

OMG MEMBER MARKETING PROGRAMS GUIDE

OMG has a variety of marketing programs available to you and your organization as a valued member. This is a summary of those benefits. For a full description of the benefits OMG offers, visit the complete guide online at <http://www.omg.org/members/marketing/index.htm>.

MEETINGS AND WORKSHOPS

OMG holds four OMG Technical Meetings per year and several OMG technology-based Technical Workshops per year. We offer four types of Sponsorships for OMG Technical Meetings and Workshops—Diamond, Platinum, Gold and Silver—with appropriate benefits corresponding to each option. For a list of available sponsorship opportunities, view the online Technical Meeting Schedule at <http://www.omg.org/news/schedule/upcoming.htm> or send email to sponsor@omg.org.

Demonstration Space

All OMG hosted Technical Meetings and Technical Workshops provide an opportunity for your organization to display your OMG adopted technology-based product and/or service. To participate in the demonstration area at any upcoming meetings, contact Mike Narducci at +1-781-444 0404 or by email at exhibit@omg.org no later than 10 days prior to the meeting.

Collateral Distribution

At every Technical Meeting, a table is placed in a high traffic area for members to display marketing related collateral. Examples of collateral include product announcements, company brochures, and press releases. Contact Mike Narducci for details on taking advantage of this opportunity at +1 781-444-0404 or marketing@omg.org.

PROMOTION AND PUBLICITY

While OMG does not sell or rent its mailing lists,

we do have several options available for our members to promote their events, products or services to our membership.

Events Calendar Listing: OMG offers three calendars to promote events:

Calendar of Events web page features OMG-sponsored events, and events where an OMG staff member is speaking. To submit your posting, send an email including the date, location, and event name via email to listevent@omg.org. Visit <http://www.omg.org/news/schedule/> for a current listing of events.

Member Events Calendar web page: To submit your posting of your company's free event please send an email including the date, location, and event name via email to marketing@omg.org. Visit http://www.omg.org/news/schedule/member_events.htm for a current listing of events.

Member Opportunities Newsletter: Sent out twice monthly, the Member Opportunities Newsletter features discounted events, seminars, trade shows and special offers, which provide OMG members an exclusive discount. To post to the newsletter please send an email to: marketing@omg.org describing the event, location, a paragraph description, OMG member discount and duration of offer.

Post Your Training

OMG's member companies provide training in UML, CORBA, OMG's other specifications, and the

(Continued on reverse)



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products that implement them. These courses range from basic to advanced, vendor-neutral to product-specific. To get listed, please complete the form at <http://www.omg.org/members/forms/academyform.htm>. For other training or membership inquiries, send email to Jon Siegel, siegel@omg.org.

Success Stories

Get free exposure on OMG's CORBA, UML, and MDA websites for your company's CORBA/MDA/UML/CWM/MOF/XMI-based solutions. Publicity for your work builds your technical credibility among analysts, customers and competitors and helps attract new IS talent who want to work with the latest technologies. Contact Stephanie Covert at scovert@omg.org for more information.

OMG Vendor Directories

These directories have listing and searching capabilities and provide an excellent advertisement for your product or service and of your leadership in the software community. This new listing is free of charge both to list and to search.

- [UML® - Unified Modeling Language](#)
- [MDA®- Model Driven Architecture](#)
- [CORBA®- Common Object Request Broker Architecture](#)
- [SysML™ - OMG Systems Modeling Language](#)
- [ADM- Architecture-Driven Modernization](#)
- [GRC Roundtable](#)
- [BPM - Business Process Modeling](#)

Press and Analyst Opportunities

OMG's marketing staff is often contacted by members of the press and analyst community in order to consult our technological experts—our members. When they call us looking for contacts, we put them in touch with OMG members who have signed up for our press opportunities mailing list. Contact Stephanie Covert, scovert@omg.org to get involved.

Quotes

We are always happy to provide quotes by our senior staff members for your press releases and marketing materials. To request a quote, please send a draft of the proposed quote (optional) along with the press release or marketing material that the quote will be included in to Stephanie Covert, scovert@omg.org.

Trademarks and Logos

Association with the OMG brand will help enforce perception of your company as an industry leader. To learn more about OMG trademarks, and to request OMG's permission to use them free of charge, please go to the OMG Trademark Guidelines page at: http://www.omg.org/legal/tm_guidelines.htm

SPECIAL PROGRAMS

OMG Certification Programs

Four OMG programs certify practitioners - in their knowledge of UML (OMG-Certified UML Professional - OCUP), knowledge of Distributed Real-time and Embedded software standards (OMG-Certified Real-time and Embedded Specialist - OCRES), knowledge and skills in Business Process Modeling and Business Process Management (OMG-Certified Expert in BPM - OCEB) and now in development, skills and knowledge of Systems Modeling (OMG Certified Systems Modeling Professional - OCSMP) . These programs are worldwide joint ventures of OMG and the UML Technology Institute (UTI) of Japan. For more information, visit these programs' websites:

- <http://www.omg.org/ocup>
- <http://www.omg.org/ocres>
- <http://www.omg.org/oceb>
- <http://www.omg.org/ocsmp>

DISCOUNTS

As an OMG Member, your company is entitled to enjoy major cost savings that are offered through analyst and fellow members as well as partnerships in the form of discounts on products, conferences, book and papers to name a few. These discounts are primarily featured in the OMG Member Opportunities e-Newsletter. If you would like to be added to the Newsletter distribution list, email marketing@omg.org.

~ OMG'S MARKETING STAFF ~

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