

IBM Information On Demand 2012 Multi-Event incentive

Announcement Letter Number 512-205
May 1, 2012

Value proposition

This incentive is designed to provide our Business Partners the opportunity to receive a discount on their Sponsor or Exhibitor (Elite or Turn-Key) participation in the Information On Demand 2012 EXPO. The discount will be based on participation with booth presence as a Sponsor or Exhibitor (Elite or Turn-Key) in multiple IBM® EXPO events in the 2012 calendar year.

The offer

For a limited time only, registered and approved Information On Demand 2012 EXPO Sponsors and Exhibitors can receive a discount off their Information On Demand 2012 EXPO participation fees if they participate in three (3) or more of the following qualifying IBM conferences:

IBM Conference	2012 Date(s)	Location
Vision	May 14-17	Orlando
Exceptional Web Experience (Formerly Portal)	May 21-24	Austin
Innovate	June 3-7	Orlando
System Storage Technical University	June 4-8	Orlando
System x Technical University	July 16-20	San Francisco
System z Technical University	October 1-5	Las Vegas

If you participate in any three of the qualifying conferences as a Sponsor or Exhibitor, both with a booth or pedestal presence, you can receive a 5% discount off the Early Bird price of your Sponsorship or Exhibitor package at Information On Demand 2012 EXPO.

If you participate in any four (4) or more of the qualifying conferences as a Sponsor or Exhibitor, both with a booth or pedestal presence, you can receive a 10% discount off the Early Bird price of your Sponsorship or Exhibitor package at Information On Demand 2012 EXPO.

Start and/or end dates

Business Partners must provide the IBM EXPO team with a list of qualifying conferences they have already participated in as well as the future qualifying conferences they plan to attend no later than August 31, 2012.

Completed Information On Demand online Exhibitor/Sponsor applications from Business Partners must be submitted on or after May 1, 2012, but no later than October 5, 2012.

Who is eligible?

As long as the IBM Business Partner is an approved Information On Demand 2012 EXPO participant, the following IBM Business Partners are eligible for this incentive:

- Solution Providers and Resellers who acquire products directly from IBM
- Solution Providers and Resellers who acquire IBM products from IBM Business Partner -- Distributors
- Distributors for Workstation software
- Resellers for Workstation software
- Systems Integrators

IBM Business Partners who are operating under the Solution Provider – Complimentary Marketing or Systems Integrator – Complementary Marketing terms are eligible for this incentive.

Where is it available?

This incentive is available only in the United States and its territories.

Additional information/conditions

Business Partners that attended Information On Demand 2011 and Pre-Committed for 2012 must select either their Pre-Commit Discount, or the Multi-Event Discount, if they so qualify.

The EXPO team will validate conference participation prior to confirming Multi-Event Discounts.

Multi-Event Discounts are valid only for the total package price for Information On Demand 2012 EXPO. Qualifying Sponsors and Exhibitors that pay their total package price prior to October 5, 2012 will be issued a credit that will be applied as an invoice adjustment. No other credits will be applied.

IBM reserves the right to modify or withdraw this incentive at any time.

This incentive is subject to the terms and conditions of any applicable Agreements.

Need help?

Questions pertaining to this incentive should be directed to Anthony Ramon at armon@us.ibm.com, Tony Donald at tdonald@us.ibm.com, or PartnerWorld® Contact Services at 800-426-9990.