



Object Management Group Member Marketing Programs Guide

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, visit the complete guide online at <http://www.omg.org/members/marketing/>.

MEETINGS

OMG holds four OMG Technical Meetings per year and offers 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 <http://www.omg.org/calendar/> or send email to 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 no later than 10 days prior to a specified meeting.

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 to marketing@omg.org. Visit <http://www.omg.org/member-events> for a current listing of events.

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 for details on taking advantage of this opportunity.

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.

OMG Standard Newsletter

The newsletter is for OMG members and is published every quarter, recapping highlights from the most recent TC meeting. Every edition also profiles an OMG member, includes updates to the next TC meeting and provides links to OMG's social media channels. The newsletter also publicizes sponsorship renewals and new deliverables from OMG-managed consortia. If you would like to be profiled or have news about your company that would interest the OMG community, please email mcdonough@omg.org.

Success Stories

Get free exposure for your company's success stories. Publicity for your work builds your technical credibility among analysts, customers and competitors and helps attract new talent who want to work with the latest technologies. Contact mcdonough@omg.org for more information.

Whitepapers

Do you have an opinion about a trending topic or an idea to spark a debate involving an OMG standard or standards in general? Submit a whitepaper to be considered a thought leader in your field. Because a whitepaper is an informational document that explains or educates its audience about an issue, it should be free of product information, except in the case of providing an example. Each whitepaper must include a title, author(s) and/or company name. To submit a white paper for consideration, please email mcdonough@omg.org.

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 <http://www.omg.org/training>. To be listed, please complete the form at <http://www.omg.org/listyourtraining>. For other training inquiries, send email to traininglisting@omg.org. Training that prepares candidates to take OMG's certification exams is listed separately; for information about these listings send email to siegel@omg.org.

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 the OMG certifications website at <http://www.omg.org/omg-certifications/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 e-Newsletter distribution list, visit <http://www.omg.org/registration/registration-newsletter.htm>.

myOMG

Online access to information such as the email lists to which you are currently subscribed, technical activities of your company such as voting lists subscriptions, submissions, LOI submissions, and any bugs/technical issues you may have reported. You will also find an overview of your organization's primary contacts to the OMG (marketing, voters, billing, etc.). This customizable page also allows you to create a list of frequently visited OMG web pages for easy access. Important "Members Only" pages are also right at your fingertips to help you make the most of your OMG online experience.

Technical Meeting Resource Hub

Using your myOMG account, you can access the Resource Hub from the menu on the left-hand side of the screen. Various reports and presentations recapping the latest TC meeting are posted.

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. You can find the following Vendor Directories at <http://www.omg.org/omg-directories.htm>

UML® - Unified Modeling Language™

MDA® - Model Driven Architecture

CORBA® - Common Object Request Broker Architecture™

OMG SysML™ - OMG Systems Modeling Language™

ADM - Architecture-Driven Modernization

DDS™ - Data-Distribution Service™

BPM - Business Process Modeling

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 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 <http://www.omg.org/legal/>.

OMG MARKETING STAFF

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