IBM®

Business Partner **Summit**
October 20–21, 2012

Information On Demand **2012**
October 21–25, 2012

An Event Guide for IBM Business Partners

Think BIG

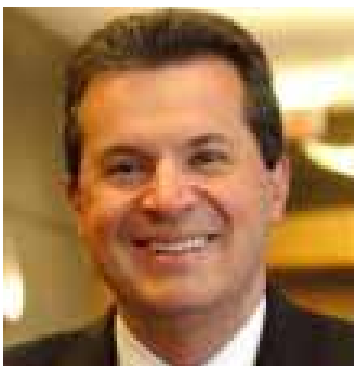Mandalay Bay | Las Vegas, Nevada

ibm.com/events/informationondemand

Rupert Bonham-Carter

Ruth Sun

Mel Zeledon

Dear IBM Business Partner,

As the volume, variety and velocity of data increase, clients face many new challenges and considerable opportunities. Together, IBM and IBM Business Partners can deliver incredible value to organizations as they seek to access, navigate and analyze an unwieldy amount of data and harvest it into insights—and, ultimately, outcomes.

How can you deliver more value to clients in this environment? You will find the answers to this question and many more at the Business Partner Summit. Join us, and find out how you can position your organization to capture new business and collaborate more effectively with IBM. You'll enjoy a wide range of content and relationship-building activities and learn about significant opportunities in business analytics, information management and enterprise content management (ECM) and across brands.

The program is designed to help you maximize performance and drive better business results. More than 70 sessions will be hosted across business analytics, enterprise content management and information management tracks, and a cross-brand track will provide deep insights that you can leverage across brands. Choose sessions that align with your vision, business strategies and objectives.

The agenda:

- Attend valuable breakout sessions offering product updates and key insight into business strategy.
- Explore product road maps, interact with demos and participate in technical deep-dive sessions.
- Discover growth and opportunity in business analytics, information management and enterprise content management during the general session.
- Meet one-on-one with key IBM executives and peers.
- Access formidable expertise in person—thought leaders, technical gurus and other experts.
- Network with key IBM executives and peers during the Business Partner networking reception.

The Business Partner Summit is complimentary; however, you must register to join us. You are encouraged to register for the full conference and stay for Information On Demand 2012.

We look forward to hosting you.

Rupert Bonham-Carter
Director, WW Information Management Channel Sales

Ruth Sun
Director, Industry Solutions, Systems Integrators and ECM Channels

Mel Zeledon
Vice President, Channels and Midmarket, IBM Business Analytics

Business Partner Summit Agenda at a Glance

Saturday, October 20

7:45 a.m.–8:30 a.m.	Breakfast
8:30 a.m.–10:00 a.m.	Keynote—Business Analytics
10:00 a.m.–10:30 a.m.	Break
10:30 a.m.–11:30 a.m.	Elective sessions
11:45 a.m.–1:00 p.m.	Lunch
1:00 p.m.–2:00 p.m. 2:15 p.m.–3:15 p.m.	Elective sessions
3:15 p.m.–3:30 p.m.	Break
3:30 p.m.–4:30 p.m.	Keynote—Cross-Brand Overview
3:30 p.m.–4:30 p.m.	Elective sessions
7:30 p.m.–9:30 p.m.	Networking reception for Business Partners

Sunday, October 21

8:30 a.m.–9:00 a.m.	Coffee (grab and go outside general session room)
9:00 a.m.–10:30 a.m.	General session (all attendees)
10:45 a.m.–11:45 a.m.	Keynotes—Business Analytics, Information Management and Enterprise Content Management
11:45 a.m.–1:00 p.m.	Lunch
1:00 p.m.–2:00 p.m. 2:15 p.m.–3:15 p.m.	Elective sessions
3:15 p.m.–3:45 p.m.	Break
3:45 p.m.–4:45 p.m.	Elective sessions
4:45 p.m.	Business Partner Summit ends
6:00 p.m.–8:00 p.m.	Information On Demand grand opening welcome reception in the EXPO
8:00 p.m.–10:00 p.m.	Community receptions

Sessions

Business Analytics Overview

Keynote address:
Saturday, October 20, 8:30 a.m.–10:00 a.m.
Sunday, October 21, 10:45 a.m. — 11:45 a.m.

The Business Analytics program within the Business Partner Summit opens on Saturday, October 20, and continues through Sunday, October 21. This program kicks off with a keynote session from IBM Business Analytics and IBM Business Partner executives. Understand the smarter analytics message from an IBM perspective, and then find out how it addresses your reality through some of the broadest business analytics capabilities in the industry.

Join us to learn about the programs and resources at your disposal to help grow your business, starting with the Business Analytics keynote. After that, a series of breakout sessions are planned to help you solidify how you and IBM can go to market together. Find out how you can complement your business practices by selling and servicing solutions from our newest acquisitions in sales performance management and financial risk management. Learn about innovations in business analytics during technical sessions covering business intelligence, performance management and risk analytics, and predictive and advanced analytics.

Speakers include:

Mel Zeledon, Vice President, Worldwide Channels and Midmarket, Business Analytics; Leslie Rechan, General Manager, Business Analytics; and Wally Casey, Vice President, Business Analytics Sales

Cross-Brand Overview

Keynote address:
Saturday, October 20, 3:30 p.m.–4:30 p.m.

A range of hot topics will be covered in elective sessions over the two-day Business Partner Summit — including cloud computing, acquisitions, IBM Software Value Plus and strengthening your sales pipeline. Each hour-long session will provide valuable insight that can help you grow your business and deliver greater value to clients through your connection to IBM.

Networking Reception

In addition to attending informative sessions, join us for the Business Partner Summit Networking Reception on Saturday, October 20, from 7:30 p.m. to 9:30 p.m. It's the perfect place to meet or reconnect with IBM Business Partners who share your interests and IBM executives who can help enable your success.

General Session

Sunday, October 21, 9:00 a.m.–10:30 a.m.

Stay tuned for details.

Information Management Overview

Keynote address:
Sunday, October 21, 10:45 a.m. –11:45 a.m.

The Information Management program begins on Sunday, October 21, with a keynote address on how IBM Business Partners, in virtually any size business and industry, can take advantage of big opportunities to increase business through the IBM Information Management portfolio. In the keynote, we'll also discuss the future of Information Management and the key announcements that will be made at Information On Demand. In the new era of computing, IBM is helping change the way your clients will achieve better business outcomes. Each breakout session is designed to help you grow your Information Management business and includes Business Partner participants or case studies.

Breakout topics include how to use market intelligence data to execute more-effective marketing plans and opportunities to start making money with big data, IBM Netezza® solutions, and deep embedded solutions and services. We will also discuss the business and IT growth drivers and how to sell strategic solution areas such as reducing data management costs, increasing business confidence with information integration and governance, and accelerating analytics and exploit big data.

Enterprise Content Management Overview

Keynote address:
Sunday, October 21, 10:45 a.m. –11:45 a.m.

The Enterprise Content Management program starts on Sunday, October 21. Don't miss the Enterprise Content Management keynote and the business and technical sessions after the general session. The breakout sessions will focus on learning how to help grow your business and give it the critical competitive differentiator in a competitive marketplace. There will be a variety of topics covered, such as increasing your profitability and positioning with sales and marketing programs, product reviews and strategies, and other resources and tools to help you deliver greater value to your clients.

The Stage Is Set

After the Business Partner Summit, the stage is set for Information On Demand 2012. Get ready over the next several days to:

- Connect with thousands of clients and prospects who will join us for the conference—companies looking for your help
- Network with IBM executives and other experts
- Attend interesting sessions geared around your specific interests and opportunities
- See and interact with emerging technologies demonstrated in the EXPO
- Explore ways to sell more, grow more and take your business to new levels

Virtually no other conference offers richer content or provides more insight into getting value from business analytics, information management and enterprise content management technology.

"What's valuable is the contact with the IBM team and the breadth of client base that's attracted to the event. Also, you can go to training courses and also meet with programmers, talk to the people who developed the products and find out where they see the offering going. That is really powerful, and you can't get that anywhere else—nowhere."

—Ced Bufton, founder and managing director, Bidetime Limited

Information On Demand 2012
Week at a Glance

Friday, October 19

2:00 p.m.–5:00 p.m.	Registration

Saturday, October 20

7:30 a.m.–9:30 p.m.	Registration

Sunday, October 21

7:30 a.m.–9:30 p.m.	Registration
6:00 p.m.–8:00 p.m.	Grand opening reception in the EXPO
8:00 p.m.–10:00 p.m.	Community receptions

"We come to the conference for three reasons—to meet partners we can team with, meet customers and connect with the IBM team. It's a great place to accomplish all three objectives every year."

—James Berry, vice president, Sword Group

Monday, October 22

6:30 a.m.–7:00 p.m.	Registration
6:45 a.m.–7:45 a.m.	Breakfast
8:15 a.m.–9:45 a.m.	General session
10:15 a.m.–11:15 a.m.	Elective sessions
10:15 a.m.–11:15 a.m.	Keynote—Business Leadership
11:30 a.m.–12:30 p.m.	Elective sessions
11:30 a.m.–12:30 p.m.	Keynote—Information Management
12:30 p.m.–2:00 p.m. 12:45 p.m.–1:45 p.m.	Lunch Birds-of-a-feather lunches
12:30 p.m.–2:30 p.m.	EXPO
2:15 p.m.–3:15 p.m.	Elective sessions
2:15 p.m.–3:15 p.m.	Keynote—Enterprise Content Management
3:45 p.m.–4:45 p.m.	Elective sessions
3:45 p.m.–4:45 p.m.	Keynote—Business Analytics
5:00 p.m.–7:00 p.m.	EXPO reception

Tuesday, October 23

6:30 a.m.–7:00 p.m.	Registration
6:45 a.m.–7:45 a.m.	Breakfast
8:15 a.m.–9:30 a.m.	General session
10:00 a.m.–11:00 a.m. 11:15 a.m.–12:15 p.m.	Elective sessions
11:15 a.m.–12:15 p.m.	Keynote — Business Analytics
12:30 p.m.–2:00 p.m. 12:45 p.m.–1:45 p.m.	Lunch Birds-of-a-feather lunches
12:30 p.m.–2:30 p.m.	EXPO
1:45 p.m.–2:45 p.m.	Elective sessions
1:45 p.m.–2:45 p.m.	Keynote — Information Management
3:00 p.m.–4:00 p.m. 4:30 p.m.–5:45 p.m.	Elective sessions
5:00 p.m.–7:00 p.m.	EXPO reception
7:30 p.m.–10:30 p.m.	Evening networking event

Wednesday, October 24

6:30 a.m.–6:00 p.m.	Registration
7:45 a.m.–8:45 a.m.	Breakfast
9:00 a.m.–10:15 a.m.	General session
10:45 a.m.–11:45 a.m. Noon–1:00 p.m.	Elective sessions
Business Leadership Forum ends	
12:30 p.m.–3:30 p.m.	EXPO
1:00 p.m.–2:30 p.m. 1:15 p.m.–2:15 p.m.	Lunch Birds-of-a-feather lunches
2:30 p.m.–3:30 p.m. 3:45 p.m.–4:45 p.m. 5:00 p.m.–6:00 p.m.	Elective sessions

Thursday, October 25

6:30 a.m.–2:30 p.m.	Registration
7:00 a.m.–8:00 a.m.	Breakfast
8:15 a.m.–9:30 a.m. 10:00 a.m.–11:00 a.m. 11:30 a.m.–12:30 p.m.	Elective sessions
12:30 p.m.–2:00 p.m. 12:45 p.m.–1:45 p.m.	Lunch Lunch-and-learn event
2:00 p.m.–3:00 p.m. 3:30 p.m.–4:30 p.m.	Elective sessions

Information On Demand 2012 General Sessions

Explore a range of interesting topics and gain valuable insights from exciting guest speakers, including IBM executives, clients and industry experts. The tone for each day is set with compelling content on turning insight into action, diving into new technologies and leading change. You won't want to miss these sessions.

Think Big

Monday, October 22
8:15 a.m.–9:45 a.m.

In the new era of computing, the use of analytics has evolved from an initiative to an imperative and from changing an organization to transforming entire industries. Getting there, however, requires focusing on the right strategies, investments and business outcomes, and Information On Demand 2012 is the right place to learn how you can "think big" to make a difference in your organization.

Start your week by hearing first-hand from business and IT leaders who are harnessing IBM Smarter Analytics for better insight and business outcomes. Learn how the latest innovations—such as big data, analytics, decision management and expert integrated systems—can help you align your organization around information, anticipate and shape business outcomes, act with confidence at the point of impact, and improve the economics of your IT investments.

Big Opportunities

Tuesday, October 23
8:15 a.m.–9:30 a.m.

Through thousands of engagements with clients across industries, it is clear that each industry has a distinct set of challenges and unique opportunities. In this session, you will hear how leading organizations are optimizing their business and IT investments using IBM Smarter Analytics solutions designed to address their unique industry imperatives in critical business processes across the C-suite.

Learn from IBM executives about the imperatives, solutions and capabilities that deliver game-changing results for a single department, an entire organization and those helping transform whole industries. Attend this session to understand the latest industry and C-suite studies that will help you discover your next big opportunity.

Big Future

Wednesday, October 24
9:00 a.m.–10:15 a.m.

Technology is rapidly changing the world and affecting the way we live and conduct business. Think of some of the daily things you do that just five years ago were not imaginable. In this new era of computing, the possibilities that lie ahead are endless, but succeeding in the future requires that you think differently today.

In Wednesday's session, top technology thought leaders will discuss the exciting possibilities that lie ahead and how you can stay ahead of your competition by positioning yourself for success. With their insight, you'll begin to see opportunities instead of challenges and view the possibilities in a different way. You'll leave the session ready to return to your organization with a new vision for the future.

Information On Demand 2012 Keynote Sessions

Analytics—Making the Shift from Initiative to Business Imperative

*Fred Balboni
Worldwide
Business
Analytics and
Optimization
Leader*

**Monday, October 22
10:15 a.m.–11:15 a.m.**

We are seeing unprecedented volumes of data being created by the instrumentation of nearly everything on the planet. And it is causing a seismic shift in how we engage with our clients, how we manage our operations and how we run our businesses. The ability to deal with these escalating volumes of structured and unstructured data—generated in real time—is either an inhibitor for enterprises unable to keep up or an advantage for those that are able to analyze and exploit. We now are at an inflection point as the use of analytics shifts from an initiative to an imperative, from changing organizations to changing entire industries and from the possible to the proven.

Join Fred Balboni, Worldwide Business Analytics and Optimization leader for IBM, and other industry leaders as they share their collective experience to discuss how leading organizations are embracing analytics to transform their business and outpace the competition.

Information Management in the New Era of Computing

*Arvind Krishna
General Manager,
Information
Management
Software
IBM Corporation*

**Monday, October 22
11:30 a.m.–12:30 p.m.**

In the new era of computing, companies are heightening their focus on building an agile information management foundation that can address the needs for mission-critical applications and advanced analytics.

Join Arvind Krishna, General Manager, IBM Information Management, and innovative clients in this technical session that will describe IBM Information Management software's strategy and game-changing innovations that can help you reduce data management costs, increase trust in your data and accelerate analytics to exploit big data. In this keynote, learn and watch demonstrations of new capabilities that can help you optimize your information supply chain and greatly increase the effectiveness of your business and IT initiatives.

Smarter Content in Motion for Better Business Outcomes

*Doug Hunt
Enterprise
Content
Management
Business Leader
IBM Corporation*

**Monday, October 22
2:15 p.m.–3:15 p.m.**

Managing the volume, variety and velocity of information facing organizations every day represents a significant challenge. Doug Hunt, IBM Enterprise Content Management Business Leader, will discuss how to harness the information explosion and realize the full value of content. Capturing, activating, socializing, analyzing and governing content can help you improve outcomes and transform your business.

Hear how IBM clients are applying innovative best practices and IBM Business Partner expertise to meet competitive challenges, maximize efficiencies and leverage the right information at the right time. Successful companies are using collaborative and mobile tools to add better context. New analytics and case management capabilities improve fact-based decisions and outcomes, while defensible disposal of excess information can save enormous costs and reduce risk. In addition, you will get a strategic look into where IBM Enterprise Content Management is heading to help you work smarter to grow your industry-specific business with high-

value solutions—today.

Turning Big Opportunity into Big Results with Business Analytics

**Monday, October 22
3:45 p.m.–4:45 p.m.**

**Tuesday, October 23
11:15 a.m.–12:15 p.m.**

*Les Rechan
General Manager
IBM Business
Analytics*

The increasing complexity of business and the escalating volume and variety of information being generated today can be seen as a major threat by the unprepared or as a golden opportunity by those able to act on it for competitive advantage. Join Les Rechan, General Manager, IBM Business Analytics, as he shares new and enhanced capabilities from IBM that are enabling organizations to optimize outcomes by embedding analytics into the fabric of their business. Les will share how leading organizations are leveraging recent advancements in analytics to exploit new sources of information to optimize business outcomes—from the tactical to the most strategic.

The Future of Information Management

**Tuesday, October 23
1:45 p.m.–2:45 p.m.**

*Arvind Krishna
General Manager,
Information
Management
Software
IBM Corporation*

From the present to the future. This session is designed for Information Management professionals looking to understand and see the information management innovations that will be important to their IT investments over the next three to five years.

Join Arvind Krishna, General Manager, IBM Information Management, and other key industry thought leaders to hear about and get an early look at the technical advances in the IBM labs that will help you optimize your future information management strategies and the new skills you will need to meet the challenge of the new era of computing.

"I would most definitely recommend the conference to people at different levels. Honestly, we could send people from across the company, from a midlevel DB2® specialist all the way up to leaders within our organization—even the executive track."

—Anthony Ciabattoni, Fiserv

EXPO

Be a part of IBM's largest products, solutions and services EXPO. Invest as a sponsor at Information On Demand 2012. Don't miss this exceptional opportunity to increase your visibility. More than 12,000 attendees are expected at this year's conference, and all roads lead to the EXPO.

So Many Reasons to Invest

- Showcase your products, solutions and services, and capture leads that can generate new business and new opportunity for your organization.
- Demonstrate your expertise to thousands of IBM clients and prospects across global industries.
- Meet one-on-one with decisions makers—show, tell and sell them on your products, solutions and services.
- Be a part of the conference nerve center—myriad conference activities take place in the EXPO, making it the place to be at Information On Demand 2012.

"The EXPO is a great place to meet customers and prospects. We've developed deeper client relationships here and identified many new companies we can help. It's a chance to meet face-to-face with many prospects—and to walk away with qualified leads."

—Lee Parker, Daeja Image Systems

Select the Investment That Makes Sense for You

Sponsorship Level*	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Elite Exhibitor	Turnkey Pedestal
Early Bird discounted price *(Early Bird price through August 31)*	$90,000 USD	$55,000 USD	$27,000 USD	$9,500 USD	$11,000 USD
Standard conference price	$100,000 USD	$65,000 USD	$40,000 USD	$13,500 USD	$14,500 USD

*Participation is subject to review and approval.

EXPO Dates and Hours

Sunday	6:00 p.m.–8:00 p.m.	EXPO grand opening reception
Monday	12:30 p.m.–2:30 p.m.	EXPO open
	5:00 p.m.–7:00 p.m.	EXPO reception
Tuesday	12:30 p.m.–2:30 p.m.	EXPO open
	5:00 p.m.–7:00 p.m.	EXPO reception
Wednesday	12:30 p.m.–3:30 p.m.	EXPO open
	3:30 p.m.	EXPO close

Increase Awareness. Drive Demand.

Myriad offerings and activities will inspire attendees to spend time in the EXPO, giving you plenty of opportunity to interact with clients and prospects. Your presence in the EXPO is a great way to increase your visibility and drive demand for your products, solutions or services.

Grand Opening Welcome Reception

Join us for the grand opening of Information On Demand 2012 at the welcome reception on Sunday, October 21, from 6:00 p.m. to 8:00 p.m. in the EXPO. Take this opportunity to network and preview the wide-ranging technologies and exhibits on hand in this premier exposition. Kick off the conference with us. Join in the festivities. Light refreshments and hors d'oeuvres will be served.

Presentation Theaters

These theaters will showcase IBM and IBM Business Partner solutions that optimize performance and address key business issues. Presentations will be held during the open EXPO hours.

IBM Software Services, Education and Support Hub

Stop by the Hub and discover how to speed up your implementation, keep your software solution productive, and build your skills and expertise. Services, education and support experts will answer your questions and help you identify effective strategies to maximize the return on your IBM software solutions.

IBM Community Lounge

Engage while you relax. The IBM Community Lounge is one of the best places in the EXPO to sit back and relax while you network with like-minded professionals. The community lounge is equipped with comfortable seating, video games, and charging stations for your laptops, smartphones and more. Take advantage of this opportunity to network with other attendees from the technical community, including IBM Champions and user group members.

IBM Client Reference Lounges

The IBM Client Reference Lounges are comfortable places to relax, enjoy some light refreshments, and take advantage of casual networking opportunities with peers, colleagues and IBM executives. IBM is committed to helping companies thrive in an era of intense competitive pressure from around the globe. So when we see our clients and Business Partners changing the playing field and driving real business success, we want to give them a chance to tell their story. That's where the IBM Client Reference Program comes in.

Demo Rooms and Lounges

You will find a variety of demo rooms in the EXPO that will offer you deep-dive opportunities for the products you are most interested in. Be sure to make the time to visit these demo rooms while you are in the EXPO, or set up an appointment to take a one-on-one deep-dive demo. Stop by various other lounges, such as the Accelerated Value Program (AVP) Red Carpet Lounge, this year.

Networking

Business Partner Café

The Business Partner Café is the place to network and meet with IBM program and product experts. Enjoy a fresh cup of coffee and talk with our IBM subject matter experts who can offer the latest insights about the IBM Business Analytics, Information Management and Enterprise Content Management portfolios. The café is your most convenient opportunity to discuss Business Partner programs, tools, offerings and benefits that best align to your business priorities for 2013. The café is also an ideal venue to network with other IBM Business Partners and IBM teams, build future plans, and hold one-on-one meetings.

Hours and Location
EXPO—Bayside D: Open 6:30 a.m. to 7:00 p.m. daily from Sunday, October 21, through Wednesday, October 24.

Ask the Experts

Focused on specific topics, ask-the-experts sessions provide the setting for an interactive hour of attendee-driven discussion with experts from IBM and beyond. Browse the SmartSite to ask the experts about topics that you've been meaning to address. Now is the time to find the answers in a dynamic, small-classroom environment driven by your questions and comments.

Birds of a Feather

What better place to meet with those sharing common interests than over lunch? Birds-of-a-feather sessions (also known as BOFs) are networking opportunities for attendees to discuss ideas and experiences related to a particular topic. Unlike a formal classroom setting, BOF discussion topics will be assigned to specific tables in the conference dining hall. The agenda is spontaneous as you share the discussion among your like-minded peers. Browse the SmartSite to find the BOFs that interest you, and sign up for a lunch that offers more than just great food.

EXPO Receptions

Be sure to attend the EXPO receptions on Monday and Tuesday to experience the EXPO while networking with conference attendees, other IBM Business Partners and solution experts.

Community Receptions

Community receptions provide you the opportunity to meet and chat with like-minded conference attendees. Nibble on delicious desserts and sip coffee and beverages while you visit the receptions of your choice. You'll hear about suggested special interest areas for each community, and these discussions will help you choose topics and skill areas that interest you or fit your job role or industry.

Receptions are planned for the following communities:

- Business Analytics
- Enterprise Content Management
- Government
- Industries
- Information Management

Evening Networking Event

Plan to join the fun at the evening networking event located in the Mandalay Bay Events Center on Tuesday, October 23, from 7:30 p.m. to 10:30 p.m. Enjoy an array of food and beverages along with top entertainment. Sponsored by Rocket Software, this event will bring attendees together for fun and relaxation—and a great opportunity to interact.

Incredible Range, Amazing Variety— Information On Demand 2012

Business Analytics Forum

The world is talking about analytics. In virtually every industry and every region around the globe, organizations are using analytics to study and analyze their data—perhaps more than ever. And those that master analytics will be better situated to succeed in the marketplace or in their public sector mission. Join us at Business Analytics Forum and learn how it's done.

Information Management Forum

The Information Management Forum offers deep technical sessions for IBM Information Management products, including database, database tools, data warehousing, information governance, master data management, information integration tools and big data. Information Management sessions help attendees build technical skills across a wide array of IBM technologies, learn about new software products and releases, and get behind-the-scenes views of how others are solving their toughest information management and big data challenges.

Enterprise Content Management Forum

The Enterprise Content Management Forum will give attendees deep insight into how new ECM solutions can add significant value across their organizations in several key areas, including advanced case management, content analytics, document capture and imaging, information lifecycle governance, and social content management. In these sessions, attendees can learn new technical and business skills that they can take back to their organizations to immediately improve efficiency and apply innovation.

Business Leadership Forum

Developed for executives, managers and key decision makers, the Business Leadership Forum is a comprehensive, two-and-a-half day curriculum delivering relevant and thoughtful discussions on a number of business issues, including customer care and insight, risk and compliance, and operational efficiencies related to proper management of content and data.

SmartSite

Access everything Information On Demand 2012 has to offer using SmartSite. Browse and select sessions, enroll in conference activities, build an agenda tailored to meet your needs, and connect with other attendees and speakers. This year, navigating SmartSite is even easier. New features give you quick access to the information you're looking for. Make time management easy while you're on-site. Use SmartSite to get conference details, news and other essentials. And remember, you can access SmartSite via a web browser or an Internet-enabled mobile device by visiting iodsmartsite.com. Native mobile apps will be available in early October. Navigating the conference has never been so simple.

Hands-On Lab Sessions

Get classroom-quality training—featuring interactive, hands-on exercises and workshops—led by our highly experienced professional instructors. Choose from unique three-hour sessions that cover a wide range of products.

Usability Sandbox Sessions

Use your experience with specific IBM Cognos® and IBM SPSS® products to help shape product direction. Usability experts will lead you through interactive sessions, including test-driving prototypes, small-group design review and feedback, and opportunities to vote on and prioritize user requirements. Visit the SmartSite for more details.

Certification

Don't miss this opportunity to validate your skills and demonstrate your proficiency in the latest IBM software technology and solutions. The conference is an excellent venue to advance your skills. More details to come later.

Destination Las Vegas

Join us at the Mandalay Bay Resort and Casino, one of the most luxurious and unique travel destinations Las Vegas has to offer. Offering a private 11-acre beach, world-class shops and dining, and the world-famous Shark Reef Aquarium, an exciting array of entertainment options awaits you.

Hotel Information

Register and reserve your room before August 31 to get the conference hotel of your choice.

Mandalay Bay Resort

Early Bird rate: $215 USD per night until August 31, 2012
$259 USD per night after August 31, 2012
$10 USD resort fee per room, per night, plus 12 percent tax

THEhotel

Early Bird rate: $225 USD per night until August 31, 2012
$279 USD per night after August 31, 2012
$10 USD resort fee per room, per night, plus 12 percent tax

Luxor Las Vegas

Early Bird rate: $134 USD per night (Pyramid rooms) or $154 USD per night (Tower rooms) until August 31, 2012
$144 USD per night (Pyramid) or $164 USD per night (Tower) after August 31, 2012
$10 USD resort fee per room, per night, plus 12 percent tax. Resort fee includes wired, high-speed Internet access in guest rooms; a daily newspaper; daily admission to the Nurture Fitness Center; and unlimited local and toll-free calls from guest rooms.

Excalibur Hotel & Casino

$109 USD per night on Friday, October 19; Saturday, October 20; Friday, October 26; and Saturday, October 27, 2012
$59 USD per night from Sunday, October 21, through Thursday, October 25, 2012
$10 USD resort fee per room, per night, plus 12 percent tax. Resort fee includes wired Internet access in guest rooms; a daily newspaper; admission to the fitness center; and unlimited local, toll-free and domestic long distance calls from guest rooms.

Visit **ibm.com**/events/informationondemand for more information or to register and reserve your room now.

Travel Discounts

American Airlines Group Travel Discount

Get 8 percent off the lowest applicable eligible published air fare.

- For domestic reservations, go to www.aa.com, contact AA Meeting Services at 1-800-433-1790 (6:00 a.m. to midnight central daylight time [CDT]) or contact your local travel agency. (NOTE: If you make your reservation by phone, there will be a reservation service charge. If you make your reservation on AA.com, you will pay no ticketing fees.)
- For international reservations, contact your local reservation number.
- Promotion code: **18H2BR**
- Valid for travel between October 18 and October 28, 2012, for travel to Las Vegas, Nevada.

WestJet Airlines Group Travel Discount

Get 10 percent off the best available regular fare (excluding web and promotional fares). *Reservations can only be made by phone.*

- Contact the WestJet convention line at 1-888-493-7853. Agents are available to assist Monday through Friday, 7:00 a.m. to 5:30 p.m. mountain daylight time (MDT).
- Group discount code: **CC6543**
- Valid for travel between October 18 and October 28, 2012, from any city served by WestJet into Las Vegas, Nevada.

Avis Group Rental Car Preferred Rates

Avis Rent A Car has provided attendees a group discount number designed to shop the best available rate, including unlimited mileage.

- Make reservations by calling Avis at 1-800-331-1600 or by visiting the Avis website.
- Avis Worldwide Discount number: **B1360013**
- Valid from seven days before to seven days after the conference.

Registration Information

Register before August 31 and save $300 USD.

Conference Registration Fees
Early Bird fee: $1,895 USD per person Ends August 31 (save $300 USD)
Standard fee: $2,195 USD per person September 1–October 20
On-site fee: $2,395 USD per person October 21–25

Full Conference Pass Includes:

- Access to all keynotes, breakout sessions, networking events and lunches at Information On Demand 2012
- Access to the EXPO
- Access to all evening events, including the networking event on Tuesday night located in the Mandalay Bay Events Center
- Food and beverages at all scheduled events, including breakfast and lunch
- Online access to available conference materials, including session presentations

Conference registration fee only covers conference admittance and does not include hotel accommodations, travel, transportation or any other charges.

Offers cannot be combined with any other discounts codes. IBM reserves the right to restrict registration and sponsorship. IBM employees and staff are not eligible.

For all questions concerning registration, hotel and group discounts, please contact the registration/housing line at 1-800-227-4374 or 1-770-359-6591 Monday through Friday from 9:00 a.m. to 6:00 p.m. eastern daylight time (EDT) or send an e-mail to: InformationOnDemand2012@meetingconsultants.com

Incentives for Business Partners

Take advantage of these incentives—exclusively for IBM Business Partners.

Customer Sign-Up Incentive

EXPO participants can earn up to five different benefits, including complimentary badges and/or booth fees. This incentive will also provide your clients with a $100 USD discount off of the current conference registration rate. Learn more.

Invite Six Clients

For a limited time only, eligible IBM Business Partners can receive one no-charge registration to attend the IBM Information On Demand 2012 conference for every six end user* company employees who register to attend at the Early Bird or full conference price (approximate maximum value: $1,895 USD). Conference registrations must be received by IBM on or after May 16, 2012, but no later than September 22, 2012. Enrollments in the incentive must be completed, and Business Partner promotion codes obtained, prior to end user registration in the conference. Learn more.

* as defined in the IBM Business Partner Agreement

Refund and Cancellation Policy

- Full refund, no cancellation fee before August 31, 2012
- Full refund less $200 USD cancellation fee after August 31, 2012
- No refund after September 21, 2012
- No refunds will be made for no-shows. No-shows may also incur a charge for one night's hotel room rate if hotel accommodations are not cancelled in advance. Cancellations must be received in writing only via:
  Email: InformationOnDemand2012@meetingconsultants.com
  Fax: 1-770-399-3170

Note: Please be sure to reference your registration confirmation number on your cancellation request. All hotel reservations will be cancelled in conjunction with corresponding conference registration being cancelled. Please note that the hotel may charge a late cancellation penalty of one night's hotel room rate plus tax for any hotel reservations cancelled less than 72 hours prior to scheduled arrival.

Policies

For more information regarding our payment, substitution, and refund and cancellation policies, please visit:
ibm.com/events/informationondemand

IBM®

Business Partner **Summit**

October 20–21, 2012

Information On Demand **2012**

October 21–25, 2012

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