

TDWI MARKETING AND MEDIA SERVICES 2017



European
TDWI Conference Munich
June 26-28, 2017

TDWI 2017 Munich

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- International conference (German and English sessions)
- Target group: BI, Analytics and Data Management decision makers
- More than 75 sponsors



Facts & Figures

- The annual TDWI Conference takes place in Munich since 2004
- More than 1,300 highly qualified attendees
- 3 days
- 8 tracks
- 15 case studies
- Parallel special tracks of vendors



SPONSORSHIP BENEFITS:

ATTENDEE ATTRACTION

- Leading event for BI, Analytics and Data Management in Europe
- Quality of the vendor-neutral conference program is guaranteed by independent board

NETWORKING

- Meet more than 1,300 highly qualified attendees
- Catering in the exhibition
- Welcome Reception on Monday evening
- Get-together on Tuesday evening

PRESENTATION OPPORTUNITIES

- Case study
- Vendor-neutral presentation in the conference program (via call for papers, ends: January 10th, 2017)
- Special tracks

HIGH VISIBILITY IN THE MARKET

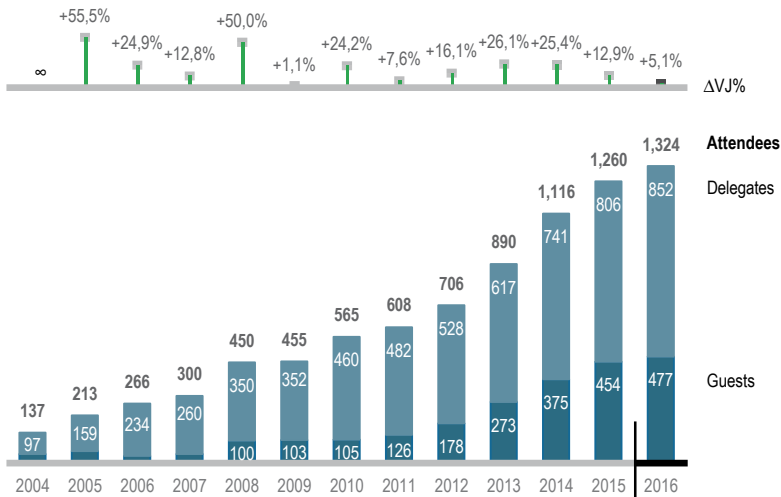
- Marketing campaigns in the TDWI community
- TDWI social media channels
- Promotion via partners



Key facts TDWI Conference in Munich

Attendees

2004 – 2016, ΔVJ%

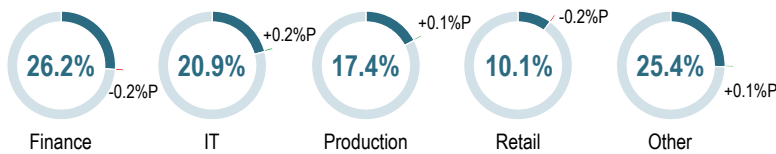


1,324

attendees in 2016 are a new visitors high. There is an average growth of 99 visitors per year. Altogether the number of attendees has grown by 1.187 (+866%).

Industry

2016, ΔVJ%P

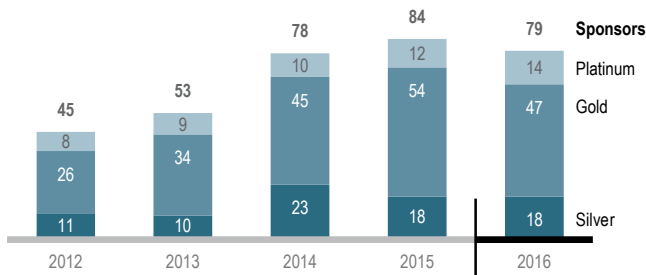


26%

of the attendees from user companies - which is the are majority representatives of the financial service sector.

Sponsor categories

2012 – 2016



79

companies have been sponsors of the TDWI 2016. 77% booked a gold or platinum package.

Some presentations graded "very good" in 2016

- Data science in action
Jos Van Dongen
- Impact of digitalization on the analytical company landscape - a time travel to the year 2020
Markus Enderlein
- Visual business analytics as enabler for collective intelligence in companies
Dirk U. Proff, Arne-Kristian Schulz und Prof. Dr. Jörn Kohlhammer
- Customer intelligence as game changer in the financial services industry
Dr. Matthias Nolte, Toni Born

105

presentations were held at the TDWI Conference in Munich in 2016. They were given the average grade 1.6. In 2011 there were 56 presentations. Consequently the number of presentations has grown by 10 per year.

Sponsor Packages TDWI 2017 Munich

SPONSORING	PLATINUM	GOLD	SILVER						
Program	<ul style="list-style-type: none"> • 1 speaking slot for a case study (30 min) • Speaker bio and picture in the conference program and on the conference website 								
Exhibition	<ul style="list-style-type: none"> • 12 sqm booth • Booth-building incl. printed company logo on head panel • 1 bar/low table, 2 chairs/bar stools, computer workstation (consisting of base cabinet and desktop) and brochure rack • Power connection, WLAN 	<ul style="list-style-type: none"> • 9 sqm booth • Booth-building incl. printed company logo on head panel • 1 bar/low table, 2 bar stools, lockable sideboard, brochure rack • Power connection, WLAN 	<ul style="list-style-type: none"> • 6 sqm floor space for a pop up banner • 1 bistro table • 2 bar stools • Power connection, WLAN 						
Conference	<ul style="list-style-type: none"> • 4 full conference tickets for key customers (access to conference program) • 3 exhibitor tickets for your staff (exhibition and free program) • 2 inserts in the delegate bag 	<ul style="list-style-type: none"> • 2 full conference ticket for key customers (access to conference program) • 3 exhibitor tickets for your staff 	<ul style="list-style-type: none"> • 1 full conference ticket for key customers (access to conference program) • 2 exhibitor tickets for your staff 						
Placement	<ul style="list-style-type: none"> • Company profile, speaker and case study, abstract on the conference website • Your logo in all emails for attendee marketing (60,000 contacts) • Your logo on the cover and inside the print version of the conference program (250,000 copies) and all other printed marketing materials • Your logo on official sponsor banners at the conference • Your logo highlighted on the conference website 	<ul style="list-style-type: none"> • Company profile on the conference website • Your logo in all emails for attendee marketing (60,000 contacts) • Your logo inside the print version of the conference program (250,000 copies) and all other printed marketing materials • Your logo on official sponsor banners at the conference • Your logo on the conference website 	<ul style="list-style-type: none"> • Company profile on the conference website • Your logo in all emails for attendee marketing (60,000 contacts) • Your logo inside the print version of the conference program (250,000 copies) and all other printed marketing materials • Your logo on official sponsor banners at the conference • Your logo on the conference website 						
Exclusive Online Marketing	<table border="0"> <tr> <td>Option 1</td> <td>Option 2</td> </tr> <tr> <td> <ul style="list-style-type: none"> • Standalone email in your look & feel to our contacts </td> <td> <ul style="list-style-type: none"> • Lead generation by your contents (10 leads) </td> </tr> <tr> <td colspan="2"> <ul style="list-style-type: none"> • 1 advert in the TDWI Newsletter (12,000 contacts, until end of 2016) </td> </tr> </table>	Option 1	Option 2	<ul style="list-style-type: none"> • Standalone email in your look & feel to our contacts 	<ul style="list-style-type: none"> • Lead generation by your contents (10 leads) 	<ul style="list-style-type: none"> • 1 advert in the TDWI Newsletter (12,000 contacts, until end of 2016) 			
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<ul style="list-style-type: none"> • 1 advert in the TDWI Newsletter (12,000 contacts, until end of 2016) 									
Specials	<ul style="list-style-type: none"> • Sponsor lounge with free drinks • 25% discount for your customers (after early bird registration stage) • Optional: 50% discount on 2 page case study in BI-Spektrum magazine (issue: 02/2017) 	<ul style="list-style-type: none"> • Scanner for contact data of the attendees • Sponsor lounge with free drinks • 25% discount for your customers (after early bird registration stage) • Optional: 50% discount on 2 page case study in BI-Spektrum magazine (issue: 02/2017) 	<ul style="list-style-type: none"> • Sponsor lounge with free drinks • 15% discount for your customers (after early bird registration stage) • Optional: 50% discount on 2 page case study in BI-Spektrum magazine (issue: 02/2017) 						
Delegate List	<ul style="list-style-type: none"> • Approx. 1,000 contacts (postal addresses) 	<ul style="list-style-type: none"> • Approx. 1,000 contacts (postal addresses) 	<ul style="list-style-type: none"> • Approx. 1,000 contacts (postal addresses) 						
Price	16,900 €* 	8,900 €* 	6,900 €* 						

SPECIAL DAY (Add-on for Platinum-Sponsors only)

- Vendor workshop / half or full day
- Marketing in the conference program
- Announcement on the conference website
- Inclusive lead generation

Price: 5,500 €*

ADDITIONAL AWARENESS

- WLAN sponsoring
- Coffee bar sponsoring
- Welcome reception
- Your ideas...?

Are you interested? Please contact us!

CASE STUDY (Add-on for Gold-Sponsors only)

- Speaking slot for a case study (30 min)
- Only 15 spots available
- Including lead generation

Price: 2,900 €*

Sponsors 2016

Platinum sponsors



Gold sponsors



Silver sponsors



TDWI MARKETING & MEDIA SERVICES 2017



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