IBM IoTExchange
April 23-25, 2019 | Hilton Orlando
Sponsorship Prospectus

For sponsorship opportunities, contact
Marc Miller
401-227-0765
marcmil@us.ibm.com
Dear Valued Sponsors,

Today, every functional organization is expected to save money while at the same time find new ways to help their company grow. This means that practitioners are being called upon to deliver value in new ways. Operations managers, facilities managers and systems engineers are becoming the catalyst for fresh ideas and breakthrough thinking.

At IoT Exchange, attendees will have access to deep learning in four key areas: Maximo, TRIRIGA, Software & Systems Engineering and IoT Platform & Digital Assistants. Each of these areas will have its own academy – almost events within an event, which means that attendees can easily focus on what they are there to learn. They will find just what they want within an academy at just the right level while having the option to explore subjects across all of the academies.

Attendees will be able to:
- Register for one event and have access to all academies
- Customize their agenda by enrolling in a wide range of classes from novice to master class
- Experience in-depth labs
- Achieve product certification
- Network with clients, prospects and industry experts
- Two other important changes from previous events: we’ve right-sized the setting to a beautiful, more intimate location, and we’re making it more affordable, too.

Event Highlights
- Over 1500 attendees
- Product innovations and announcements
- 4 academies with 300+ elective sessions featuring client case studies
- Certifications, Labs and Hands-on Demo Center

Specialty Surrounds
- Executive Connections, April 22
- IBM and Business Partner Sales Academy April 25
- Executive 1-1 program
- Showcase Solution Center
**Hilton Orlando** is located 15 minutes from the Orlando International Airport and within close proximity to Orlando’s main attractions. Its well-planned function space provides an easy flow between general sessions, breakouts and showcase solution center. It’s designed for a memorable experience where attendees can enjoy the Florida sunshine.
4 specialized academies
Learning in 4 specialized academies

Each academy includes:
- Dedicated elective sessions featuring client case studies
- Certifications, labs and hands-on demo center
- Product innovations and announcements
- Birds of a feather discussions
- Keynote presentations
- Designated expo floor area

Maximo Academy

TRIRIGA Academy

Software & Systems Engineering Academy

IoT Platform Academy
Maximo Academy  
Assets & Operations Management

Today’s enterprise assets are connected in a complex ecosystem, pulling in reams of data from the Internet of Things (IoT). Many struggle to leverage this interconnected web of data, and leveraged this information for competitive advantage.

Join practitioners, subject matter experts (SMEs) and innovators to extend your asset management skills. Learn how to apply solutions to gain end-to-end support for your industrial Internet of things, thereby allowing you to optimize operations with enterprise asset management, improve equipment operations with asset performance management and expand the aperture to get the full scope of factory floor insights for enhanced production optimization.

Topics include:
- Client use cases and best practices
- Implementation, Deployment, Configuration and Upgrades
- Predictive Maintenance, Worker Safety and Next-Gen Analytics
- Blockchain, A/R and AI Innovation
- IBM Maximo Products and Technology

Attendees: 650  
2 days and 40 sessions

Who will be attending?
- VP of Operations, Plant Managers, Production Managers, Process Engineers, Asset Managers
- Reliability and Maintenance Engineers, Risk and Compliance Officers
TRIRIGA Academy
Real Estate and Facilities Management

Join us for the premier event for facilities management and building innovators. The TRIRIGA Academy user group conference spans all aspects of the facilities, real estate, and building lifecycles – delivered by clients, Business Partners and the IBM product and business teams.

TRIRIGA Academy brings the best elements from TRIRIGA University (2018) and TRIMax (2017), while delivering an all-new experience.

**Top reasons to attend:**
- Engage with TRIRIGA practitioners and leaders across industries
- Attend client sessions featuring best practices, challenges and results
- Explore innovative offerings powered by AI
- Connect with experts at IBM and Business Partner booths
- Learn from technical deep-dives to help maximize ROI

**Topics include:**
- Facilities Management Optimization
- TRIRIGA Implementation, Deployment, Configuration and Upgrades
- Lease Accounting, Administration and Compliance
- Workplace Experience and Building Innovation
- TRIRIGA Product and Technology

Attendees: 450
2 days and 40 sessions

Who will be attending?
- VP of Real Estate Operations, Corporate Real Estate Executives
- Facilities Managers, Requirements Managers
Software & Systems Engineering Academy

Products today rely more on software to enhance capabilities and competitive differentiation. Its increased use also creates additional complexity and data that need to be managed and maintained throughout product creation. At the Software & Systems Engineering Academy, engineers, quality and project managers can learn about the latest AI technologies and Agile techniques specific to product creation to develop a go-to-market competitive advantage.

The Software & Systems Engineering Academy brings the best elements from the Agile Engineering Summit (2018) and Continuous Engineering Summit (2017 - NA; 2018 - Europe) and combined them for this academy!

Topics include:
- Strategies and sample models used to define and manage products, related data and project requirements
- Agile techniques to develop products with increased reliability while enhancing collaboration across multiple teams
- Using artificial intelligence to maintain alignment during project planning phases to ensure launch success

Attendees: 300
2 days and 40 sessions

Who will be attending?
- VP of Engineering
- Software & Systems Engineers
- Quality and Project Managers
The Internet of Things brings new opportunities to organizations to improve business productivity, lower costs, and deliver innovative services. These businesses require a proven IoT platform that allows them to start small and scale quickly, while minimizing cost and complexity. Moreover, they need an IoT platform from a company that understands security and privacy and offers deep industry expertise.

Businesses are also embracing connected platforms to engage their customers with a digital AI Assistant to grow their brand, give customers personalized experiences and keep customer data private and secure.

Join business leaders, practitioners, SMEs and innovators to extend your IoT knowledge and skills, and advance your digital transformation.

**IoT Platform Topics include:**
- Real world use cases, outcomes and best practices
- Fast and secure device connection & management
- AI-driven insights through analytics
- Trust and tracking within a shared blockchain ledger

**AI Assistant Topics include:**
- Why do you need an AI Assistant for your business?
- What industries are embracing AI Assistants and why?
- Watson Assistant Connected Solutions

**Attendees:** 100

2 days and 20 sessions

Who will be attending?
- VP of Connected Services
- Other Line of Business Leaders
Sponsorship information

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## 2019 Sponsorship information

<table>
<thead>
<tr>
<th>Single event sponsorship options</th>
<th>Diamond</th>
<th>Platinum $30,000</th>
<th>Gold $20,000</th>
<th>Silver $10,000</th>
<th>Bronze $5,000</th>
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<tr>
<td>Booth space</td>
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<td>10x30</td>
<td>10x20</td>
<td>10x10</td>
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<td>Kiosk(s) and stool(s)</td>
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<td>1</td>
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<td>Electricity (500w drop)</td>
<td>Limit of 2 Diamond sponsors</td>
<td>4</td>
<td>3</td>
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<td>Full conference passes</td>
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<td>Conference guide description (digital)</td>
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<td>Lead retrieval using your own device</td>
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<tr>
<td>Meal/break sponsorship (not exclusive)</td>
<td></td>
<td>Reception</td>
<td>Breakfast or Lunch</td>
<td>Coffee</td>
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<tr>
<td>Advertisement in conference guide/app</td>
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<td>Passport program inclusion</td>
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<tr>
<td>Dedicated track sessions</td>
<td></td>
<td>4</td>
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<tr>
<td>Client story interview video* (white-label vs IBM branded)</td>
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<td>1</td>
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<tr>
<td>Keynote, panel discussion, etc.</td>
<td></td>
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<td>N</td>
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<tr>
<td>Birds of a feather session participation</td>
<td></td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
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<tr>
<td>Social media posts</td>
<td></td>
<td>6</td>
<td>3</td>
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<td>2</td>
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<tr>
<td>IBM Internal awareness email (IBM Sales community)</td>
<td></td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
</tbody>
</table>

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To enhance your exposure at the event, IBM is offering additional opportunities to our sponsors.

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement in conference guide (full page)</td>
<td>Full page ad in printed conference guide or online portal (whichever is offered)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Event Agenda Portal Sponsorship</td>
<td>Your company logo will be posted on the event agenda portal attendees use to access event content.</td>
<td>$2,000</td>
</tr>
<tr>
<td>Event night sponsorship</td>
<td>Get your company name/message in front of attendees! IBM will promote your sponsorship to the attendee base via the conference agenda, on-site signage and during the Event Night</td>
<td>$8,000</td>
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<tr>
<td>Flyer in attendee kit or displayed at registration</td>
<td>Sponsor-provided 8.5”x11” flyer (single or double sided) to be included in the attendee kit received at registration</td>
<td>$2,000</td>
</tr>
<tr>
<td>Hotel room key sponsorship (Qty: 1)</td>
<td>Your company logo will be printed on the hotel keys along with IBM IoT Exchange messaging. Additional hotel and production fees apply.</td>
<td>$4,000</td>
</tr>
<tr>
<td>Presentation session</td>
<td>Your company will be provided a session room to host a 1-hour presentation that will be listed in the conference agenda. Includes additional full conference badge.</td>
<td>$2,500</td>
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<tr>
<td>Session recording</td>
<td>Have a session you’re leading recorded for future use in on-demand replays, demand gen, etc. (pending availability)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Lanyard sponsorship</td>
<td>Have your logo &amp; CTA on an Academy lanyard</td>
<td>$5,000</td>
</tr>
<tr>
<td>Additional full conference badge</td>
<td>Full conference badge allows access to all conference functions</td>
<td>$995  each</td>
</tr>
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</table>
# IBM IoT Exchange at a glance

**April 22–25, 2019**

<table>
<thead>
<tr>
<th>Monday April 22</th>
<th>Tuesday April 23</th>
<th>Wednesday April 24</th>
<th>Thursday April 25 (Optional)</th>
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</thead>
<tbody>
<tr>
<td><strong>General session</strong></td>
<td>Maximo Academy</td>
<td>SW &amp; Systems Engineer Academy</td>
<td>Watson IoT Platform Academy</td>
</tr>
<tr>
<td>Maximo Academy</td>
<td>TRIRIGA Academy</td>
<td>SW &amp; Systems Engineer Academy</td>
<td>Watson IoT Platform Academy</td>
</tr>
<tr>
<td>Break</td>
<td>Break</td>
<td>Break</td>
<td>Box lunch</td>
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<tr>
<td>Sessions</td>
<td>Sessions</td>
<td>Sessions</td>
<td>Sessions</td>
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<tr>
<td>Lunch, solution center</td>
<td>Lunch, solution center</td>
<td></td>
<td></td>
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<tr>
<td><strong>Executive connections, round tables, one-on-one’s</strong></td>
<td>Sessions</td>
<td>Sessions</td>
<td>Sessions</td>
</tr>
<tr>
<td>Break</td>
<td>Break</td>
<td>Break</td>
<td>Box lunch</td>
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<tr>
<td>Sessions</td>
<td>Sessions</td>
<td>Sessions</td>
<td>Sessions</td>
</tr>
<tr>
<td><strong>Executive dinner</strong></td>
<td>Solution center full day and reception</td>
<td>Solution center full day and reception</td>
<td></td>
</tr>
<tr>
<td>Evening event</td>
<td></td>
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</tbody>
</table>

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Top 10 reasons to sponsor & attend

1. Right-sized and highly focused on our offerings
2. Business Partners are prominent in the EXPO (IBM present with demo stations and SME’s)
3. Position Business Partners as experts in their chosen tracks
4. Full force of IBM driving audience and promotion
5. Access to multiple tracks and pillars
6. Early year demand gen and continuous learning, progression for the long-term and net new clients
7. Full suite of Watson IoT offerings in one event
8. Affordable and high quality, minimize costs by using education credits and co-marketing funds
9. Sessions at the right level, 101 to master level, hands-on labs, technical discussions, continuous on-line learning post event
10. Earn certifications and badges
Sponsorship Terms and Conditions

1. By submitting this application, Sponsor agrees to comply with these terms and conditions, the attached Sponsor Guidelines and any other reasonable rules implemented by IBM in connection with the IBM IoT Exchange 2019 Solution Center Sponsorship Package.

2. IBM reserves the right to refuse any application without explanation in its sole discretion.

3. Sponsors may not sublet, assign, or apportion any part of the space allotted, nor represent, advertise, or distribute literature for the products or services of any other firm or individual except as approved in writing by IBM.

4. Sponsor grants to IBM and its subsidiaries, contractors, agents and assigns a license to use, display, copy, and distribute Sponsor’s trademarks, and the information about Sponsor that IBM may include in IBM’s internal and external websites, in any medium and in any format, and signage in order to promote Sponsor’s sponsorship of the IBM IoT Exchange 2019. IBM will make a good faith effort to follow any trademark guidelines provided by Sponsor.

5. IBM reserves the right to restrict exhibits which become objectionable or otherwise detract from or are out of keeping with the character of the Solution Center Exhibit areas as a whole as determined by IBM in its sole discretion.

6. Direct sales (the exchange of merchandise for money) are not permitted on the Solution Center Exhibit floors without written permission from IBM. Orders only may be taken for later fulfillment.

7. On behalf of Sponsors, IBM has designated Solution Center contractors to provide the following: drayage, labor, cartage, installation and dismantling, furniture, decoration, pedestal and floor decorations, signs, photographs, telephone services etc. Services of electricians, plumbers, carpenters, and other labor will be available and charged for at the then-prevailing rates. IBM assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons, parties and organizations. Arrangements must be made between Sponsors and the official Solution Center contractors.

8. Any space provided to Sponsor, including, but not limited to, any kiosks, exhibit space or conference reports, is provided on an "as is" basis. Anyone visiting, viewing or otherwise participating in the space is deemed to be the invitee or licensee of Sponsor while so visiting, viewing or otherwise participating in the space, rather than the invitee or licensee of IBM. Sponsor shall return the space in as good condition as it was received, reasonable wear and tear excepted. Sponsor shall conduct itself in a decorous manner and comply with all requirements, rules or reasonable requests of IBM or the conference landlord with respect to its use of the space.

9. IBM reserves the right to, restrict exhibits which become objectionable or otherwise detract from or are out of keeping with the character of the IBM IoT Exchange 2019 and conference. IBM may prohibit installation or request removal or discontinuance of any exhibit or promotion, which, if it continues, departs substantially from the design and description given advance approval. In the event of such restrictions or evictions, IBM is not liable for any refund of rental or other expenses.

10. Neither party shall be liable to the other party for incidental, indirect, consequential, special or punitive damages of any kind, including without limitation lost revenues or profits, whether such liability is asserted on the basis of contract, tort, or both, even if the other party has been advised of the possibility of such loss or damage in advance. In no event will IBM’s liability for actual direct damages exceed the amount of fees actually paid by Sponsor to IBM as part of Sponsor’s sponsorship of the IBM IoT Exchange 2019. Marketing promotional items of nominal value may be distributed during the Event(s), provided, at IBM’s sole determination, that such marketing promotional items are consistent with the Event’s theme and IBM’s prior approval has been secured. Promotional items may not exceed a value of fifty dollars ($50 US). Distribution of promotional items may only occur within your assigned demonstration area and must not disrupt the flow of traffic in the Event(s). You agree that IBM may withdraw permission to distribute any marketing promotional items at its discretion and the criteria set forth by the Event will not be violated. IBM assumes no liability for any injury that may occur to visitors to the Exposition. Sponsor agree not to make any claims against IBM, its employees or agents. Regarding marketing promotions, IBM’s liability will be limited to the loss of the promotion. This includes instances where IBM fails to execute their responsibilities.

11. IBM may cancel any or all of the IBM IoT Exchange 2019 event at any time in IBM’s sole discretion. In the event of any such cancellation, IBM will use reasonable efforts to provide Solution Center Sponsors with prompt notice of cancellation. IBM’s sole liability and Sponsor’s sole remedy in the event of cancellation of any or all of the 2019 events shall be limited to return of the sponsorship fees paid by Sponsors. In no event shall IBM be responsible for airfare, hotel, or any other expenses incurred by Sponsors. If the Sponsor cancels less than sixty (60) days before the applicable IBM IoT Exchange 2019 event commences, Sponsor shall be liable for one-hundred percent of the total sponsorship fee.

12. Sponsor shall insure their exhibit and display materials. Sponsor must carry a minimum of $500,000 Public Liability Insurance for bodily injury, $1,000,000 in any one accident, and $250,000 property damage. The sponsor shall obtain a waiver of subrogation releasing the carrier’s subrogation rights from any insurance carrier, which carries fire, explosion, or any other risk coverage insuring their property. IBM assumes no responsibility nor liability in connection with any accident or injury or damage that may occur to visitors or exhibit personnel. IBM may not make any claims against IBM, its employees or agents. Regarding marketing promotions, IBM’s liability will be limited to the loss of the promotion. This includes instances where IBM fails to execute their responsibilities.

13. Sponsor may not assign its sponsorship to any third party without the consent of the other party.

14. These terms and conditions, the Sponsor Guidelines and all other matters arising out or relating to Sponsor’s Solution Center Sponsorship shall be governed by the laws of the State of New York.

15. Any hardware provided to the Sponsor, including hand held scanners, or other computer equipment (but not limited too) is the responsibility of the Sponsor during the event.

16. Pricing, Descriptions or other information within this document may change without notice.

17. In the Solution Center and during presentations, vendors can only discuss, showcase and present on IBM related products. Any products in your portfolio that are in direct competition with IBM products cannot be shown, elaborated on, demonstrated or communicated in any way. This includes marketing collateral (brochures, visual aids, web content, product data sheets, white papers, presentations, etc.). Failure to abide by the above term and condition may result in removal of the vendor from the event with no refund.
20. The Sponsor shall comply with all fire laws, electrical codes and all other rules, regulations, codes or statutes with respect to the installation, conduct and disassembly of its exhibit. Sponsor shall also comply with all reasonable requests of IBM and the conference site officials with respect to the installation, conduct and disassembly of the exhibit. Exhibit shall be conducted in a decorous manner in order not to be objectionable to other exhibitors, site management, the Conference, or the conference attendees. IBM and site management reserve the right to close, remove, or require changes in any exhibit or to remove any of the Sponsor's personnel, agents, representatives, independent contractors, invitees or guests who are deemed detrimental to the overall Conference and Exposition, the conference site, other exhibitors, or conference attendees. While attendance goals may be discussed prior to the conference, no figure is guaranteed and there will be NO refunds due to numbers of enrolments. The license granted by this Contract is personal and may not be transferred without the consent of IBM. The premises are licensed on an “as is” basis and IBM will not be liable for pre-existing conditions of the premises or for conditions ensuing during the period of the License. The Sponsor shall return the premises in as good condition as they were received.

19. The presentation scheduled must take place. My company (The Sponsor) understands that if we are unable to make this presentation, it is my company's responsibility to find a suitable replacement to present the topic agreed upon or we will forfeit our presentation fee. This forum should be structured as an educational interchange. All sessions should provide or discuss application solutions, case studies, or functional overviews. It is the speaker's responsibility to provide handouts for the attendees. IBM reserves the right to review all materials prior to accepting your presentation and placing it on the agenda. Attendance numbers are not guaranteed. The standard audio/visual supplied is an LCD projector and screen. Any additional or alternative requirements must be procured and paid for by the exhibitor/speaker.

18. IBM will notify registrants that their contact details may be shared with the Sponsor in order for the Sponsor to be able to continue on the interactions with said registrants that they had started during the event, but only if registrants allow the Sponsor to scan their badge. Sharing of data for the purpose described above should not in any case be considered as IBM securing the right for the Sponsor to use the data shared with them in their marketing activities. The Sponsor’s use of this data is governed by the Sponsor’s privacy policy. IBM will notify registrants that if they do not want their data to be shared, they should not allow their badges to be scanned.
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