

# Information On Demand 2013

November 3 – 7, 2013

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 2013 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/2013-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.

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.

# Information On Demand 2013

**November 3 – 7, 2013**

Mandalay Bay | Las Vegas, Nevada

Please be aware that some sponsors at IBM conferences have been contacted by a company falsely identifying themselves as representatives of IBM. They indicate there are problems with hotel reservations or that they have special room rates and ask for credit card information.

For the Information On Demand 2013 conference, IBM has contracted with Meeting Consultants, Inc. to administer all registration and hotel reservations. Contact information for Meeting Consultants via the registration and housing line is available on the conference website. Please ensure that you use the online registration and accommodations process. DO NOT provide credit card information via email or fax to anyone other than the contacts at Meeting Consultants. If in doubt, please call anyone on the IBM EXPO team.

## EXPO SCHEDULE

### EXHIBITOR MOVE-IN FOR ALL SPONSORS AND EXHIBITORS:

Friday	Nov 1	8:00 AM - 6:00 PM
Saturday	Nov 2	8:00 AM - 6:00 PM
Sunday	Nov 3	8:00 AM - 12:00 PM

### EXPO SHOW HOURS:

Sunday	Nov 3	6:00 PM - 8:00 PM
Monday	Nov 4	12:30 PM - 3:30 PM 5:00 PM - 7:00 PM
Tuesday	Nov 5	12:30 PM - 3:30 PM 5:00 PM - 7:00 PM
Wednesday	Nov 6	12:30 PM - 3:30 PM

### EXHIBITOR MOVE OUT:

Wednesday	Nov 6	4:00 PM - 10:00 PM
Thursday	Nov 7	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, November 6. Please make your travel plans accordingly.

Sincerely,

The EXPO Sales Team

**Anthony Ramon**  
[aramon@us.ibm.com](mailto:aramon@us.ibm.com)  
510-769-5606

**Moleska Smith**  
[moleskas@us.ibm.com](mailto:moleskas@us.ibm.com)  
708-252-9335

**Tony Donald, EXPO Manager**  
[tdonald@us.ibm.com](mailto:tdonald@us.ibm.com)  
847-284-3480