

OMG Member Marketing Programs Guide

The 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

The OMG holds four OMG Technical Meetings per year and five to eight OMG technology-based Technical Workshops per year. We offer two types of Sponsorships for OMG Technical Meetings and Workshops—Exclusive and Co-sponsorship—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 Kevin Loughry 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 Kevin Loughry for details on taking advantage of this opportunity at +1 781-444-0404 or loughry@omg.org.

PROMOTION AND PUBLICITY

While the 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: The 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 dana@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: dana@omg.org describing the event, location, a paragraph description and the OMG member discount.

Training

OMG's member companies provide training in UML, CORBA, OMG's other specifications, and the products that implement them. These courses range from basic to advanced, vendor-neutral to product-specific.

(Continued on reverse)



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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.

Speakers Bureau

The OMG Speakers Bureau is designed to advance the OMG and its activities through speaking engagements and to answer an industry need for qualified speakers on the OMG, Model Driven Architecture, UML, CORBA, Object Technology, distributed object computing, enterprise application integration, Object Request Brokers, object services, common facilities, MOF, XMI, CWM, etc.

- To participate, complete the Become a Speaker online form at <http://www.omg.org/members/forms/speaker.htm> or send email to speaker@omg.org.
- To request a speaker complete the Speaker Request Form online form at http://www.omg.org/news/speaker_request_form.htm or send email to speaker@omg.org.

Press and Analyst Opportunities

The 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

MDA FastStart™ is a special program designed to help information technology (IT) organizations become familiar with MDA® concepts and rapidly apply MDA to their mission-critical software development activities. To learn more, fill in our simple information request form, <http://www.omg.org/faststart/program.htm>. If you have any special requests or comments, you can also e-mail at fast-start@omg.org.

The UML Certification Program is a worldwide joint venture of the OMG and UML Technology Institute (UTI). The primary objective of the OMG/UTI Certification Program is to provide the IT community with a measure of an individual's knowledge of the UML 2.0 Specification. For more details, visit <http://www.omg.org/uml-certification/index.htm>.

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 Dana Morris at dana@omg.org.

~ O M G ' s M a r k e t i n g S t a f f ~

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