



## 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).

### Sponsorship

OMG holds four OMG Technical Committee Meetings per year and we offer three types of Sponsorships, Platinum, Gold and Silver—with appropriate benefits corresponding to each option. You can also get additional benefits and discounts if you become an annual sponsor.

### Exhibition Space

All OMG hosted Technical Committee 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 14 days prior to a specified meeting.

### Collateral Distribution

At every Technical Committee 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.

For a full description of OMG benefits, view the guide online at [www.omg.org/members/marketing/](http://www.omg.org/members/marketing/).

### Member Events Calendar

OMG posts member events on our public website at [www.omg.org/events/](http://www.omg.org/events/) To submit your company's event, please send an email including the date, location, and event name via email to [marketing@omg.org](mailto:marketing@omg.org).

### OMG Engage Newsletter

Sent out monthly, OMG Engage 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).

## Success Stories

Get exposure for the use of your company's OMG-specification-based solutions by your customers. 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. Send your documented customer success story to [marketing@omg.org](mailto:marketing@omg.org) and the marketing team will post it to <https://www.omg.org/news/whitepapers/index.htm>.

## OMG Vendor Directories

OMG Vendor 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.

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

## Webinars

OMG Marketing maintains a webinar channel that hosts live and on-demand versions of our webinars and we invite all members to host webinars on their own or with other OMG members. Webinars must be related to OMG specifications and may not be specific to a company product. Requests to host a webinar can be made via the Members Area, which all employees or member companies have access to. The form to request a webinar is <https://www.omg.org/registration/external-event.htm>.

## Press Releases

We are always happy to provide quotes from 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 [omgpress@omg.org](mailto:omgpress@omg.org).

## Trademarks and Logos

Association with the OMG brand will help reinforce perception of your company as an industry leader. To learn more about OMG trademarks, and to request OMG permission to use them, please go to the OMG Trademark Guidelines page at [www.omg.org/legal/](http://www.omg.org/legal/).

## Marketing Staff

To meet our marketing staff, check out our bios at <https://www.omg.org/about/staff.htm>.