

IBM Software Information On Demand 2012

October 21–25, 2012

Mandalay Bay | Las Vegas, Nevada

Instructions for Sponsors and Exhibitors: How to register your conference attendees

Once you have been approved to participate in the EXPO at Information On Demand 2012 as a sponsor or exhibitor, a contract code will be assigned to your company. That code will be emailed to the EXPO contact listed on your EXPO application. The number of full conference and EXPO badges included with your sponsorship/exhibit package depends on the package purchased. Your EXPO contact will also receive information on the number of badges included in your package.

Full conference registration badges include access to the entire conference. Exhibitor EXPO only registration badges include access to the EXPO and many other conference activities, but exclude all breakout sessions.

The following are available in addition to the badges included with your package. Additional fees will apply if you select any of the following:

- **Upgrade from EXPO only badge to sponsor/exhibitor full conference badge - \$845**
- **Additional sponsor/exhibitor full conference badge - \$1,495**
- **Additional sponsor/exhibitor EXPO only badge - \$650**

All of your attendees must register using your company's contract code.

Registration instructions are as follows:

- Click the link below to go to the registration website. This link is only for sponsors and exhibitors.
<https://www-01.ibm.com/software/data/2012-conference/registration.html>
- Enter your e-mail address
- Select "Business Partner" as your registration type
- Answer "yes" to indicate that you are a sponsor/exhibitor
- Then enter your contract code as listed in this email and click "continue"
- If you have any problems with your contract code, please contact a member of the EXPO sales team listed below

Complete all the sections. Review your registration on the summary page and click "submit". You will receive an e-mail acknowledgment of your registration.

NOTE: Badge sharing among booth personnel is NOT PERMITTED and could result in the badge being revoked without refund.

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Also, a special hotel room rate is available for all EXPO participants (space is limited, so enroll early). All registrants, regardless of whether they require a hotel room or not, must provide a credit card to complete their online registration. The credit card will only be charged in the event additional items or upgrades are requested beyond your purchased EXPO package.

EXPO SCHEDULE

EXHIBITOR MOVE-IN FOR ALL SPONSORS AND EXHIBITORS:

Friday	Oct 19	8:00 AM - 6:00 PM
Saturday	Oct 20	8:00 AM - 6:00 PM
Sunday	Oct 21	8:00 AM - 12:00 PM

EXPO SHOW HOURS:

Sunday	Oct 21	6:00 PM - 8:00 PM	EXPO Grand Opening Reception
Monday	Oct 22	12:30 PM - 2:30 PM	EXPO Open
		5:00 PM - 7:00 PM	EXPO Reception
Tuesday	Oct 23	12:30 PM - 2:30 PM	EXPO Open
		5:00 PM - 7:00 PM	EXPO Reception
Wednesday	Oct 24	12:30 PM - 3:30 PM	EXPO Open

EXHIBITOR MOVE-OUT:

Wednesday	Oct 24	4:00 PM - 10:00 PM
Thursday	Oct 25	8:00 AM - 4:00 PM

It is your responsibility to ensure exhibitor staff are present to operate your booth during all open EXPO SHOW HOURS as listed above. In addition, please note that the EXPO will be accessible each day to all Business Partners and attendees starting at 8:00 AM until the EXPO closes. You have the option of staffing your booth during these additional times as well, but are not required to do so.

Note that you will not be permitted to start the teardown of your booth until 4:00 PM on Wednesday, October 24. Please make your travel plans accordingly.

Sincerely,

The EXPO Sales Team

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