



## Object Management Group Member Marketing Programs Guide

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Object Management Group® (OMG®) has a variety of marketing programs available to you and your company as a valued member (for member levels of Influencing or higher). For a full description of OMG benefits, view the guide online at [www.omg.org/members/marketing/](http://www.omg.org/members/marketing/).

### **MEETINGS AND WORKSHOPS**

OMG holds four OMG Technical Meetings per year and we offer three types of Sponsorships, 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 [www.omg.org/calendar/](http://www.omg.org/calendar/) or send email to [sponsor@omg.org](mailto:sponsor@omg.org).

### **Exhibition Space**

All OMG hosted Technical Meetings provide an opportunity for your organization to display your company's products and OMG adopted technology-based products and/or services. To participate in the exhibits at any upcoming meetings, contact [exhibit@omg.org](mailto:exhibit@omg.org) no later than 10 days prior to a specified 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 [marketing@omg.org](mailto:marketing@omg.org) for details on taking advantage of this opportunity.

### **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.

## **Member Events Calendar**

To submit your posting of your company's free or discounted event, please send an email including the date, location, and event name via email to [marketing@omg.org](mailto:marketing@omg.org). Visit [www.omg.org/member-events](http://www.omg.org/member-events) 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](mailto:marketing@omg.org) describing the event, location, a paragraph description, OMG member discount and duration of offer.

## **Post Your Training**

OMG member companies provide training in UML, CORBA, other OMG specifications, and products that implement them. These courses range from basic to advanced, vendor-neutral to product specific and are listed for free for member companies at [www.omg.org/training](http://www.omg.org/training). To be listed, please complete the form at [www.omg.org/listyourtraining](http://www.omg.org/listyourtraining). For other training inquiries, send email to [traininglisting@omg.org](mailto:traininglisting@omg.org).

## **Success Stories**

Get free exposure on OMG CORBA, UML, SysML, and MDA websites for your company's CORBA/MDA/UML/SysML/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 Ann McDonough at [mcdonough@omg.org](mailto:mcdonough@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 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](#)

[BPM - Business Process Modeling](#)

[Data Distribution Service \(DDS\)](#)

## **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 Ann McDonough, [mcdonough@omg.org](mailto:mcdonough@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 permission to use them free of charge, please go to the OMG Trademark Guidelines page at [www.omg.org/legal/](http://www.omg.org/legal/).

## **SPECIAL PROGRAMS**

### **OMG Certification Programs**

Four OMG programs certify practitioners - in their knowledge of UML (OMG-Certified UML Professional – OCUP 2), knowledge and skills in Business Process Modeling and Business Process Management (OMG-Certified Expert in BPM - OCEB 2), skills and knowledge of Systems Modeling (OMG Certified Systems Modeling Professional - OCSMP) and knowledge of Distributed Real-time and Embedded software standards (OMG-Certified Real-time and Embedded Specialist - OCRES). These programs are worldwide joint ventures of OMG and the UML Technology Institute (UTI) of Japan. For more information, visit these programs' websites:

[www.omg.org/ocup-2](http://www.omg.org/ocup-2)

[www.omg.org/oceb-2](http://www.omg.org/oceb-2)

[www.omg.org/ocsmp](http://www.omg.org/ocsmp)

[www.omg.org/ocres](http://www.omg.org/ocres)

## **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 e-Newsletter distribution list, visit [www.omg.org/registration/registration-newsletter.htm](http://www.omg.org/registration/registration-newsletter.htm).

## **OMG MARKETING STAFF**

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