoice after 9/4/17.

If Exhibit Fee payments are not paid in full by due date, TDWI has sole discretion to reassign the space to applicants on the waiting list while still holding Exhibitor liable for the full exhibit Fee. Balances more than 30 days past due are subject to a one percent (1%) monthly service charge.

### CANCELLATION BY EXHIBITOR

In the event Exhibitor wishes to cancel the exhibit space contracted for herein, Exhibitor must fax or email written notice of cancellation to TDWI. In the event Exhibitor cancels more than sixty (60) days prior to the first day of the conference, Exhibitor shall be liable for fifty percent (50%) of the total Exhibit Fee for the exhibit space. In the event Exhibitor cancels less than sixty (60) days prior to the first day of the conference, Exhibitor shall be liable for one hundred percent (100%) of the total Exhibit Fee for the exhibit space. Exhibitor is responsible for payment of such fees irrespective of the reason for cancellation, including, without limitation, failure of its exhibit to arrive for any reason. In the event of cancellation by Exhibitor, TDWI shall have the right to use such space or rent such space to another exhibitor. Re-letting by TDWI of an Exhibitor's cancelled space shall not act to excuse Exhibitor from payment of any fees due hereunder.

### CANCELLATION BY TDWI

TDWI reserves the right to cancel the Exposition or to terminate the Contract for any reason at any time upon written notice to Exhibitor. Upon cancellation or termination by TDWI for reasons other than those beyond its control, TDWI's sole liability to Exhibitor, and Exhibitor's exclusive remedy, shall be a refund of the Exhibit Fees paid by Exhibitor under this Contract.

### FORCE MAJEURE

TDWI shall not be responsible for any loss or damage resulting from failure to perform under this Contract or to conduct any Exposition as currently scheduled in whole or part as a result of riot, strike, civil disorder, act of war, failure of facilities, earthquake, storm, fire, flood, or other acts of God, or any reason of any kind whatsoever beyond the reasonable control of TDWI. In such instance, however, TDWI will make reasonable efforts to reschedule the event. Should it ultimately be impossible to hold the event, TDWI may retain or will be due such portion of Exhibitor's Exhibit Fee as shall be required to compensate TDWI for expenses reasonably incurred up to the time a contingency beyond its control shall have occurred. All payments in excess of such expenses shall be refunded.

### CONDUCT OF EXHIBITOR

Exhibitors are encouraged to offer information that is educational, professional, and instructional. TDWI encourages Exhibitor to provide booth personnel who are technical in nature versus sales-oriented. Over-the-counter sale of goods (including acceptance of credit cards) for onsite delivery is expressly prohibited. TDWI may prohibit installation or request removal of any exhibits and/or personnel, which, because of noise, method of operation, content, or any other reason, are objectionable or otherwise detract from or are out of keeping with the character of the Exposition as a whole. TDWI reserves the right to close, remove, or require changes in any exhibit or to remove any of Exhibitor's personnel, agents, representatives, or independent contractors who are deemed, by TDWI in its sole discretion, detrimental to the Exposition and/or other Exhibiting Companies. If Exhibitor or its representatives fail to observe the terms and conditions of this Contract, or in the opinion of TDWI, conduct themselves unethically or detrimentally to TDWI, Exhibitor may be dismissed from the Exposition without refund or other appeal. All activities must be confined to the limits of rented space, and must not impede traffic or interfere with the activity of other exhibitors. All entertainment and hired booth staff must be pre-approved through TDWI.

### USE OF SPACE

Exhibitors may not sublet, assign, or apportion any part of the space contracted for herein excepted as approved in writing by TDWI. All activities must be confined to the limits of rented space and must not impede traffic or interfere with the activity of other exhibitors.

### DISPLAY RESTRICTIONS

Displays may not exceed a back wall height of ten (10) feet, including signs and graphics. No part of the exhibit or equipment may exceed a height of four (4) feet in the front half of the booth. (The front five (5) feet of Exhibitor's booth cannot have booth walls, monitors, tables, stands, etc. that stand above the four (4) foot level, blocking the line of vision into surrounding booths.) All exposed parts of the display must be finished so as not to be objectionable to neighboring exhibitors. Exhibitor shall not paste, nail, or otherwise affix any exhibit, sign, or other materials, to walls, doors, or other surfaces in a way that marks or defaces the premises. Exhibitor shall return the premises in as good condition as they were received. Exhibitor shall be liable for any damage caused by its failure to adhere to this provision. Any booth that show management deems as not properly "finished" by 10:00 a.m. on show day, will be draped by Freeman Decorating at the exhibitor's expense. TDWI reserves the right to remove all contents within the booth area if not fully assembled by 10:00 a.m., on show day.

### NOISE RESTRICTIONS

No microphones or loudspeaker systems will be allowed in the Exhibitor's booth or anywhere on the exhibit hall floor. The volume on all monitors or other equipment may be no louder than conversation level so as not to interfere with the activities of other exhibitors.

### CONDITION OF PREMISES

The premises are licensed on an "as-is" basis. TDWI shall not be liable for preexisting conditions of the premises or for conditions arising during the period of the Exposition.

### SOCIAL FUNCTIONS

Any function arranged by Exhibitor, and not approved by TDWI, that competes for the attendees' time is strictly prohibited. Promoting such an event—by placing signage, handing out flyers, or promoting at Exhibitor's booth—is immediate grounds for termination of Exhibitor's participation in the current and all future exhibitions. Exhibitor shall not independently reserve space at the location of the conference for the purpose of holding a hospitality suite, seminar, or any other related function that promotes its company or product.

### EXHIBITOR MANUAL

Exhibitor shall receive an "exhibitor kit" manual approximately sixty (60) days before each Exposition. The manual will include details on the move-in and move-out times, actual exhibit hours, and exhibit hall specifications. Included will be information on the independent contractor ("Exposition Contractor") that will provide the following: shipping information, furniture, booth and floor decorations, signs, telephone services, electrical, carpentry, and other related services. TDWI assumes no responsibility or liability for any of the services performed or materials delivered by any Exposition Contractor. Arrangements for these services and payments shall be made directly between Exhibitors and Exposition Contractors. Exhibitors choosing to use labor services other than those provided through the Official Service Contractor must notify TDWI at least thirty (30) days in advance of the first day of move-in.

### HOLD HARMLESS

The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor's (and its agents, servants, contractors, and officers) activities at the Exposition premises and will indemnify, defend, and hold harmless TDWI, its agents, servants, contractors, officers, and employees from any and all such losses, damages, and claims.

### INSURANCE AND SECURITY

Each Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the Exposition premises. Exhibitors are advised to carry special insurance to cover exhibit material against loss or damage, and public liability insurance against injury to the persons and property of others. As a courtesy to Exhibitors, perimeter security for the exhibit hall will be furnished. This should not be interpreted as a guarantee against loss or theft of any kind.

### EXHIBITIONS STAFFING

Exhibitor will be provided with a maximum of seven exhibitor badges depending on their exhibit package. Additional exhibitor badges, requested in advance or onsite, will cost \$100.00 per badge. Payment will be due before additional badges are issued. Any onsite registrants will be required to produce identification in order to receive their badge. Sharing of exhibitor badges or any other method used to gain unauthorized admission to the exhibit floor will be just cause for expelling the violator from the hall. An exhibitor badge does not allow you access to any classes or courses—a paid conference registration is required.

### CONFERENCE PASS

One three-day conference pass will be provided for a member of your executive team for the Premium exhibit package. Hands-On Labs are excluded due to extremely limited space. A special registration for your executive will be sent prior to each conference. Applies to Exclusive and Platinum Exhibit Packages only.

## GAMES AND PROMOTIONS

The purpose of the Exposition is to present a serious, business-like atmosphere for promotion of exhibitor products. TDWI must approve any games or "attention getters" that are not part of the usual booth equipment. In the event Exhibitor has any doubts on whether or not something is considered "usual or standard," please contact TDWI for clarification. TDWI reserves the right to remove or shut down any unusual or non-standard booth equipment, games, raffles, or other such activities.

## AUTHORIZATION

By signing this Contract, Exhibitor is authorizing TDWI to provide contact information including your address, phone number, fax number, and contact person to any service vendor contracted to conduct work for TDWI. This information will only be used for marketing of service vendors' products and services being used at the current event.

## PICTURE USE RELEASE

TDWI reserves the right to use any photographs, recordings, electronic images or publicity material obtained by TDWI in the course of the event for whatever use deemed proper by TDWI. TDWI reserves the right to include photographic, video and other visual portrayals of attendees or participants in the event in any pictorial medium of any nature for whatever purpose TDWI deems appropriate without compensation to participant.

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## 2017 LEADERSHIP SUMMITS EXHIBIT TERMS AND CONDITIONS

### TERMS AND CONDITIONS

The "sponsor" understands that this is a binding contract when submitted to TDWI. No refund on sponsorship fee if cancelled.

### LIMITATIONS

Sponsor is not involved in creating content or presenting any portion of the keynote or course presentations, with the exception of the panel discussion on Tuesday afternoon or the customer presentations, depending on the level of sponsorship. TDWI run all aspects of the presentations. Sponsor will be listed as a co-sponsor with TDWI.

### PAYMENT TERMS

Payment of Sponsorship Fee shall be made in U.S. funds payable to 1105 Media, Inc. A non-refundable and non-transferable payment of 50% of the sponsorship value is due and payable with submission of the written notice. Sponsors will receive an invoice with the following terms:

- Las Vegas Leadership Summit: Contract signed up to October 12, 2016–50% due upon receipt of invoice, remaining balance due 90 days prior to event date; 100% due for contract signed after October 12
- Chicago Leadership Summit: Contract signed up to January 1, 2017–50% due upon receipt of invoice, remaining balance due 90 days prior to event date; 100% due for contract signed after January 1
- Anaheim Leadership Summit: Contract signed up to April 1, 2016–50% due upon receipt of invoice, remaining balance due 90 days prior to event date; 100% due for contract signed after June 1
- Orlando Leadership Summit: Contract signed up to August 1, 2016–50% due upon receipt of invoice, remaining balance due 90 days prior to event date; 100% due for contract signed after August 1

Balances more than 30 days past due are subject to a 1% monthly service charge.

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## 2017 ACCELERATE EVENTS EXHIBIT TERMS AND CONDITIONS

### APPLICATIONS

The "sponsor" understands that this is a binding contract when submitted to TDWI. TDWI reserves the right, at its sole discretion, to decline acceptance of any vendor application.

### PAYMENT TERMS

Payment of Sponsorship Fee shall be made in U.S. funds payable to 1105 Media, Inc. A non-refundable and non-transferable payment of 50% of the sponsorship value is due and payable with submission of the contract. Sponsors will receive an invoice with the following terms:

- Accelerate Boston: 50% due upon receipt of invoice up to 90 days prior to event (1/3/17); remaining 50% due 90 days prior to event. 100% due upon receipt of invoice after 1/3/17.
- Accelerate Seattle: 50% due upon receipt of invoice up to 90 days prior to event (7/18/17); remaining 50% due 90 days prior to event. 100% due upon receipt of invoice after 7/18/17.

If payment is not paid in full by due date, TDWI has sole discretion to reassign the sponsorship to applicants on the waiting list while still holding Sponsor liable for the full Fee. Balances more than 30 days past due are subject to a one percent (1%) monthly service charge.

### CANCELLATION BY VENDOR

In the event Vendor wishes to cancel the Vendor sponsorship contracted for herein, Vendor must fax or email written notice of cancellation to TDWI. In the event Vendor cancels once contracted, Vendor shall be liable for one hundred percent (100%) of the total Vendor Fee for the Vendor sponsorship. Vendor is responsible for payment of such fees irrespective of the reason for cancellation, including, without limitation, failure of its Vendor to arrive for any reason. In the event of cancellation by Vendor, TDWI shall have the right to offer sponsorship to another Vendor. Re-letting by TDWI of a Vendor's cancelled sponsorship shall not act to excuse Vendor from payment of any fees due hereunder.

### CANCELLATION BY TDWI

TDWI reserves the right to cancel the Exposition or to terminate the Contract for any reason at any time upon written notice to Vendor. Upon cancellation or termination by TDWI for reasons other than those beyond its control, TDWI's sole liability to Vendor, and Vendor's exclusive remedy, shall be a refund of the Vendor Fees paid by Vendor under this Contract.

### FORCE MAJEURE

TDWI shall not be responsible for any loss or damage resulting from failure to perform under this Contract or to conduct any Exposition as currently scheduled in whole or part as a result of riot, strike, civil disorder, act of war, failure of facilities, earthquake, storm, fire, flood, or other acts of God, or any reason of any kind whatsoever beyond the reasonable control of TDWI. In such instance, however, TDWI will make reasonable efforts to reschedule the event. Should it ultimately be impossible to hold the event, TDWI may retain or will be due such portion of Vendor's Fee as shall be required to compensate TDWI for expenses reasonably incurred up to the time a contingency beyond its control shall have occurred. All payments in excess of such expenses shall be refunded.

### USE OF EXHIBIT SPACE

Vendors may not sublet, assign, or apportion any part of the space contracted for herein except as approved in writing by TDWI. All activities must be confined to the limits of rented space and must not impede traffic or interfere with the activity of other Vendors.

### VENDOR MANUAL

Vendor shall receive a "Vendor Kit" manual approximately sixty (60) days before Exposition. The manual will include details on the move-in and move-out times, actual Vendor hours, and Vendor hall specifications.

### HOLD HARMLESS

The Vendor assumes the entire responsibility and liability for losses, damages, and claims arising out of Vendor's (and its agents, servants, contractors, and officers) activities at the Exposition premises and will indemnify, defend, and hold harmless TDWI, its agents, servants, contractors, officers, and employees from any and all such losses, damages, and claims.

### INSURANCE AND SECURITY

Each Vendor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Vendor's displays, equipment, and other property brought upon the Exposition premises. Vendors are advised to carry special insurance to cover Vendor material against loss or damage, and public liability insurance against injury to the persons and property of others. As a courtesy to Vendors, perimeter security for the Vendor hall will be furnished. This should not be interpreted as a guarantee against loss or theft of any kind.

### AUTHORIZATION

By signing this Contract, Vendor is authorizing TDWI to provide contact information including address, phone number, fax number, and contact person to any service vendor contracted to conduct work for TDWI. This information will only be used for marketing service vendors' products and services being used at the current event.