The annual TDWI Conference takes place in Munich since 2004.

- More than 1,300 highly qualified attendees
- 3 days
- 8 tracks with over 100 talks, case studies, workshops and world cafés
- Parallel special tracks from various industry sectors on specific topics and from selected vendors
- International conference (German and English sessions)
- Target audience: decision makers from BI, Analytics and Data Management
- Over 80 exhibitor and sponsors

**Facts & Figures**

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

**Networking**
- Meet over 1,300 decision makers and experts from the fields of BI, Analytics and Data Management
- Catering in the exhibition hall
- Welcome reception on Monday evening
- Get-together on Tuesday evening

**Presentation opportunities**
- Case studies
- Vendor-neutral talk as part of the program
- Special tracks

**High marketing visibility**
- Marketing campaigns for the TDWI community
- TDWI social media channels
- Promotion via partners
### Conferences TDWI Munich

#### SPONSORING

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibition</strong></td>
<td>• 12 sqm stand space</td>
<td>• 9 sqm stand space</td>
<td>• 6 sqm stand space</td>
</tr>
<tr>
<td></td>
<td>• Stand built by TDWI (Presentation stand</td>
<td>• Stand built by TDWI (Presentation stand</td>
<td>• 1 standing desk</td>
</tr>
<tr>
<td></td>
<td>Platinum see next page)</td>
<td>Gold see next page)</td>
<td>• 2 bar stools</td>
</tr>
<tr>
<td></td>
<td>• (Standing) desk, 2 stools/bar stools,</td>
<td>• (Standing) desk, 2 stools/bar stools,</td>
<td>• Power supply and WLAN</td>
</tr>
<tr>
<td></td>
<td>brochure stand</td>
<td>brochure stand</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Computer workstation (consisting of base</td>
<td>• Lockable sideboard</td>
<td></td>
</tr>
<tr>
<td></td>
<td>cabinet and desktop)</td>
<td>• Power supply and WLAN</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Power supply and WLAN</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tickets</strong></td>
<td>8</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td><strong>Placement</strong></td>
<td>• Company profile on the conference website</td>
<td>• Company profile on the conference</td>
<td>• Company profile on the conference website</td>
</tr>
<tr>
<td></td>
<td>• Logo in all marketing emails</td>
<td>website</td>
<td>• Logo in all marketing emails</td>
</tr>
<tr>
<td></td>
<td>• Logo emphasised in print edition of the</td>
<td>• Logo in all marketing emails</td>
<td>• Logo in print edition of the conference</td>
</tr>
<tr>
<td></td>
<td>conference program</td>
<td>• Logo in print edition of the conference</td>
<td>program</td>
</tr>
<tr>
<td></td>
<td>• Logo emphasised on the conference website</td>
<td>• Logo in all print advertising</td>
<td>• Logo in all print advertising</td>
</tr>
<tr>
<td></td>
<td>• Logo in all print advertising</td>
<td>• Logo on the conference's official event</td>
<td>• Logo on the conference's official event</td>
</tr>
<tr>
<td></td>
<td>• Logo emphasised on the conference's</td>
<td>banner</td>
<td>banner</td>
</tr>
<tr>
<td></td>
<td>official event banner</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Specials</strong></td>
<td>• 25% discount on the conference price for</td>
<td>• 20% discount on the conference price for</td>
<td>• 15% discount on the conference price for</td>
</tr>
<tr>
<td></td>
<td>your customers (on full-priced tickets)</td>
<td>your customers (on full-priced tickets)</td>
<td>your customers (on full-priced tickets)</td>
</tr>
<tr>
<td><strong>Leads</strong></td>
<td>• Participant list (approx. 1,500 postal</td>
<td>• Participant list (approx. 1,300 postal</td>
<td>• Participant list (approx. 1,300 postal</td>
</tr>
<tr>
<td></td>
<td>addresses)</td>
<td>addresses)</td>
<td>addresses)</td>
</tr>
</tbody>
</table>

#### PRICE

|                      | €18,900                                       | €9,900                                    | €7,900                                      |

#### ADD-ONS

<table>
<thead>
<tr>
<th></th>
<th>Platinium</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Case Study</strong> (30 minutes/leads included/limited)</td>
<td>included</td>
<td>€2,900</td>
<td>—</td>
</tr>
<tr>
<td><strong>Corner booth (limited)</strong></td>
<td>included</td>
<td>€990</td>
<td>—</td>
</tr>
<tr>
<td><strong>Supplement in the digital delegate bag</strong></td>
<td>included</td>
<td>€990</td>
<td>—</td>
</tr>
<tr>
<td><strong>Handheld scanner for lead management</strong></td>
<td>included</td>
<td>€350</td>
<td>€350</td>
</tr>
<tr>
<td><strong>E-mail shot or content syndication (15 leads)</strong></td>
<td>included</td>
<td>€990</td>
<td>€990</td>
</tr>
<tr>
<td><strong>2 pages Case Study in BI-SPEKTRUM conference edition</strong></td>
<td>€990</td>
<td>€990</td>
<td>€990</td>
</tr>
<tr>
<td><strong>One advertisement in BI-SPEKTRUM 2020/special rates</strong></td>
<td>1/1 page included</td>
<td>1/1 page: €990</td>
<td>1/1 page: €990</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1/2 page: €670</td>
<td>1/2 page: €670</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1/3 page: €560</td>
<td>1/3 page: €560</td>
</tr>
</tbody>
</table>

#### Special Day

**Exclusive add-on for platinum sponsors**

- Full day workshop
- Marketing in the conference program and on the conference website
- Standalone invitation email campaign
- Includes lead generation

**Price: €5,900**

#### Additional ways to increase awareness

- Push messages, conference app: €750
- Juice bar sponsor: €5,900
- Welcome reception sponsor: €3,900
- Candy bar sponsor: €2,900
- Your suggestions?...

**Interested? Get in touch!**

#### Startups

**Not older than three years**

- Maximum of five stands available
- Business counter
- Speaking slot (10 Min.)
- Two exhibitor tickets
- Visibility in a separate flyer at the conference

**Price: €3,500**

*all prices plus VAT*
Conferences TDWI Munich

Presentation stand Platinum
(stand space: 12 sqm)

- Carpet: choose from different colors
- Standard system cabin
- Logo tower: 3.5 m tall, incl. digital print on the tower banner (2x 950 x 1,000mm)
- Stretched fabric walls (white)
- Digital print on 1 wall panel included (900 x 2,480 mm), additional panels for € 175
- 4x spots, 150W, silver
- 1x computer work station (lockable base cabinet with wooden desktop)
- 1x standing desk, 2 bar stools
- 1x brochure rack

Presentation stand Gold
(stand space: 9 sqm)

- Carpet: silver-grey
- Stretched fabric walls (white)
- Digital print on 1 wall panel included (900 x 2,480 mm), additional panels for € 175
- 4x spots, 150W, silver
- 1x sideboard with shelf and sliding doors, lockable
- 1x standing desk, 2 bar stools
- 1x brochure rack

Upgrades / Add-ons
(examples)

- Larger stand space (upon request)
- Logo tower (for presentation stands Gold)
- Glowing logo tower (for presentation stands Platinum and Gold)
- Business counter (for stand space Silver)
- Additional Awareness e.g. floorgraphics, candy bar, coffee station, advertising on the elevator doors etc. are possible

Prices on request
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