

Sponsorship and Exhibit Opportunities

IBM Software

Information On Demand **2012**

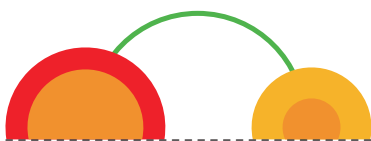
October 21–25, 2012

Mandalay Bay | Las Vegas, Nevada

www.ibm.com/events/informationondemand

03/13/2012





EXPO Dates and Hours

Sunday October 21	6:00 p.m. - 8:00 p.m.	EXPO Grand Opening Reception
Monday October 22	12:30 p.m. - 2:00 p.m. 5:00 p.m. - 7:00 p.m.	EXPO Open Reception
Tuesday October 23	12:30 p.m. - 2:00 p.m. 5:00 p.m. - 7:00 p.m.	EXPO Open Reception
Wednesday October 24	12:30 p.m. - 3:30 p.m. 3:30 p.m.	EXPO Open Close

EXPO booths must be fully staffed at the hours listed above. The EXPO Hall will be accessible Monday, Tuesday, and Wednesday starting at 8:00 a.m. until close, however, booths are only required to be staffed at the hours listed.



OFFERINGS AND ENHANCEMENTS

- Additional EXPO Incentive Programs
- Electricity and Lead Retrieval Scanners Included
- Booth Accessory Packages Available
- Full Conference and EXPO Registrations Included
- New Advertising Promotions for 2012
- Advertising Options on new Digital Video Wall in EXPO, Conference Digital Signs and SmartSite
- Reserved Seats at General Sessions
- Advertisements in Online/Printed EXPO Guide
- New Marketing Promotional Opportunities

SPONSORSHIP LEVEL*

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Elite Exhibitor	Turnkey Pedestal
Pre-Commit Discounted Price ONLY for those at the 2011 conference who pre-committed to the 2012 conference	\$85,000	\$50,000	\$21,000	\$8,500	\$9,500
Early Bird Discounted Price Early Bird Price Through August 31st	\$90,000	\$55,000	\$27,000	\$9,500	\$11,000
Standard Conference Price	\$100,000	\$65,000	\$40,000	\$13,500	\$14,500

*Participation is subject to review and approval.



OPTIONAL BOOTH ACCESSORY PACKAGES

Accessory Package A - \$2,500 (Ideal for a 10x10 Booth Space)

1 - 8' Black Draped Table
 2 - Forestdale Chairs
 1 - Wastebasket
 1 - Three Foot Tropical Plant
 1 - Floor Logo/Booth Number
 Sticker (10"x12")
 Daily vacuuming and garbage removal

Accessory Package B - \$3,800 (Ideal for a 10x10 Booth Space)

1 - 8' Black Draped Table
 1 - Orion Computer Kiosk
 2 - Diplomat Chairs
 1 - Wastebasket
 1 - Three Foot Tropical Plant
 1 - Floor Logo/Booth Number
 Sticker (10"x12")
 Daily vacuuming and garbage removal

Accessory Package C - \$5,000 (Ideal for a 10x20 Booth Space)

1 - Showcase Display Counter
 1 - Orion Computer Kiosk
 1 - Black Diamond Stool
 1 - Lisbon Group Loveseat
 2 - Black Leather Cubes
 1 - Geo Coffee Table
 1 - Wastebasket
 1 - Three Foot Tropical Plant
 1 - Floor Logo/Booth Number
 Sticker (10"x12")
 Daily vacuuming and garbage removal

PACKAGE INCLUSIONS

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Elite Exhibitor	Turnkey Pedestal
Exhibit Space	30x30	20x20	10x20	10x10	Pedestal
Wireless Internet Access	✓	✓	✓	✓	✓
Lead Retrieval Unit	2	1	1	1	1
Booth Electricity (1000w)	✓	✓	✓	✓	✓
Full Conference Registrations (1)	15	8	4	2	1
Exhibitor Registrations (2)	8	6	4	2	1
Conference Breakout Presentation (3) Business Leadership (BL) and Technical (T)	BL & T	BL	★	★	★
All Presentations are subject to review/ approval; submission due dates apply					
Diamond Breakout Sessions Promoted on Digital Signage	✓	N/A	N/A	N/A	N/A
Diamond Breakout Sessions Highlighted in Online/Printed EXPO Guide	✓	N/A	N/A	N/A	N/A

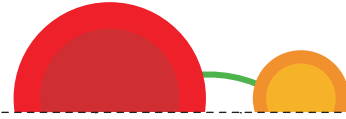
(1) Full Conference Registration badge includes access to entire conference.

(2) Exhibitor Only Registration badge includes access to the EXPO and other conference activities, excluding all Breakout Sessions.

(3) Technical sessions fall into one of the following segments: Business Analytics, Enterprise Content Management, or Information Management.

★ Can be purchased for an additional fee.





PACKAGE INCLUSIONS (continued)

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Elite Exhibitor	Turnkey Pedestal
Vendor Sponsored Presentation in EXPO (20 minutes) Presentation subject to approval: Sign up is first come, first served	2	1	*	*	*
Meeting Room on EXPO Floor Sign up at EXPO Info Desk for time slots, as available	Dedicated	2-Hour Time Slots	1-Hour Time Slots	*	*
Meeting Room in THEhotel	1	N/A	N/A	N/A	N/A
Networking Event Access for all Full Conference and Exhibitor Badges	✓	✓	✓	✓	✓

FUNCTION CO-SPONSORSHIPS

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Elite Exhibitor	Turnkey Pedestal
Co-Sponsor a Function	EXPO Receptions Sun-Tues	Lunch Mon-Wed	Breakfast Mon-Wed	N/A	N/A
Logo on Function Signage	✓	✓	✓	N/A	N/A
Acknowledgement in Online/Printed EXPO Guide	✓	✓	✓	N/A	N/A

BRANDING

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Elite Exhibitor	Turnkey Pedestal
4-Color Ad in Online/Printed EXPO Guide	Full Page	Half Page	*	*	*
Logo on Cover of Printed EXPO Guide	✓	N/A	N/A	N/A	N/A
NEW! Logo on Digital Video Wall in EXPO	✓	✓	✓	*	*
Logo on SmartSite Navigation Bar and Welcome Page (1)	✓	Welcome Page Only	*	*	*
Logo on Shared Diamond/Platinum Sponsorship Banner	✓	✓	N/A	N/A	N/A

(1) Web and Onsite Kiosk Versions of SmartSite Only.

* Can be purchased for an additional fee.



PROMOTIONS

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Elite Exhibitor	Turnkey Pedestal
Company Logo on Sponsorship Page in Online/Printed EXPO Guide	✓	✓	✓	N/A	N/A
Company Description in Online/Printed EXPO Guide	100 words	100 words	100 words	50 words	50 words
Company Logo/Name on Conference Website	✓	✓	✓	Name only	Name only
Hyperlink (1)	✓	✓	✓	✓	✓
SmartSite – eLiterature Upload eLiterature collateral	✓	✓	✓	✓	✓
Logo on Signage at Registration & EXPO Entrance	✓	✓	✓	N/A	N/A
Logo Item Advertising (2) Sponsor provides items	✓	✓	✓	*	*
Pre-Show Shared Email to Attendees Write-up & URL included for all sponsors; Logo also included for Diamond Sponsors	100 words	100 words	100 words	*	*
Pre- or Post-Show Mailing to Attendees Additional Postage & Handling Charges Apply	Pre AND Post	Pre OR Post	Pre Only	*	*
Promotional Flyer in Welcome Kit Flyer provided by Sponsor	1	1	*	*	*
Reserved Seats at General Sessions (Mon – Wed)	23	14	8	N/A	N/A
Thank You Slide Featuring Sponsor Logo at General Session	Mon-Wed	Tue-Wed	Wed	N/A	N/A
Write-up in <i>IBM Data Management Magazine's</i> Fall newsletter and print magazine	50 words	25 words	Name only	N/A	N/A
Preferred 2013 Booth Selection & Discount if Signed Up as a Pre-Commit	✓	✓	✓	✓	✓

(1) Hyperlink will be from conference website to your URL provided on your EXPO application.

(2) Sponsor provides 300 items that include sponsor logo. Items to be placed on tables in EXPO for attendees.

* Can be purchased for an additional fee.

SPECIAL BADGE FEES FOR EXPO PARTICIPANTS (3)

Must have a Booth Presence on EXPO Floor

- Upgrade an Exhibitor Badge to a Full Conference Badge for a nominal fee of \$845
- Purchase additional Full Conference Badges for \$1,495
- Purchase additional EXPO Only Exhibitor Badges for \$650

(3) Special Badge Fee Prices Valid through 10-25-12



ADDITIONAL MARKETING PROMOTIONAL OPPORTUNITIES

All Opportunities are Subject to Approval and Availability

ADVERTISING PROMOTIONS

- **Ad on Printed EXPO Guide Cover** (full page; subject to availability)
 - Outside Back Cover \$4,000
 - Inside Front Cover \$3,500
 - Inside Back Cover \$3,000
- **Ad on Inside Page of Online/Printed EXPO Guide**
 - Full Page \$2,000
 - Half Page \$1,000
 - Quarter Page \$750
- **Ad in Printed Pocket Guide** (full page; subject to availability)
 - Outside Back Cover \$3,000
 - Inside Back Cover \$2,500
 - Center Staple Page (two spots available) \$2,000
- **Advertising on Conference Digital Signage** (rotating content provided by sponsors)
 - Two-Minute Video (61 to 120 seconds max) \$2,500
 - One-Minute Video (30 to 60 seconds max) \$1,500
 - Digital Still Ad \$1,000
 - Logo \$750
- **NEW! Advertising on Digital Video Wall in EXPO** (rotating content provided by sponsors)
 - Two-Minute Video (61 to 120 seconds max) \$6,000
 - One-Minute Video (30 to 60 seconds max) \$4,000
 - Digital Still Ad \$3,000
 - Logo \$2,000
- **Advertising on SmartSite**
 - Logo on Mobile Welcome Page (2 opportunities) \$2,500
 - Logo on Log-In Screen - Web and Onsite Kiosk (only 1 opportunity) \$1,000
 - Rotating Logo on Navigation Bar - Web and Onsite Kiosk (multiple opportunities) \$750
- **Column Signs Inside EXPO** (limited opportunities) \$7,500
- **Conference Paper Notepad in Welcome Kit** (only 1 opportunity; sponsor provides paper notepad using approved vendor) \$2,500
- **Dining Table Promotion** (brochures for tables provided by sponsor) per meal \$1,500
- **Escalator Runner Banner** (2 opportunities) \$5,000
- **Logo Item Advertising** (sponsor provides 300 items) \$500
- **NEW! Pre-Show Shared Email to Attendees** (100 word write-up included with other sponsors) \$1,000
- **Promotional Flyer in Welcome Kit** (limited opportunities; flyer provided by sponsor) \$1,500



SPECIAL PROMOTIONS

- **Mandalay Bay Marquee Advertising** (2 opportunities) \$14,000
- **“People Mover” T-Shirts** (only 1 opportunity) \$12,000
- **Shark Reef Interactive Media Wall** (2 opportunities) \$18,000

SPONSORSHIP OPPORTUNITIES

- **Business Partner Golf Day – Saturday, October 20th** (contact EXPO Program Managers for more information) **Varies**
- **Coffee Breaks – Entire Conference** (2 opportunities) **\$3,500**
- **NEW! Conference Breakout Session Program Track** (multiple opportunities) **\$1,500**
- **Dessert in EXPO - Mon thru Wed** (4 opportunities) **\$1,500**
- **Hands-On Lab Area** (signage acknowledgement only; 3 opportunities) **\$3,000**
- **IBM Community Lounge in EXPO** (2 opportunities) **\$5,000**
- **Product Certification Area** (signage acknowledgement only; 3 opportunities) **\$3,000**
- **Wireless Sponsorship** (entire conference; only 1 opportunity) **\$5,000**

ADDITIONAL OPPORTUNITIES

- **Breakout Presentation (60 minutes)** **\$12,500**
(Subject to approval; Limited number available; Includes 1 full conference badge; Submission due dates apply.)
- **Hotel Room Drop** (additional hotel charges apply) **\$1,500**
- **Meeting Room on EXPO Floor** (limited number available) **\$5,000**
- **Pre or Post Show Mailing** (additional postage & handling charges apply) **\$1,000**
- **Vendor Sponsored Presentation (VSP) in EXPO Theater (20 minutes)** **\$1,500**
(subject to approval; multiple opportunities)



ADDITIONAL MARKETING PROMOTIONAL OPPORTUNITIES

All Opportunities are Subject to Approval and Availability

ADVERTISING PROMOTIONS

• Ad on Printed EXPO Guide Cover

(full page; subject to availability)

- Outside Back Cover **\$4,000**
- Inside Back Cover **\$3,500**
- Inside Back Cover (two spots available) **\$3,000**

• Ad on Inside Page of Online/Printed EXPO Guide

- Full Page **\$2,000**
- Half Page **\$1,000**
- Quarter Page **\$750**

• Ad in Printed Pocket Guide

(full page; subject to availability)

- Outside Back Cover **\$3,000**
- Inside Back Cover **\$2,500**
- Center Staple Page (two spots available) **\$2,000**

• Advertising on Conference Digital Signage

(rotating content provided by sponsors)

Promote your company and solutions through this dynamic channel! Leverage the plasma screens, located throughout the conference, to deliver your digital message to attendees. Rotating content can include logos, digital still ads and video promotional spots.

- Two-Minute Video (61 to 120 seconds max) ... **\$2,500**
- One-Minute Video (30 to 60 seconds max) **\$1,500**
- Digital Still Ad **\$1,000**
- Logo **\$750**

• **NEW!** Advertising on Digital Video Wall in EXPO

(rotating content provided by sponsors)

Don't miss this new opportunity! Be one of the first to showcase your digital message in the EXPO on the large video wall centrally located where all can see! Rotating content can include logos, digital still ads and videos.

- Two-Minute Video (61 to 120 seconds max) ... **\$6,000**
- One-Minute Video (30 to 60 seconds max) **\$4,000**
- Digital Still Ad **\$3,000**
- Logo **\$2,000**



ADVERTISING PROMOTIONS (continued)

- **Advertising on SmartSite**

Increase your company exposure by advertising on the SmartSite information system. With the mobile and web versions of SmartSite launching in early August and with over 100 kiosks onsite, you're sure to get your company noticed! SmartSite allows attendees to schedule meetings, connect with other attendees, get updated conference information and use social networking tools!

- **Logo on Mobile Welcome Page** \$2,500
Attendees can access SmartSite on any mobile device with web access, as well as download apps for the iPhone, Droid, and Blackberry. Logo will appear on the Welcome Page of the mobile site, launching in early August. Only two (2) opportunities available.
- **Logo on Log-In Screen - Web and Onsite Kiosk** \$1,000
Your logo to be displayed on the Log-In Screen of the SmartSite system starting in early August (web), as well as on the onsite kiosks. Only one (1) opportunity available.
- **Rotating Logo on Navigation Bar - Web and Onsite Kiosk** \$750
Rotating logos to be displayed on the Navigation Bar of the SmartSite system starting in early August (web), as well as on the onsite kiosks. Multiple opportunities available.

- **Column Sign Inside EXPO** \$7,500
Increase your name recognition at the conference! Your company name will be printed on up to two sides of an EXPO column found in the quadrant near where your booth is located. Limited number of opportunities available.

- **Conference Paper Notepad in Welcome Kit** \$2,500
Be the sponsor of the conference paper notepad which will include your logo as well as our conference branding! Using our approved vendor, you provide the paper notepads and we will distribute them to all attendees. Subject to approval. Only one (1) opportunity available.

- **Dining Table Promotion** per meal \$1,500
Gain valuable exposure for your brand during meals in the Dining Area! You'll have the opportunity for your brochures to be placed on every table. Sponsor provides brochures. Multiple shared opportunities available.

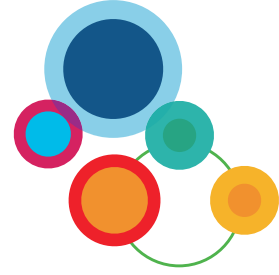
- **Escalator Runner Banner** \$5,000
Make sure to reach attendees by increasing your brand exposure! Place an escalator runner banner on one of the convention center escalators that carry attendees between the registration level and the floor above. Don't miss this opportunity to have attendees read your message while riding on the escalator! Two (2) opportunities available.

- **Logo Item Advertising** \$500
This is a great way to get your name and logo into the hands of attendees. Sponsor provides 300 items that include sponsor logo. Items to be placed on tables near the EXPO Information Desk. Multiple opportunities available.

- **NEW! Pre-Show Shared Email to Attendees** \$1,000
Exhibitors now have the opportunity to include their 100 word message in an email sent to all attendees prior to the conference. Along with write-ups of the EXPO sponsors, your message will be featured in this document highlighting the EXPO and many of its participants. Multiple opportunities available.

- **Promotional Flyer in Welcome Kit** \$1,500
Get more exposure by placing a flyer in the Welcome Kit materials that all attendees will receive at Conference registration. Sponsor provides flyers. Limited opportunities available.



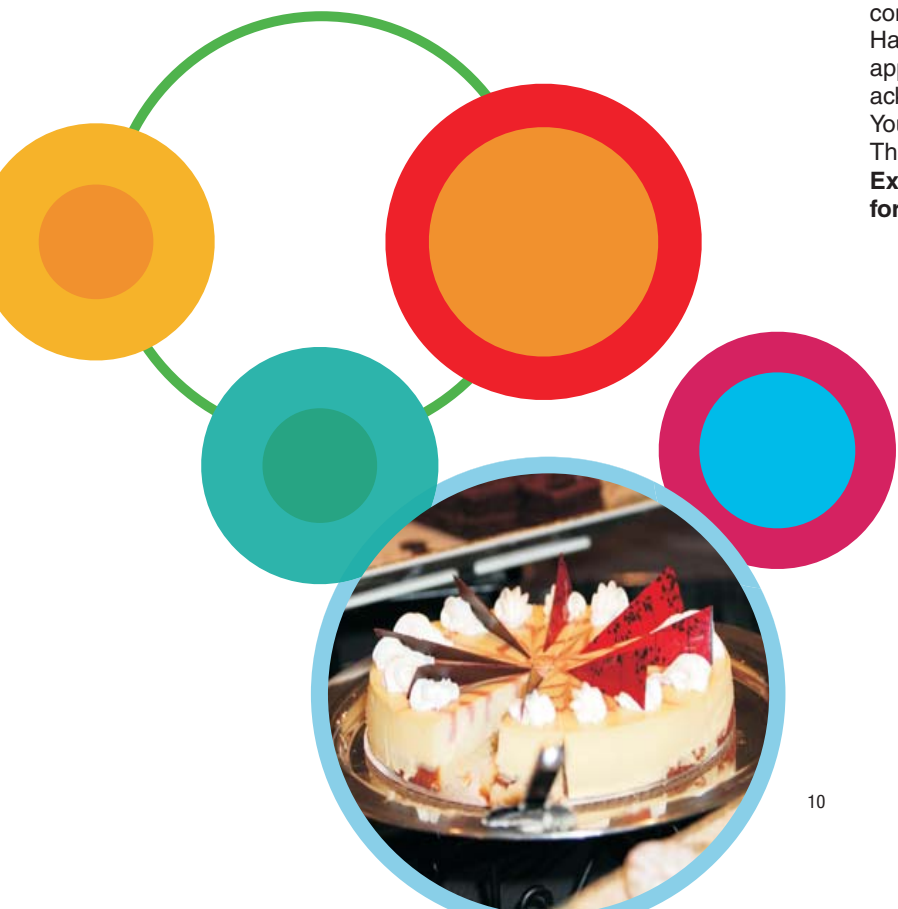


SPECIAL PROMOTIONS

- Mandalay Bay Marquee Advertising** \$14,000
 Place your own message on the Mandalay Bay Video Marquee located on Las Vegas Boulevard. Everyone who passes by will see your message! Your message will rotate with other hotel advertising. Two (2) opportunities available.
- “People Mover” T-Shirts** \$12,000
 Sponsor the t-shirts worn by the people who can be found throughout the conference helping to direct attendees. Your not-to-be-missed company name and booth number or URL will be printed on the back of each brightly colored t-shirt. Your sponsorship will be highlighted on our Information On Demand website through March 31, 2013. Only one (1) opportunity available.
- Shark Reef Interactive Media Wall** \$18,000
 Take advantage of one of the most unique ways to increase brand awareness with attendees by placing your logo on the Shark Reef Interactive Media Wall located in the hall just before you reach the conference registration area. You're sure to catch the attendees' attention when they interact with the wall just by walking in front of it! Your message will run for 15 seconds at a time, rotating with other hotel advertising. Two (2) opportunities available.

SPONSORSHIP OPPORTUNITIES

- Business Partner Golf Day – Saturday, October 20th**
 Contact the EXPO Program Managers for information on sponsorship opportunities.
- Coffee Breaks** \$3,500
 Sponsor the coffee breaks for the entire Conference and put the focus on your brand! Your company name will appear in the Online/Printed EXPO Guide and on signage at the coffee break areas. Two (2) opportunities available.
- NEW! Conference Breakout Session Program Track** \$1,500
 Gain more exposure by sponsoring a Conference Program Track of your choice. Your logo will be displayed on the digital room signage for all of the sessions in your track and you will receive acknowledgement in the Online/Printed EXPO Guide. This sponsorship does not include a speaking opportunity. Multiple opportunities available.
- Dessert in EXPO** \$1,500
 Gain premier name recognition by sponsoring the desserts served in the EXPO after lunch on Monday, Tuesday and Wednesday! Your company name will appear in the Online/Printed EXPO Guide and on signage in the EXPO. Four (4) opportunities available.
- Hands-On Lab Area** \$3,000
 Get the focused attention of the technical community by sponsoring the Hands-On Lab Area during the Conference. These labs continue to be among the most popular sessions at the conference – over 2,700 attendees visited the Hands-On Labs last year! Sponsorship includes appropriate signage in the area and acknowledgement in the Online/Printed EXPO Guide. Your collateral can also be placed in the area. Three (3) opportunities available. **Or be the Exclusive Sponsor of the Hands-On Lab Area for only \$8,500!**



SPONSORSHIP OPPORTUNITIES (continued)

- IBM Community Lounge in EXPO \$5,000**
 Be a part of the vibrant IBM Community Lounge which will include The Den, complete with games and opportunities to chat one-on-one with like professionals. This area will also have all of the IBM User Group tables as well as ad-hoc meeting tables, the System z/Power Systems Sandbox and charging tables where you can plug in and recharge your laptops, phones, notebooks, etc. This is a great opportunity to increase brand awareness with top technical professionals in the business! You can display your promotional brochures in the IBM Community Lounge and you will receive signage at the entrance, as well as acknowledgement in the Online/Printed EXPO Guide. Two (2) opportunities available.
- Product Certification Area \$3,000**
 This area is one of the most popular destinations at the Conference and is a fantastic opportunity to get your company noticed! At last year's conference, 1200 exams were given! Sponsorship includes signage in the certification area and acknowledgement in the Online/Printed EXPO Guide. You can also place a promotional brochure in the certification room. Three (3) opportunities available. **Or be the Exclusive Sponsor of the Product Certification Area for only \$8,500!**
- Wireless Sponsorship \$5,000**
 Wireless is available throughout the conference! Be the exclusive sponsor of the wireless network at the Mandalay Bay Convention Center for the week and get your brand name noticed throughout the Conference! Sponsorship includes your name prominently displayed on a banner, as well as recognition in the Online/Printed EXPO Guide. One (1) opportunity available.

ADDITIONAL OPPORTUNITIES

- Breakout Presentation (60 minutes) \$12,500**
 Generate buzz around your brand by delivering a presentation during one of our breakout sessions! All you have to do is submit the topic and content to IBM for approval. For 60 minutes, you've got the floor! Choose a Business Leadership session or a Technical session. Technical sessions fall into one of the following segments: Business Analytics, Enterprise Content Management, or Information Management. One Full Conference registration badge is included. Additional speakers must have a Full Conference badge. Limited number of presentations available. Submission due dates apply.
- Hotel Room Drop \$1,500**
 Make sure your company name is front and center with attendees by sponsoring a hotel room drop. This opportunity allows you to work with the Mandalay Bay for the optimum delivery of your materials. A great way to differentiate yourself! Additional hotel charges apply.
- Meeting Room on EXPO Floor \$5,000**
 Have your own meeting room on the EXPO floor for your exclusive use. Meet with clients, plan strategy with teammates, etc. Your private meeting room will be available for use on Sunday evening through Wednesday afternoon. Limited number available.
- Pre or Post Show Mailing \$1,000**
 Communicate directly with Conference Attendees by gaining access to our exclusive mailing list via a third-party mailhouse! Seize this opportunity to generate excitement around your company prior to the event... or keep your name top of mind after the Conference has ended. Additional postage and handling charges apply.
- Vendor Sponsored Presentation (VSP) \$1,500**
 Take "center stage" for 20 minutes in one of our EXPO theaters! This is your opportunity to present your solution, product or innovative leading edge technology to EXPO participants. VSP topic and content are subject to approval. Scheduling is first come, first served – so sign up for the optimum slot quickly. VSP schedules will be posted on SmartSite and in the EXPO. Multiple opportunities available.



All promotions and offerings are subject to review and approval by IBM. These programs may be changed or cancelled at the discretion of IBM without prior notification.

FOR MORE INFORMATION

For more information on the Sponsorship Packages, please contact:

EXPO Sales for all Business Partners:

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