

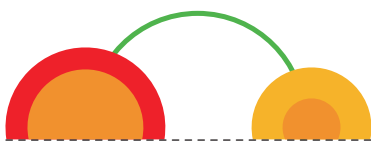
# Sponsorship and Exhibit Opportunities

## Information On Demand **2013**

**November 3–7, 2013**

Mandalay Bay | Las Vegas, Nevada

[www.ibm.com/events/informationondemand](http://www.ibm.com/events/informationondemand)



### EXPO Dates and Hours

<b>Sunday</b> November 3	6:00 p.m. - 8:00 p.m.	EXPO Grand Opening Reception
<b>Monday</b> November 4	12:30 p.m. - 3:30 p.m. 5:00 p.m. - 7:00 p.m.	EXPO Open Reception
<b>Tuesday</b> November 5	12:30 p.m. - 3:30 p.m. 5:00 p.m. - 7:00 p.m.	EXPO Open Reception
<b>Wednesday</b> November 6	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.



### HIGHLIGHTED OFFERINGS

- EXPO Incentive Programs
- Electricity and Lead Retrieval Scanners Included
- Booth Accessory Packages Available
- Full Conference and EXPO Registrations Included
- Advertising Promotions for 2013
- Advertising Options on Digital Video Wall in EXPO, Conference Digital Signs and Conference Agenda Builder
- Reserved Seats at General Sessions
- Advertisements in Online/Printed EXPO Guide
- New Marketing Promotional Opportunities

### SPONSORSHIP LEVELS\*

Marquee Entertainment Sponsor - **SOLD!**

Please contact Tony Donald ([tdonald@us.ibm.com](mailto:tdonald@us.ibm.com)) for more information

Premier Social Media Sponsor (2 opportunities) - **\$100,000**

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Elite Exhibitor	Turnkey Pedestal
<b>Early Bird Discounted Price</b> Early Bird Price through August 31st	\$90,000	\$60,000	\$30,000	\$12,000	\$14,000
<b>Full Price</b>	\$105,000	\$70,000	\$35,000	\$14,000	\$16,000

\* Participation is subject to review and approval

#### SPECIAL NOTICE:

On July 2, 2012, IBM announced changes to the Terms and Conditions associated with events being executed by IBM Business Partners, where those events are reimbursed in whole or in part by IBM co-marketing funds. Be sure that you read the IBM Co-Marketing Event Eligibility Criteria at <http://tinyurl.com/d6kjb5n> to understand eligibility of co-marketing for items offered in this Information On Demand 2013 Sponsorship guide. For questions and for more information, please contact your primary IBM Co-Marketing representative.





## OPTIONAL BOOTH ACCESSORY PACKAGES

### Accessory Package A - \$3,000 (Ideal for a 10x10 Booth Space)

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

### Accessory Package B - \$4,000 (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

Marquee Entertainment Sponsor - **SOLD!**

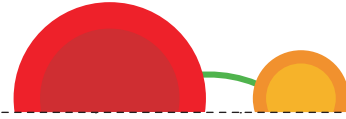
Please contact Tony Donald ([tdonald@us.ibm.com](mailto:tdonald@us.ibm.com)) for more information

Premier Social Media Sponsor

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Elite Exhibitor	Turnkey Pedestal
Exhibit Space	20x30	20x20	10x20	10x10	Pedestal
Wireless Internet Access	✓	✓	✓	✓	✓
Lead Retrieval Unit	2	1	1	1	1
Booth Electricity (1000w)	✓	✓	✓	✓	✓
Full Conference Registrations (1)	10	8	6	2	1
Exhibitor Registrations (2)	5	4	3	3	2
Conference Breakout Presentation (3) Business Leadership (BL) and Technical (T)	BL or T	BL	*	*	*
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
<b>Vendor Sponsored Presentation in EXPO (20 minutes)</b> Presentation subject to approval: Sign up is first come, first served	2	1	*	*	*
<b>Video Interview at Conference (1)</b>	✓	✓	N/A	N/A	N/A
<b>Meeting Room on EXPO Floor</b> Sign up at EXPO Info Desk for time slots, as available	Dedicated	2-Hour Time Slots	1-Hour Time Slots	*	*
<b>Meeting Room in THEhotel</b>	1	N/A	N/A	N/A	N/A
<b>Networking Event Access for all Full Conference and Exhibitor Badges</b>	✓	✓	✓	✓	✓

## FUNCTION CO-SPONSORSHIPS

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

## BRANDING

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Elite Exhibitor	Turnkey Pedestal
<b>4-Color Ad in Online/Printed EXPO Guide</b>	Full Page	Half Page	*	*	*
<b>Logo on Cover of Printed EXPO Guide</b>	✓	N/A	N/A	N/A	N/A
<b>Logo on Digital Video Wall in EXPO</b>	✓	✓	✓	*	*
<b>Rotating Logo on Conference Agenda Builder Sponsorship Ribbon - Web &amp; Onsite Kiosks</b>	✓	✓	*	*	*
<b>Rotating Logo on Conference Session Preview Tool</b>	✓	N/A	N/A	N/A	N/A
<b>Logo on Shared Diamond/Platinum Sponsorship Banner</b>	✓	✓	N/A	N/A	N/A

(1) Showcase your industry solution as part of the conference Livestream broadcast; Interviews not to exceed 10 minutes in length; Interview clip will be posted on the conference Livestream channel/other IBM sites within 24 hours and made available to you; Discussion topics/questions/content to be approved by IBM.

\* 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)	✓	✓	✓	✓	✓
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)	15	12	9	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 IBM Data Magazine's Fall newsletter	75 words	50 words	Logo	N/A	N/A
Preferred 2014 Booth Selection & Pre-Commit Discount	✓	✓	✓	✓	✓

(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 11-07-13



# MARKETING PROMOTIONAL OPPORTUNITIES - PRICING

All Opportunities are Subject to Approval and Availability

## ADVERTISING PROMOTIONS

● <b>Ad on Printed EXPO Guide Cover</b> (full page; subject to availability)	
– Outside Back Cover .....	\$4,000
– Inside Front Cover .....	\$3,500
– Inside Back Cover .....	\$3,000
● <b>Ad on Inside Page of Online/Printed EXPO Guide</b>	
– Full Page .....	\$2,000
– Half Page .....	\$1,000
– Quarter Page .....	\$750
● <b>Ad in Printed Pocket Guide</b> (full page; subject to availability)	
– Outside Back Cover .....	\$3,000
– Inside Back Cover .....	\$2,500
– Divider Tab Page (multiple opportunities) .....	\$2,500
● <b>Advertising on Conference Digital Signage</b> (rotating content provided by sponsors)	
– Two-Minute Video (up to 120 seconds max) .....	\$2,500
– One-Minute Video (up to 60 seconds max) .....	\$1,500
– Digital Still Ad .....	\$1,000
– Logo .....	\$750
● <b>Advertising on Digital Video Wall in EXPO</b> (rotating content provided by sponsors)	
– Two-Minute Video (up to 120 seconds max) .....	\$6,000
– One-Minute Video (up to 60 seconds max) .....	\$4,000
– Digital Still Ad .....	\$3,000
– Logo .....	\$2,000
● <b>NEW! Advertising on Conference Agenda Builder</b>	
– Logo on Log-In Screen - Web & Onsite Kiosks (1 opportunity) .....	\$1,000
– Rotating Logo on Sponsorship Ribbon - Web & Onsite Kiosks (multiple opportunities) .....	\$1,000
– Logo on Mobile Version (2 opportunities) .....	\$1,000
● <b>Column Signs Inside EXPO</b> (limited opportunities) .....	\$7,500
● <b>Conference Paper Notepad in Welcome Kit</b> (only 1 opportunity; sponsor provides paper notepad using approved vendor) .....	\$2,500
● <b>Dining Table Promotion</b> (brochures for tables provided by sponsor) .....	per meal \$1,500
● <b>Escalator Runner Banner</b> (2 opportunities) .....	\$5,000
● <b>Logo Item Advertising</b> (sponsor provides 300 items) .....	\$1,000
● <b>Pre-Show Shared Email to Attendees</b> (100 word write-up included with other sponsors) .....	\$1,000
● <b>Promotional Flyer in Welcome Kit</b> (limited opportunities; flyer provided by sponsor) .....	\$1,500
● <b>Scan-A-Palooza Promotion</b> .....	\$850



## SPECIAL PROMOTIONS

• <b>Digital Video Wall Sponsorship</b> (2 opportunities) .....	\$12,000
• <b>NEW! IBM Data magazine - Header Skin Ad</b> (multiple opportunities available).....	\$12,000
• <b>NEW! IBM Data magazine - Tower Ad</b> (multiple opportunities available).....	\$5,000
• <b>“People Mover” T-Shirts</b> (only 1 opportunity) .....	\$12,000
• <b>Shark Reef Interactive Media Wall</b> (2 opportunities) .....	\$18,000

## SPONSORSHIP OPPORTUNITIES

• <b>Birds-of-a-Feather (BOF) Lunch Sessions</b> (multiple opportunities) .....	\$1,500
• <b>NEW! Charging Station</b> (10 opportunities) .....	\$2,500
• <b>Coffee Breaks – Entire Conference</b> (2 opportunities) .....	\$3,500
• <b>Conference Breakout Session Program Track</b> (multiple opportunities) .....	\$1,500
• <b>Dessert in EXPO - Mon thru Wed</b> (4 opportunities) .....	\$1,500
• <b>Hands-On Lab Area</b> (signage acknowledgement only; 3 opportunities) .....	\$3,000
• <b>Product Certification Area</b> (signage acknowledgement only; 3 opportunities).....	\$3,000
• <b>NEW! 'Take 5' Massage Chair</b> (10 opportunities).....	\$6,500

## ADDITIONAL OPPORTUNITIES

• <b>Breakout Presentation (60 minutes)</b> .....	\$12,500
<small>(Subject to approval; Limited number available; Includes 1 full conference badge; Submission due dates apply)</small>	
• <b>Hotel Room Drop</b> (additional hotel charges apply) .....	\$1,500
• <b>Meeting Room on EXPO Floor</b> (limited number available) .....	\$5,000
• <b>Pre or Post Show Mailing</b> (additional postage & handling charges apply) .....	\$1,500
• <b>Vendor Sponsored Presentation (VSP) in EXPO Theater (20 minutes)</b> .....	\$1,500
<small>(subject to approval; multiple opportunities)</small>	
• <b>VIP Suite at Networking Event</b> (limited number available)	
- <b>Large Suite (up to 90 seats)</b> .....	\$30,000
- <b>Medium Suite (up to 30 seats)</b> .....	\$20,000
- <b>Small Suite (up to 15 seats)</b> .....	\$10,000



## ADDITIONAL EXPO SPONSORSHIPS

### **NEW! The Green Sponsorship - \$15K (2 Available)**

The Green movement is gaining momentum as people voice their concern over the impact of waste on the planet. This is an opportunity for you to showcase your commitment as an environmentally conscious company. We will work with Mandalay Bay to ensure the integration of green practices and donation of materials to schools and other local organizations.

- Conference-wide acknowledgement as our Green Sponsor
- Half-Page ad in our EXPO Guide for you to detail your company's sustainability initiatives and green practices
- Logo on 'Green Sponsor' shared signage in the EXPO, breakfast/lunch area and registration
- Ad on conference digital signage
- Logo in the Online/Printed EXPO Guide
- 2 Full Conference Badges

### **Business Partner Summit Networking Reception Sponsorship - \$15K (1 Available)**

The Business Partner Summit Networking Reception will take place Saturday, November 2, 2013 from 7:30pm – 9:30pm.

- Recognition as a sponsor with company name and logo on signage at the Networking Reception
- Recognition with company name and logo in Business Partner Summit conference directory
- Recognition during Business Partner Summit General Session – Company name and logo on screen
- Your company name and logo on each refreshment bar (8.5" x 11" signs)
- Sponsor name and/or logo with hyperlink from main conference website to sponsor's website
- Opportunity to participate with IBM Executives in a short 1-2 minute welcome at the reception
- 30 minute private reception for up to 50 total attendees (IBM Business Partners and IBM employees only), just prior to the IBM Business Partner Summit Networking Reception. Held in the same room as the reception, allowing early access (sponsor must manage early access to the reception & provide their invited guest list)
- Private meeting room on the EXPO show floor during open EXPO hours (sponsor must manage the meeting room schedule)

### **Business Partner Café Sponsorship \$8.5K or \$10K (2 Available)**

The Business Partner Café is the place to network and meet with IBM program and product experts, and talk with IBM subject matter experts who can offer the latest insights about the IBM Business Analytics, Information Management and Enterprise Content Management portfolios.

- Sponsor logo featured on BP Café signage inside and outside of BP Café
- Exclusive table location within the BP Café for meetings and discussions
- Sponsor logo placement In Online/Printed EXPO Guide
- Sponsor logo placement on BP Café page on conference website
- Access to reserved meeting rooms in BP Café (6 hours of meeting time)
- Ability to purchase one discounted Full Conference Badge

#### **PRICING:**

Sponsorship plus THREE (3) Exhibitor Badges -- **\$8,500**

#### **Or**

Sponsorship plus THREE (3) Exhibitor Badges and ONE (1) Full Conference Badge -- **\$10,000**





## EXCLUSIVE GOLF CLASSIC SPONSORSHIPS

Many New and Revised Offerings!

IBM is hosting the eighth annual Information On Demand Golf Classic on Saturday, November 2, 2013 from 11am - 6pm. This invitation-only event is being held at the Legacy Golf Club in Las Vegas, Nevada and is exclusively for IBM and IBM Business Partner executives.

Maximize exposure for your brand by becoming the focal point of tee time... and much more. Sponsorship is a great way to increase your company's presence on the golf course.

### Golf Sponsorship Packages

#### A) Lunch - \$5,000 (1 opportunity)

- 3 player spots in the Golf Classic
- Opportunity to request an IBM Executive for one foursome\*
- Sponsorship sign at golf registration with your company logo
- Sponsor to provide stickers with their company logo for 150 Lunch boxes
- Opportunity to provide one golf related logo'd item – for each player (item subject to IBM approval and sponsor to provide the golf item at their cost)

#### B) Beverage Carts - \$5,000 (1 opportunity)

- 3 player spots in Golf Classic
- Opportunity to request an IBM Executive for one foursome\*
- Sponsorship sign at golf registration with your company logo
- Sponsorship of the Golf Beverage Carts – with your logo on each beverage cart
- Opportunity to provide one golf related logo'd item – for each player (item subject to IBM approval and sponsor to provide the golf item at their cost)
- Sponsor logo printed on drink tickets for any type of beverage (4 tickets provided to each player to be used at the Beverage Cart only)

#### C) Tournament Reception - \$5,000 (1 opportunity)

- 3 player spots in Golf Classic
- Opportunity to request an IBM Executive for one foursome\*
- Sponsorship sign at golf registration with your company logo
- Opportunity to provide one golf related logo'd item – for each player (item subject to IBM approval and sponsor to provide the golf item at their cost)
- Sponsor logo printed on drink tickets for any type of beverage (2 tickets provided to each player for the Reception)

#### D) Cigar Cart - \$2,500 (1 opportunity)

- 3 player spots in Golf Classic
- Opportunity to request an IBM Executive for one foursome\*
- Sponsorship sign at golf registration with your company logo
- Sponsorship of the Cigar Cart - with your logo on cart
- Sponsor to provide cigars (can have logo'd band on cigar) at their own cost
- Opportunity to provide one golf related logo'd item - for each player (item subject to IBM approval and sponsor to provide the golf item at their cost)

### A-La-Carte Sponsorship Items - \$1,000 per item

#### Each sponsored item includes:

- Player from sponsoring company assigned to 1 team in the Golf Classic
- Sponsor to provide 150 of the golf items imprinted with their company logo
- Each item subject to final approval by IBM

150 Golf Towels (1 opportunity)

150 Golf Shoe Bags (1 opportunity)

150 Golf Ball Sleeves - 3 balls per sleeve (1 opportunity)

### Golf Classic - Hole Sponsorships

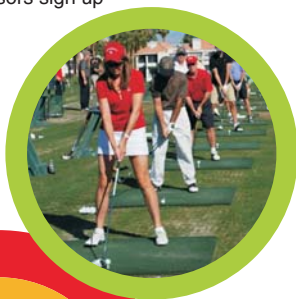
#### Each sponsorship item includes:

- Company logo on sign at specific hole(s)
- Company logo on sign at Registration table

Choose from the following:

18 holes (1 opportunity).....	\$2,000
Front 9-holes (3 opportunities).....	\$1,000
Back 9-holes (3 opportunities).....	\$1,000
Closest to the Pin (1 opportunity).....	\$1,000
Hole in One (1 opportunity).....	\$1,000
Longest Drive (1 opportunity).....	\$1,000

\* Executive selection will be done in **August** and will be based on order in which sponsors sign up





## EXPO INCENTIVE OFFERS

The following incentives are offered to IBM Business Partners with a presence in the EXPO at Information On Demand 2013. For a complete description of each offer, please visit our EXPO website: <http://www-01.ibm.com/software/data/2013-conference/how-to-exhibit.html>

### Alumni Discount Incentive

Earn a \$500 credit for having a presence in the past (3) Information On Demand EXPOs.

### Customer Sign-up Incentive

Earn up to 5 different benefits, including complimentary badges and/or booth fees. This incentive will also provide your clients with a \$100 discount off of the current conference registration rate.

### VAD Incentive

**for Solution Providers and Resellers who acquire IBM products from IBM Distributors**

List your VAD during the online EXPO registration process and qualify for a Gold Booth upgrade by your VAD.



# MARKETING PROMOTIONAL OPPORTUNITIES - DESCRIPTIONS

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**
- Divider Tab Page (multiple opportunities).....**\$2,500**

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

### • Advertising on Digital Video Wall in EXPO

(rotating content provided by sponsors)

Don't miss this opportunity 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 (up to 120 seconds max).....**\$6,000**
- One-Minute Video (up to 60 seconds max).....**\$4,000**
- Digital Still Ad.....**\$3,000**
- Logo.....**\$2,000**

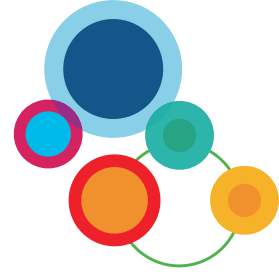


## ADVERTISING PROMOTIONS (continued)

- **NEW! Advertising on Conference Agenda Builder**  
Increase your company exposure by advertising on the Conference Agenda Builder information system and be sure to get your company noticed! The Conference Agenda Builder allows attendees to schedule meetings, connect with other attendees, get updated conference information.
  - **Logo on Log-In Screen - Web & Onsite Kiosks** (1 opportunity) .....\$1,000
  - **Rotating Logo on Sponsorship Ribbon - Web & Onsite Kiosks** (multiple opportunities).....\$1,000
  - **Logo on Mobile Version** (2 opportunities).....\$1,000
- **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**.....\$1,000  
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.
- **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.
- **Scan-A-Palooza Promotion**.....\$850  
Drive more attendee traffic to your booth! You will be listed in a special section of the Online/Printed EXPO Guide in alphabetical order with other participating IBM Business Partners. Your logo and booth number, along with a 50-word description and QR Code that you provide will be printed. Your QR Code is to include information that will drive attendees to your booth! Multiple opportunities available.





## SPECIAL PROMOTIONS

- **Digital Video Wall Sponsorship**.....\$12,000  
This unique platform for showcasing information was a hit with attendees last year! Rotating content, including Videos, Ads and Logos, will be shown on the Wall in the EXPO for all attendees to view. This sponsorship includes a hanging banner in the EXPO with your logo, a 2 minute video provided by you that will run on the Wall, and acknowledgement in the Online/Printed EXPO Guide. Two (2) opportunities available.
- **NEW! IBM Data magazine advertising on IBMdatamag.com**  
Two exclusive offerings are available to the EXPO partners through July 31. View the magazine on <http://IBMdatamag.com>. Multiple opportunities available on a first-come, first-served basis.
  - **Header Skin Ad**.....\$12,000
    - \* One month "header skin" (ie: IBM Data magazine, brought to you by 'sponsor's logo')
    - \* Link leading to sponsored article
    - \* One 1200 word article, written by sponsor, edited by magazine
    - \* Two newsletters (one month) of email sponsorship, link leading to sponsored article
  - **Tower Ad**.....\$5,000
    - \* One month of "tower" ad on page posts
    - \* Link leading to sponsored article
    - \* One 1200 word article, written by sponsor, edited by magazine
    - \* One newsletter of email sponsorship, link leading to sponsored article
- **“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. 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 outside 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

- **Birds-of-a-Feather (BOF) Lunch Sessions**.....\$1,500  
The Birds-of-a-Feather (BOF) lunch tables bring together people who are interested in the same topic and allow for an open, candid discussion. The BOF topics are selected by IBM and promoted to attendees via online and printed materials. As the sponsor of a BOF, you can send one or two representatives, who must each have either a full conference or an EXPO badge, to engage with the BOF attendees and provide flyers and/or give-away items. You will receive acknowledgement of your sponsorship in the Online/Printed EXPO Guide. Multiple opportunities available.
- **NEW! Charging Station**.....\$2,500  
Drive traffic to your booth and provide a valuable service to your clients and prospects by sponsoring a charging station for smart devices. Digital display on front of unit can be customized with your company name and booth number. Note: Custom branding of the complete unit is available for an additional fee. Invite your booth guests to charge their phone while you network or give them a demo. Multiple locations for placement in the EXPO are available. Choose from
  - 1) Inside your booth space which requires an area of 3 square feet,
  - 2) Inside the 'Take 5' Lounge, or
  - 3) Next to a support column anywhere on the EXPO Floor.
 You will receive acknowledgement of your sponsorship in the Online/Printed EXPO Guide. Ten (10) opportunities available.
- **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.
- **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.

## SPONSORSHIP OPPORTUNITIES (continued)

- 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 3,000 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!**
- 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! Over 1000 exams are given annually! 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!**
- NEW! 'Take 5' Massage Chair (10 opportunities).....\$6,500**  
 Drive traffic to your booth! Give away up to 200 complimentary tickets to attendees for a 5 minute chair massage in the 'Take 5' Lounge. An attendant will be present in the 'Take 5' Lounge to direct your guests to an available massage chair - or guests can relax, network or recharge their phone while they wait. Signage will be displayed inviting attendees to stop by your booth for a complimentary ticket for a chair massage in the 'Take 5' Lounge! Tickets will include your name and booth number and can be used Sunday through Wednesday. You will receive acknowledgement of your sponsorship in the Online/Printed EXPO Guide. Only ten (10) Chair Sponsorships 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 and/or several other hotels 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.....\$1,500**  
 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 an EXPO theater! This is your opportunity to present your solution, product or innovative leading edge technology to EXPO attendees. 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 the conference agenda builder and in the EXPO. Multiple opportunities available.
- VIP Suite at Networking Event**
  - Large Suite (up to 90 seats).....\$30,000
  - Medium Suite (up to 30 seats).....\$20,000
  - Small Suite (up to 15 seats).....\$10,000
 Sponsor a private VIP suite in the Events Center on Tuesday evening during the conference networking event. Relax with co-workers or invite your customers who are attending the conference to join you. Sumptuous treats and beverages from the event will be served in your suite. Plus, you will be able to enjoy the entertainment from this premier location! Limited availability.



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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.

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## FOR MORE INFORMATION

For more information on the Sponsorship Packages, please contact:

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