

SmarterCommerce

Global Summit 2012 Madrid

May 22–24, 2012 | Hotel Auditorium Madrid

Redefining business in the age of the customer.

Call for Exhibitors & Sponsors



Contents

Summit Description	4
Summit Highlights	
Solution Centre	
Summit Agenda at a Glance	
Business Partner Forum	6
Why Sponsor?	8
Business Partner Benefits at a Glance	
Audience	
How to Sponsor / Get Involved	8
Business Partner Sponsorship Packages	8
Location – Madrid, Spain	10

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Smarter Commerce Global Summit 2012 Madrid

Business Partner Forum Tuesday, May 22nd, 2012
Full Summit Tuesday – Thursday, May 22nd-24rd, 2012
The Hotel Auditorium, Madrid, Spain

To Our Valued Business Partners

On behalf of everyone at IBM, we are pleased to invite you to join us as a sponsor at the IBM Smarter Commerce Global Summit in Madrid, Spain, on 22nd-24th May 2012.

We have entered the age of the empowered customer. This event is designed to provide you with a unique opportunity for networking and collaboration with 1200 attendees, aimed at accelerating commerce in this new age.

The event begins with a dedicated Business Partner Forum on May 22nd, a half day session designed to provide additional key business, sales, marketing and solution insight for our IBM Business Partners. Here and throughout the Summit, you will be able to engage with other IBM Business Partners, clients, thought leaders and subject matter experts, exploring ways to increase your business agility in a fast-changing world.

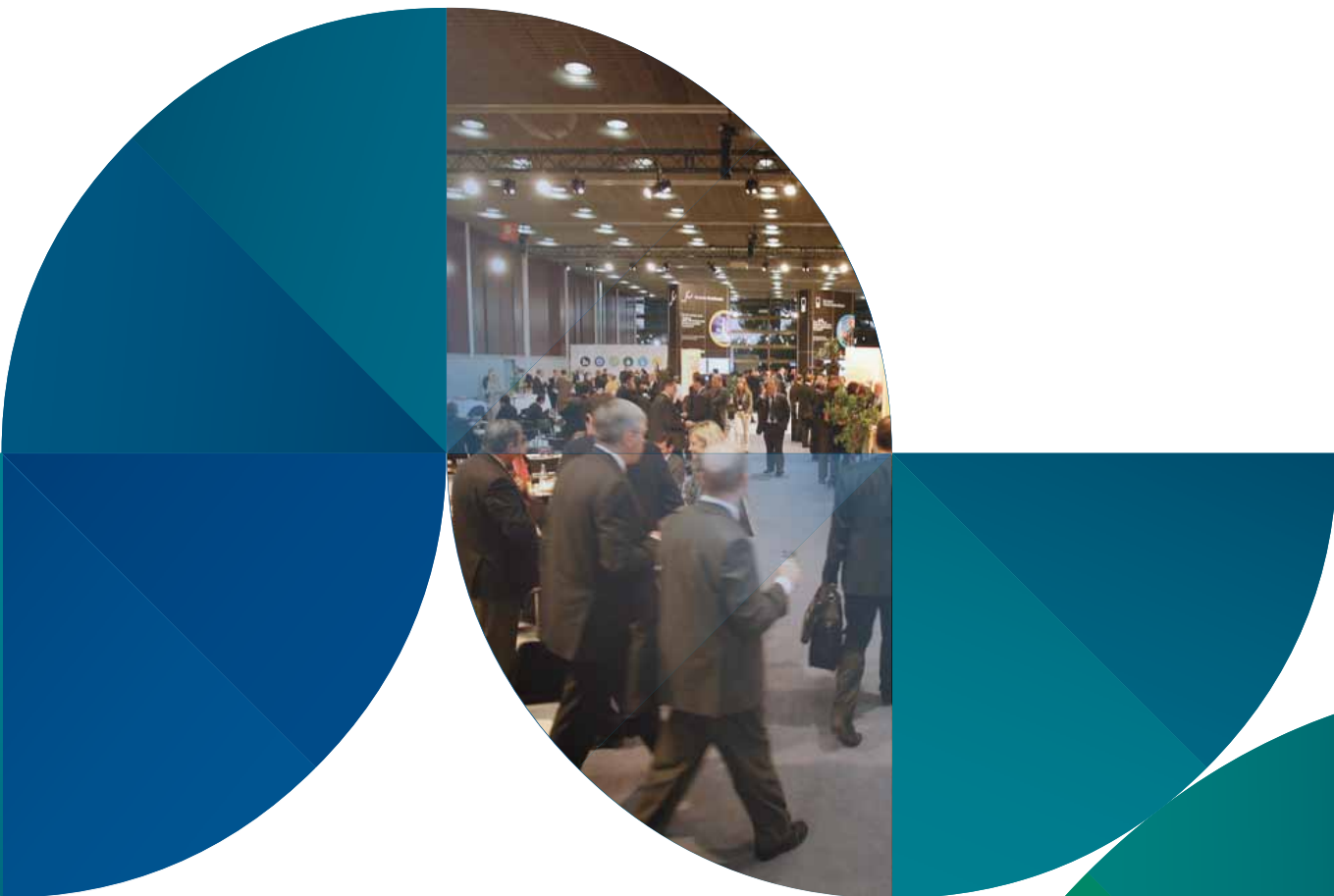
The Solution Centre will be at the heart of the Summit. The venue allows us to bring you, our IBM Business Partners, and our IBM solutions and experts together to showcase how we are jointly committed to helping clients reach their business goals. The following prospectus outlines the exhibitor and sponsorship opportunities in greater detail. Please do not hesitate secure your premium sponsorship or kiosk now.

We look forward to welcoming you to the IBM Smarter Commerce Global Summit 2012 - Madrid!

Sincerely,



Craig Hayman
General Manager,
Industry Solutions,
IBM Software Group



Summit Description



Summit Highlights

- 1200 targeted attendees (including 600 customer attendees) representing leading organisations, Business Partners, industry experts and IBM executives
- Business and Technical education tracks
- Solution Centre showcase
- Meeting Centre offering one-to-one meetings with senior IBM executives
- Business Partner Forum on Tuesday 22nd May
- Multiple networking opportunities

Solution Centre

The Hub for Networking, Collaboration, and Engagement

The Solution Centre will be open throughout the event and will be situated at the heart of the Summit. The Solution Centre, with topic focused hubs, will allow us to bring together select IBM Executives, Customers, Prospects and Business Partners into a single unified Smarter Commerce showcase and discussion area.

The aim of the Solution Centre is to provide an environment where participants can engage in in-depth discussions of the business opportunities they face, explore solutions, and gain new ideas with their peers and new executive contacts in IBM. The Solution Centre will be the central catering point, for meals and networking breaks, ensuring optimal traffic and visibility throughout the Summit.

The 2012 IBM Smarter Commerce Global Summit packages have been designed to offer select visibility and presence throughout the event, with multiple benefits including dedicated executive meeting rooms, plasma displays, large branding areas, meeting tables and couches to engage with Summit participants. With Sponsor Kiosks situated directly alongside those of IBM, you will be able to position your organisation, not only as a select IBM Business Partner, but as an integral part of the capabilities being offered by the IBM ecosystem.

It All Starts with the Customer

In business, this has always been true. But now a new breed of customer is dictating a new set of terms in the dynamic between buyers and sellers.

Customers approach a sale empowered by technology and transparency, with more extensive information from more sources than ever before. They expect to engage with companies when and how they want, in person, online and on the go. And they want these methods to tie together seamlessly.

The smarter commerce opportunity

Smarter commerce recognises that the sale is just one aspect of the experience. As with traditional commerce, the customer is at the centre of all operations. Smarter commerce turns customer insight into action, enabling new business processes that help companies buy, market, sell and service their products and services.

Business Partner Forum

The Business Partner Forum will take place Tuesday, May 22nd. This event will kick-off the Summit and will prepare you for joint engagement with customers, prospects, ecosystem partners and IBM executives over the following three days.

The agenda will focus on an interactive format around perspectives on joint business and how we are redefining commerce for clients in the age of the customer. The day will feature several networking opportunities, a joint planning session, a customer panel, and centre on candid Insight Exchanges around tips, inside stories, and recommendations to be more successful.

Engage with IBM on new solution opportunities in the context of smarter commerce, deepen relationships with IBM, and gain inside knowledge from Customers, from IBM executives, and from Partners.



Summit Agenda at a Glance*

Monday, May 21st, 2012 Smarter Commerce Global Summit - Madrid, Business Partner Forum

09.00 – 19.00	Registration
14.00 – 17.00	MIS Pre-Conference Workshop

Tuesday, May 22nd, 2012 Smarter Commerce Global Summit - Madrid

07.00 – 19.00	Registration / Information Desk
09.00 – 12.00	Business Partner Forum
12.00 – 13.00	Lunch in Solution Centre
13.00 – 14.15	Opening Keynote
14.30 – 15.30	Session 1 (Buy, Sell/Service)
14.30 – 15:45	MIS General Session
15.30 – 16.00	Coffee Break in Solution Centre
16.00 – 17.00	Session 2
17.10 – 18.10	Session 3
18.15 – 20.00	Solution Center Reception

Wednesday, May 23rd, 2012 Smarter Commerce Global Summit - Madrid

07.00 – 19.00	Registration / Information Desk
07.00 – 09.00	Breakfast
09.00 – 10.15	MIS General Session
09.00 – 10.00	Session 4 (Buy, Sell/Service)
10.00 – 10.45	Coffee Break in Solution Centre
10.45 – 11.45	Session 5
12.00 – 13.00	Session 6
13.00 – 14.30	Lunch in Solution Centre
14.30 – 15.30	Session 7
15.30 – 16.00	Coffee Break in Solution Centre
16.00 – 17.00	Session 8
17.30 – 19.00	Super Women's Group Reception
19.30 – 21.30	Special Networking Event

Thursday, May 24th, 2012 Smarter Commerce Global Summit - Madrid

07.00 – 16.00	Registration opens
07.00 – 09.00	Breakfast
09.00 – 12.00	Breakout Sessions
12.00 – 13.30	Closing General Session / Awards
13.30	Conference Concludes
13:00 – 14:30	Lunch Provided
15:00 – 17:00	Post Conference Labs

*Summit Agenda subject to change

Why Sponsor?



Business Partner Benefits at a Glance

A Select Opportunity:

Meet and engage with 1200 delegates from around the globe at this premier business event in Madrid, Spain.

- Showcase your segment-specific solutions in order to develop awareness, generate leads, deepen relationships and ultimately increase sales
- Take advantage of invaluable networking opportunities with customers, prospects, ecosystem partners, and IBM executives
- Generate revenue by progressing and closing active opportunities
- Learn more about the wider IBM smarter commerce portfolio, expanded through acquisition and research, to grow cross-sell opportunities and increase the value you deliver to customers
- Learn and share best practices to position your company as an industry leader

We're planning an exciting line-up of keynote speakers, sessions, industry exchanges and network opportunities. We look forward to your partnership at the IBM Smarter Commerce European Summit.

Audience

We bring Customers and Prospects directly to you.

It can take months of networking and extensive marketing to gain access to your target customers, The IBM Smarter Commerce European Summit brings together the audience you want to meet under one roof. The event will bring together targeted 600 senior business leaders and IT-focused attendees from across the continent.

Gold Sponsor Kiosk*

Demo Cluster for one Gold Sponsor, with additional branding Space and a Meeting Table

Silver Sponsor Kiosk*

Demo Cluster for two Silver Sponsors

Bronze Sponsor Kiosk*

Demo Cluster for four Bronze Sponsors

*Example of Kiosk Layout subject to final Floorplan and Kiosk design.

Business Partner Sponsorship Packages

Sponsorship Components	Gold	Silver	Bronze
Investment	€ 30.000	€ 20.000	€ 8.000
Number of packages available	4	6	16
# OF EVENT PASSES (full registration passes)	4	3	2
# OF CLIENT SPONSORSHIPS (free client passes to invite clients aligned to event)	3	2	1
Kiosk in Solution Centre	✓	✓	✓
Additional networking space around kiosk	✓	✓	
Lead Retrieval	✓	✓	✓
Dedicated meeting room	1x dedicated room with signage	2x 30-45min time slots	2x 30-45 min time slots
Featured on Summit website	Large	Medium	Small
Featured on Summit social media/community hub	Large	Medium	
Acknowledgement of sponsorship in general session	✓		
Advertisement/Digital signage on plasma display	✓		
Sponsorship of Welcome Reception	✓		
Summit Guide Acknowledgment	✓	✓	✓
Summit Guide company description	80 words	50 words	50 words
Summit Guide advertisement	Half page		
Welcome pack collateral insert	✓	✓	
Select one from the respective options	Summit bag Summit Lanyard	Summit pen Water Bottle Business Card Holder	

Conference Venue

The Hotel Auditorium Madrid, Spain

IBM Smarter Commerce Global Summit 2012 will take place at the Hotel Auditorium in Madrid, Spain, located only a 15 minute drive from the city's main airport, the event is ideally placed to enjoy a seamless event experience in this vibrant city.

The venue offers a modern, spacious environment offering comfort and relaxation during your visit and is a premium meeting location and conference centre in Madrid.

Madrid is considered one of the top European destinations concerning art museums. Best known is the Golden Triangle of Art, located along the Paseo del Prado and comprising three galleries. You can also find numerous museums and architecture offering a wealth of culture, including one of Europe's largest palaces, the Palacio Real de Madrid, the official residence of King Juan Carlos I.

The nightlife in Madrid is undoubtedly one of the city's main attractions. Tapas bars, cocktail bars, clubs, jazz lounges, live music venues, flamenco theatres and establishments of all kinds cater for all tastes and ages.

Madrid is home to La Liga football club Real Madrid, who play their home games at the Santiago Bernabéu, and are considered one of the most prestigious football clubs in the world.

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