



**International Association for  
Information & Data Quality**

## **Sponsorship Opportunities with IAIDQ [Summary]**

**July 2009**





## **About IAIDQ: International Association for Information and Data Quality**

IAIDQ is advancing the quality of information and data around the world by building a community, supporting learning and sharing knowledge for the benefit of all information consumers. Chartered in January 2004, IAIDQ is a non-profit professional society (with 501(c)(6) status in the USA ) of people passionate about improving information and data quality.

By cultivating information excellence throughout the data and information lifecycle, IAIDQ will help transform organizations and society, improving the quality of life everywhere.

IAIDQ is making great strides in developing and promoting standards for the practice of information quality and for the certification of its practitioners. We are providing a forum for knowledge sharing at our events, conferences, facilitated Ask the Expert sessions, local community and chapter meetings and online. We are also facilitating professional development by fostering interaction amongst like-minded information professionals. By highlighting issues of importance to data driven business as well as IT in identifying root cause of poor decisions, we provide a sound foundation for value driven initiatives and advocacy for data quality improvement for businesses of all sizes and shapes.

### **Basic Facts (July 2009)**

- IAIDQ is a non-profit and independent organization
- Launched in October 2004, we now have members and a growing list of associates worldwide in over 30 countries on all continents
- On track to offer the Certified Information Quality Professional program and CIQP™ designation by 2010
- Promoting Data Quality Communities of Practice worldwide
- Developing strong links with Universities and Institutions of Higher Learning world-wide for promoting Information Quality education

## Why Partner with IAIDQ?

- IAIDQ is on a path to transform the world of data and information quality
- IAIDQ brings together viewpoints from experts in the field
- IAIDQ is the **only professional society for Information/Data Quality** practitioners or interested individuals with global reach and members around the world

### Consider this:

- **Up to 84% of ERP projects fail to meet their objectives due to information quality problems** (Bloor Research, 2007)
- **Managers take 70% time in finding and verifying the accuracy of data they need for decision making** (IBM Institute of Business Value Research, Nov 2007)
- **While organizations pursue multiple objectives in their information governance efforts, 80% aim to improve data quality** (IAIDQ Industry Report: The State of Information and Data Governance, Apr 2008)
- **“The current economic crisis shows the importance of trust and transparency in the information that organizations use to run their business. [In 2009, companies will] integrate the analytical insights derived from this [good quality] information into the decision-making processes throughout the company.”** (Gartner, Dec 2008)

Clearly the importance of quality data cannot be denied now and partnering with IAIDQ offers tangible and non tangible benefits:

- Our mission to advance the quality of information and data around the world is very relevant today, which ultimately will lead to improving the productivity, efficiency and profitability of organizations by adherence of data standards and processes
- IAIDQ is the sole industry body in this space that is **vendor neutral, authoritative, credible and has market presence** combined with global reach



- We offer perspectives and best practices in Data Quality for practitioners and regularly conduct benchmarking surveys and relevant Industry studies of topical interests to the profession
- We offer targeted messaging to our community of practitioners and members around the world on a regular basis, through a number of channels, ideal if you have a product or service to offer in the Information Quality domain, or if you wish to promote your company in the important and rapidly growing sector of Information quality.
- Our mailing list comprises of more than 1,500+ opt-in Information Quality professional subscribers, granting our sponsors targeted reach.
- Our subscribers include corporate management, government management, IT management, IT staff and consultants as well as business and C-level executives interested in Information Quality.
- IAIDQ is a regular media sponsor and/or a promoter of the most significant conferences in the information quality industry.
- We have **a track record of many years of active participation and engagement** of Data Quality community via worldwide media partnerships, conference partnerships (e.g. IQ Conference, Wilshire ) and holding engaging events like Data Quality blog festival, Webinars and discussions on latest social networking platforms like LinkedIn, Facebook, and Twitter.
- Banners can be viewed an average of three times per visit to the IAIDQ page/ publications on our website.
- Recent statistics from our web traffic show further value to our partners:

Metric	Jul–Dec 2008	Jan–Jun 2009
Visits	7,180	8,694
Page views	23,047	29,308
Pages/visit	3.21	3.37
Avg. time on site (mins)	2:43	2:46
% new visits	56.6%	58.1%
Number of unique countries/territories from which website traffic is originating	111	117

## Partnership Framework

Five levels of partnership, bundling a number of diverse offerings and benefits, offer sponsors a range of entry points that can best match specific needs and budgets.

Additional value and flexibility are also made possible via product-based sponsorships described in section 2.

### 1 General sponsorship opportunities

Benefits	Partnership Levels				
	Titanium	Platinum	Gold	Silver	Bronze
<b>Web presence – location</b>	Listed at the top of the IAIDQ.org sponsorships page as Titanium Sponsor. Also acknowledgement on IAIDQ home page	Listed on IAIDQ.org sponsorships page as Platinum Sponsor	Listed on IAIDQ.org sponsorships page as Gold Sponsor	Listed on IAIDQ.org sponsorships page as Silver Sponsor	Listed on IAIDQ.org sponsorships page as Bronze Sponsor
<b>Logo hyperlinked</b>	Yes	Yes	Yes	Yes	Yes
<b>URL linked</b>	Yes	Yes	Yes	Yes	Yes
<b>Company Description on Web Property</b>	125 words max	100 words max	75 words max	50 words max	25 words max
<b>Ask The Expert Webinar (Retained for at least 1 month for replay)</b>	Max 6 x per year	Max 4 x per year	Max 2 x per year	Max 1 x per year	None
	Non-exclusive: "Thanks to our supporters" with Logo on first and last slide	Non-exclusive: "Thanks to our supporters" with Logo on first and last slide	Non-exclusive: "Thanks to our supporters" with Logo on first and last slide	Non-exclusive: "Thanks to our supporters" with Logo on first and last slide	
	Logo on up to 3 email invites to IAIDQ mail-list	Logo on up to 3 email invites to IAIDQ mail-list	Logo on up to 3 email invites to IAIDQ mail-list	Logo on up to 3 email invites to IAIDQ mail-list	

Benefits	Partnership Levels				
	Titanium	Platinum	Gold	Silver	Bronze
<b>Co-hosted Webinar</b> <i>(Retained for at least 1 month for replay)</i>	Max 3x per year	Max 2x per year	Max 1x per year	None	None
	(30 min speaker slot+ 30 Min IAIDQ)	(30 min speaker slot+ 30 Min IAIDQ)	(30 min speaker slot+ 30 Min IAIDQ)		
<b>Advertorial or Sponsored Case Study</b>	2 Full pages 2 x per year (1000 words max)	2 Full pages 1 x per year (1000 words max)	1 Full page 1 x per year (500 words max)	½ Page 1 x per year (250 words max)	None
<b>Ad in Quarterly Newsletter</b>	Full page, 4 x per year	Half page, 2 x per year	Half page, 1 x per year	None	None
<b>Banner Ad in Monthly Communication</b>	Yes, 12 x per year	Yes 6 x per year	Yes 3 x per year	Yes 1 x per year	None
<b>News Feed/ Events Promoted on IAIDQ web properties</b>	Up-to 10 entries per annum free,	Up-to 6 entries per annum free,	Up-to 4 entries per annum free,	Up-to 2 entries per annum free,	None
	US\$100 per entry thereafter.	US\$100 per entry thereafter.	US\$100 per entry thereafter.	US\$100 per entry thereafter.	
	1 month expiry	1 month expiry	1 month expiry	1 month expiry	
<b>Logo in Industry Report</b>	2x non exclusive per annum	1x non exclusive per annum	None	None	None
<b>Free Consultation with an Advisory Council or Board Member of choice</b>	60 min	60 min	30 min	None	None

2 Product-based sponsorship opportunities

Product	Benefits
Industry Report	<ul style="list-style-type: none"> <li>• Logo on page 2 of report (Inside front cover)</li> <li>• Logo, name, phone number and URL on inside back cover of report, along with 100 word description</li> <li>• Listing on IAIDQ webpage for report (logo, URL)</li> <li>• Option to add exclusive webinar sponsorship at 10% discount</li> </ul>
Ask-The-Expert Webinar	<ul style="list-style-type: none"> <li>• IAIDQ will acknowledge Sponsorship during opening and closing comments</li> <li>• Sponsor logo on first and last slide of the webinar material.</li> <li>• Sponsor logo on up to 3 email invites to IAIDQ mail-list</li> <li>• Attendee Industry analysis and statistics shared and 1 follow up email blast can be sent by IAIDQ to opt-in participants after the webinar</li> </ul>
Co-hosted Webinar	<ul style="list-style-type: none"> <li>• Sponsor selects the topic and creates the content. Sponsor's nominated speaker (may or may not be an employee) gets a 25 min speaking slot</li> <li>• Sponsor can invite clients, staff or others by sending the IAIDQ provided registration details to promote their session</li> <li>• IAIDQ will acknowledge sponsorship during opening as well as closing comments</li> <li>• First page of slide deck will have sponsor logo</li> <li>• Sponsor logo, web URL and a 40-word company description on last slide of the webinar material</li> <li>• Session recording stored for at least 1 month on IAIDQ.org will have Sponsor logo for the retention duration</li> <li>• Sponsor logo on up to 3 email invites to IAIDQ Mail-list</li> <li>• Attendee Industry analysis and statistics shared and 1 follow up email blast can be sent by IAIDQ to opt-in participants after the webinar</li> </ul>



## Value Proposition Summary

Sponsoring IAIDQ directly enhances your marketing efforts in several ways, including:

- ***Sales and Business Development***
  - Reach target market segments across the globe
  - Deepen customer insight
- ***Branding & Positioning***
  - Increase awareness and visibility
  - Increase mindshare
  - Increase brand recognition and loyalty
  - Showcase brand attributes
  - Strengthen positioning in IQ/DQ discipline
  - Reinforce position as pioneer and visionary industry leader
- ***Corporate Citizenship***
  - Be recognized for supporting and advancing the burgeoning IQ/DQ discipline
  - Help create and disseminate new IQ/DQ knowledge and best practices
  - Recruit, retain and engage employees
  - Establish and leverage goodwill

Thank you for your support of IAIDQ.

To sponsor IAIDQ or if you have any questions on pricing, please contact IAIDQ at [sponsorship@iaidq.org](mailto:sponsorship@iaidq.org)

Piyush Malik,  
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Website: [iaidq.org](http://iaidq.org)