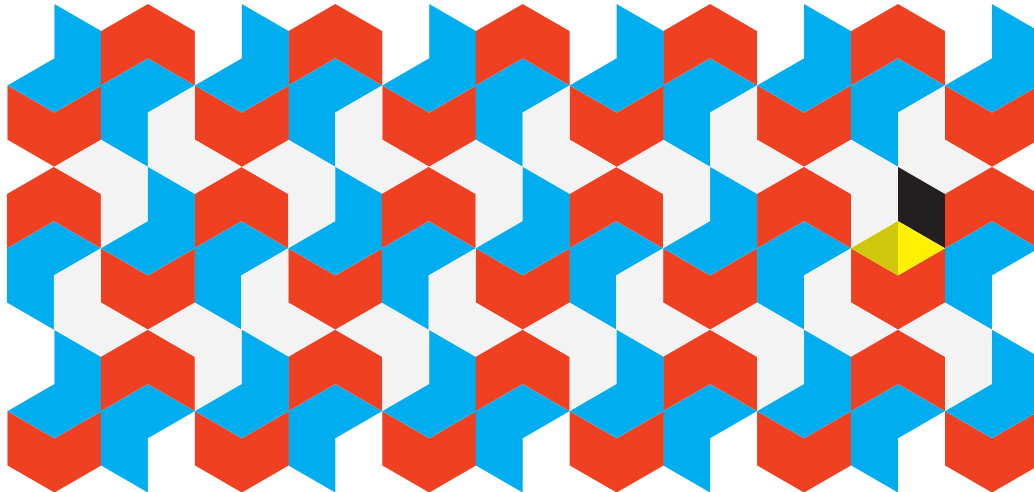


# IBM Cognos Performance Events

Better Intelligence. Better Business.



## Increase your opportunities and awareness with IBM Cognos customers

- Showcase your BI and performance management solutions
- Meet IT, finance, and other enterprise decision-makers
- Generate new business with targeted buyers





Connect with our customers and prospects during the annual IBM Cognos Performance Events which will be touring throughout 12 cities in North America. This is a great opportunity to showcase your company and products to this broad network of IT and Line of Business managers who are working with, supporting, or evaluating IBM Cognos solutions. This road show will deliver practical knowledge that customers can put to use right away and will show them how to gain more value from their current investment in IBM Cognos business intelligence and performance management solutions.

As a key partner and sponsor, you can benefit from the reach and impact of these events and contribute additional value by showcasing your solutions.

## Performance At-A-Glance

Date	City/State	Venue	Estimated Attendance	Event Hours	Max # of Partner Displays Per City
November 3, 2009	Washington DC	Ronald Reagan Center	300	8:00 am - 3:00 pm	4
November 5, 2009	Atlanta, GA	Crowne Plaza Ravinia	200	8:00 am - 3:00 pm	4
November 10, 2009	Toronto, ON	The Carlu	400	8:00 am - 3:00 pm	4
November 13, 2009	New York City, NY	Grand Hyatt New York	600	8:00 am - 3:00 pm	4
November 17, 2009	Los Angeles, CA	Hilton LAX	225	8:00 am - 3:00 pm	4
November 20, 2009	Boston, MA	Hyatt Regency Cambridge	275	8:00 am - 3:00 pm	4
December 3, 2009	Chicago, IL	Chicago Marriott Downtown	325	8:00 am - 3:00 pm	4
December 8, 2009	Dallas, TX	American Airlines Training Center	250	8:00 am - 3:00 pm	4
December 10, 2009	San Francisco, CA	Hyatt Regency San Francisco	250	8:00 am - 3:00 pm	4
January 12, 2010	Montreal, ON	Hyatt Regency Montreal	250	8:00 am - 12:30 pm	3
January 14, 2010	Philadelphia, PA	Hilton Philadelphia City Avenue	200	8:00 am - 12:30 pm	3
January 19, 2010	Ottawa, ON	Ottawa Marriott	275	8:00 am - 12:30 pm	3

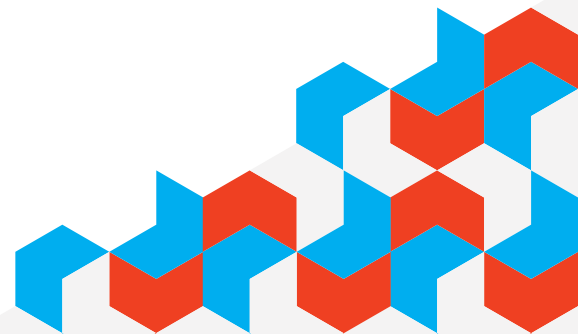
## Sample Agenda for Washington DC, Atlanta, Toronto, New York City, Los Angeles, Boston, Chicago, Dallas and San Francisco

Time	Session
8:00 am - 9:00 am	Registration, Breakfast and Solutions Showcase
9:00 am - 10:00 am	Keynote Presentation
10:00 am - 10:20 am	Coffee Break and Solutions Showcase
10:20 am - 11:10 am	Breakout Sessions
11:20 am - 12:10 pm	Breakout Sessions
12:10 pm - 1:00 pm	Lunch and Solutions Showcase
1:00 pm - 1:50 pm	Breakout Sessions
2:00 pm - 2:50 pm	Breakout Sessions
3:00 pm	Event Concludes

## Sample Agenda for Montreal, Philadelphia and Ottawa

Time	Session
8:00 am - 9:00 am	Registration, Breakfast and Solutions Showcase
9:00 am - 10:00 am	Keynote Presentation
10:00 am - 10:20 am	Coffee Break and Solutions Showcase
10:20 am - 11:45 am	General Sessions
11:45 am - 12:30 pm	Lunch and Solutions Showcase

Visit <http://www.ibm.com/cognos/performance2009> for the most current event details and agendas.





## Great Opportunity to Connect with IBM Cognos Customers:

### 2008 Attendee Demographics

- 6334 registered and 3058 attended
- 70% are IBM Cognos customers
- 50% come from small to medium enterprises and 50% come from enterprise-level accounts
- The event attracts IT, Finance and LOB attendees
- Most come to hear about the latest products or how to optimize their deployment
- Most have a specific BI or performance management project in mind and have plans to standardize on the IBM Cognos platform

### Performance Promotional Opportunities:

Our extensive outreach and promotional plans have resulted in exceeding our recruitment goals over the past few years and this year's strategy will be no different. We'll be promoting Performance across several global and local Web sites and will be creating a comprehensive spectrum of direct marketing activities to attract our target audience.

### Outreach Timeline:

**Mark Your Calendar Email:** August 6

**Momentum Email:** September 8

**Invitation Email:** 4 weeks prior to each live event

**Last Chance to Register Email:** 2 weeks prior to each live event

**Reminder Email:** 2 days prior to each live event

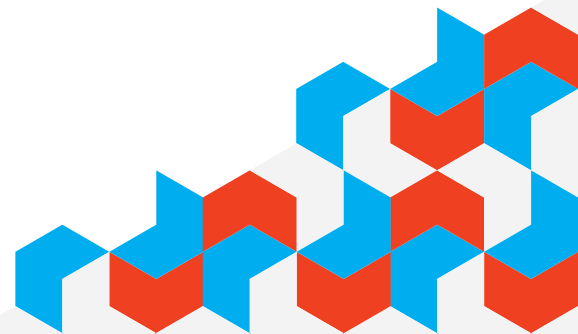
**Follow-up Email:** 3 days after each live event

### Sponsor Opportunities:

As a key partner/sponsor, you can benefit from the reach and impact of these events and contribute additional value by showcasing your solutions and you will have ample opportunity throughout the day to network with conference attendees.

*"The IBM Cognos Performance event gave us face-to-face access to hundreds of decision makers and influencers and provided a great venue for Niteo to showcase our solutions and services."*

Niteo Partners





## Gold Sponsor

### All Gold Level sponsors will receive:

Limit one Gold Sponsor per city and not available in Montreal, Philadelphia and Ottawa.

- Pre-Event Promotion:
  - Your corporate logo will be included in the pre-event email invitation for the city(s) you sponsor. You must sign up by Sept. 15th to meet our promotional deadlines.
  - A 50-word corporate description and logo will be featured on the event website.
  - You will receive a trackable email invitation to send to your prospects and customers and the partner who recruits the most attendees per city will receive \$1k in Co-Op funding in Q1 2010.
- On-Site Branding:
  - A half-page 4-color advertisement included in the on-site program guide (Gold sponsors in multiple cities will get a full page ad). You must submit Ad creative by Sept. 15th to meet our production deadlines.
  - Your company collateral can be distributed at your table in the Solutions Showcase.
  - The General Session welcome slides will include your company logo.
  - The on-site program guide and agenda insert will include your company logo. You must sign up by Sept. 15th to meet our promotional deadlines.
  - A 16" x 20" easel-back sign will be created for your Showcase table.
- A Turnkey Display in the Solutions Showcase:
  - Your Solutions Showcase station will include a 6' wide demo height table; a 20" flat screen monitor; signage, a literature rack, a wastebasket and electrical power. You must supply your own laptop and collateral materials.
  - The Solutions Showcase will be open before and after the conference sessions and during meal functions.
- An Online Display in the Virtual Solutions Showcase:
  - A virtual tradeshow booth featuring your company branding, collateral, demos and staff during the Performance Virtual Conference in Q1 2010. This live virtual event will attract more than 1,000 IT and Line of Business professionals and will be available on demand for 6 months. Your company logo will be included in pre-show email communications and you will receive leads from attendees who visit your booth and/or download your collateral.
- A Breakout Session at the Live Event:
  - One solution-oriented breakout session (speaker and topic subject to IBM approval). Limit one Gold sponsor per city and not available in Montreal, Philadelphia and Ottawa.
- Attendee Mailing:
  - A one-time use of the attendee email list for the city(s) you sponsor so your company can promote a live event, online event or web offer. Content and promo/event date subject to IBM approval. Attendees recruited by partners will be omitted from the mailing list.

### Pricing:

#### Per City:

\$9,500 per city before September 15, 2009 and \$9,750 per city after September 15, 2009

#### Multi-City:

Become a Gold sponsor in 3 or more cities and receive a 5% discount; 6 or more cities and receive a 10% discount; all 12 cities and receive a 15% discount.





## Silver Sponsor:

### All Silver Level sponsors will receive:

- Pre-Event Promotion:
  - Your corporate logo will be included in the pre-event email invitation for the city(s) you sponsor. You must sign up by Sept. 15th to meet our promotional deadlines.
  - A 50-word corporate description and logo will be featured on the event website.
  - You will receive a trackable email invitation to send to your prospects and customers and the partner who recruits the most attendees per city will receive \$1k in Co-Op funding in Q1 2010.
- On-Site Branding:
  - Your company collateral can be distributed at your table in the Solutions Showcase.
  - The General Session welcome slides will include your company logo.
  - The on-site program guide and agenda insert will include your company logo. You must sign up by Sept. 15th to meet our promotional deadlines.
  - A 16" x 20" easel-back sign will be created for your Showcase table.
- A Turnkey Display in the Solutions Showcase:
  - Your Solutions Showcase station will include a 6' wide demo height table; a 20" flat screen monitor; signage, a literature rack, a wastebasket and electrical power. You must supply your own laptop and collateral materials.
  - The Solutions Showcase will be open before and after the conference sessions and during meal functions.
- An Online Display in the Virtual Solutions Showcase:
  - A virtual tradeshow booth featuring your company branding, collateral, demos and staff during the Performance Virtual Conference in Q1 2010. This live virtual event will attract more than 1,000 IT and Line of Business professionals and will be available on demand for 6 months.

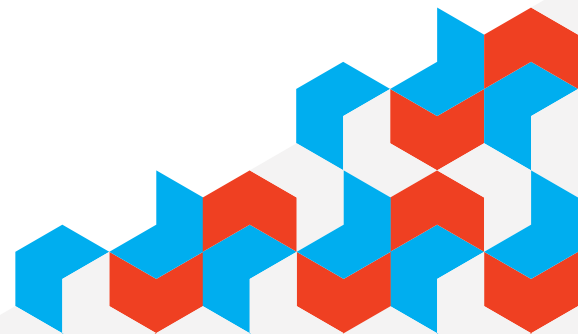
### Pricing:

#### Per City:

\$5,000 per city before September 15, 2009 and \$5,250 per city after September 15, 2009

#### Multi-City:

Limit one Silver sponsorship per company, however, additional Bronze sponsorships can be purchased for \$3,500 plus discounts – 5% discount for 3 or more cities; 10% discount for 6 or more cities; 15% discount for all 12 cities.





## Bronze Sponsor:

### All Bronze Level sponsors will receive:

- Pre-Event Promotion:
  - Your corporate logo will be included in the pre-event email invitation for the city(s) you sponsor. You must sign up by Sept. 15th to meet our promotional deadlines.
  - A 50-word corporate description and logo will be featured on the event website.
- On-Site Branding:
  - Your company collateral can be distributed at your table in the Solutions Showcase.
  - The General Session welcome slides will include your company logo.
  - The on-site program guide and agenda insert will include your company logo. You must sign up by Sept. 15th to meet our promotional deadlines.
  - A 16" x 20" easel-back sign will be created for your Showcase table.
- A Turnkey Demo Station in the Solutions Showcase:
  - Your Solutions Showcase station will include a 6' wide demo height table; a 20" flat screen monitor; signage, a literature rack, a wastebasket and electrical power. You must supply your own laptop and collateral materials.
  - The Solutions Showcase will be open before and after the conference sessions and during meal functions.
- Maximum # of Partner Displays Per City:
  - For ample exposure to the Performance attendees in Washington DC, Atlanta, Toronto, New York, Los Angeles, Boston, Chicago, Dallas and San Francisco, we will be limiting the number of partner displays to 4.
  - For ample exposure to the Performance attendees in Montreal, Philadelphia and Ottawa, we will be limiting the number of partner displays to 3.

### Pricing:

#### Early Bird Pricing:

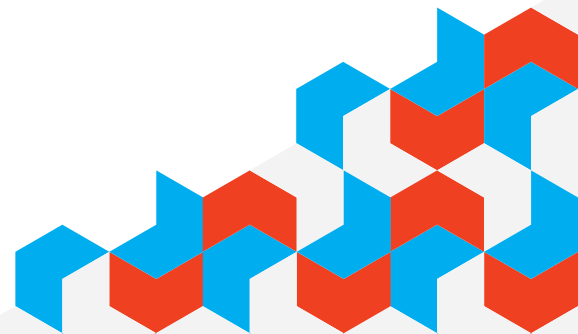
\$3,500 per city before September 15, 2009 and \$3,750 per city after September 15, 2009

#### Multi-City:

5% discount for 3 or more cities; 10% discount for 6 or more cities; 15% discount for all 12 cities.

## Save Money and Reach More Customers at IOD, Oct. 25 – 29, 2009

Sponsorship Savings! Sponsor the IBM Cognos Performance Events in addition to IBM's Global Information On-Demand (IOD) Conference, October 25 – 29, 2009 in Las Vegas, NV and you'll save 10% off of your IOD sponsorship. If you also sponsored IBM Cognos Forum, May 12 – 15, 2009 in Orlando, FL then you'll save 15% off of your IOD sponsorship when you sponsor both IBM Cognos Performance and IOD this year! For more information about IOD, please visit <http://www-01.ibm.com/software/data/conf/>



## Sponsor Opportunities At-A-Glance:

Sponsor Benefit	Bronze	Silver	Gold
Pre-Event Promotion	<p>Your 50-word corporate description and logo will be featured on the Performance event website.</p> <p>You will receive trackable event email invitations to send to your prospects and customers and the partner who recruits the most attendees per city will receive \$1k in Co-Op funding in Q1 2010.</p>	<p>All of the benefits of the Bronze Sponsorship PLUS your corporate logo will be included in pre-event email invitation for the city(s) you sponsor.</p>	<p><b>Limit one Gold Sponsor per city and not available in Montreal, Philadelphia and Ottawa.</b></p> <p>All of the benefits of the Bronze Sponsorship PLUS your corporate logo will be included in pre-event email invitation for the city(s) you sponsor</p>
On-Site Branding	<p>Your company collateral can be distributed at your table in the Solutions Showcase.</p> <p>The General Session welcome slides will include your company logo.</p> <p>The on-site program guide and agenda insert will include your company logo.</p> <p>A 16" x 20" easel-back sign will be created for your Showcase table.</p>	<p>Your company collateral can be distributed at your table in the Solutions Showcase.</p> <p>The General Session welcome slides will include your company logo.</p> <p>The on-site program guide and agenda insert will include your company logo.</p> <p>A 16" x 20" easel-back sign will be created for your Showcase table.</p>	<p>All of the benefits of the Bronze &amp; Silver Sponsorships PLUS a half page, 4-color advertisement in the on-site program guide.</p> <p>(Gold sponsors in multiple cities will get a full page ad)</p>
Solutions Showcase Tabletop Display	<p>Your Solutions Showcase station will include a 6' wide demo height table; a 20" flat screen monitor; signage, a literature rack, a wastebasket and electrical power. You must supply your own laptop and collateral materials.</p> <p>The Solutions Showcase will be open before and after the conference sessions and during meal functions.</p>	<p>Your Solutions Showcase station will include a 6' wide demo height table; a 20" flat screen monitor; signage, a literature rack, a wastebasket and electrical power. You must supply your own laptop and collateral materials.</p> <p>The Solutions Showcase will be open before and after the conference sessions and during meal functions.</p>	<p>Your Solutions Showcase station will include a 6' wide demo height table; a 20" flat screen monitor; signage, a literature rack, a wastebasket and electrical power. You must supply your own laptop and collateral materials.</p> <p>The Solutions Showcase will be open before and after the conference sessions and during meal functions.</p>
Virtual Solutions Showcase Display	N/A	<p>A virtual tradeshow booth featuring your company branding, collateral, demos and staff during the Performance Virtual Conference in Q1 2010. Your company logo will be included in pre-show email communications and you will receive leads from attendees who visit your booth and/or download your collateral.</p>	<p>A virtual tradeshow booth featuring your company branding, collateral, demos and staff during the Performance Virtual Conference in Q1 2010. Your company logo will be included in pre-show email communications and you will receive leads from attendees who visit your booth and/or download your collateral.</p>
Breakout Session @ Live Event	N/A	N/A	<p>One solution-oriented breakout session (speaker and topic subject to IBM approval). The session will be delivered at the live event city you sponsor. Limit one partner per city and not available in Montreal, Philadelphia and Ottawa.</p>
Attendee Mailing List	N/A	N/A	<p>A one-time use of the attendee email list for the city(s) you sponsor so your company can promote a live event, online event or web offer. Content and promo/ event date subject to IBM approval. Attendees recruited by partners will be omitted from the mailing list.</p>
<b>Pricing:</b>	<b>\$3,500 Early Bird/ \$3,750 After Sept. 15</b>	<b>\$5,000 Early Bird/ \$5,250 After Sept. 15</b>	<b>\$9,500 Early Bird/ \$9,750 After Sept. 15</b>



## To Become a Sponsor:

Acacia Marketing Group will be managing this year's sponsorship program. Please complete and return the attached application form to them and for more information on the IBM Cognos Performance sponsorship opportunities in the US and Canada, please contact:

### Ben Weiss

IBM Cognos Performance Sponsorship Manager  
c/o Acacia Marketing Group  
Email: weissb@us.ibm.com  
Phone: 781.883.7773  
Fax: 978.405.5999

## Sponsorship Application:

*\*Early Bird pricing is available until September 15, 2009!*

Please fax or email your completed application to: Ben Weiss, IBM Cognos Performance Sponsorship Manager, email: weissb@us.ibm.com; Telephone: 781.883.7773; Fax: 978.405.5999

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Please select the event city(s) and sponsorship levels you would like to participate in:

*Note: Gold sponsorship is not available in Montreal, Philadelphia and Ottawa.*

	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Washington DC on November 3, 2009			
Atlanta, GA on November 5, 2009			
Toronto, ON on November 10, 2009			
New York City, NY on November 13, 2009			
Los Angeles, CA on November 17, 2009			
Boston, MA on November 20, 2009			
Chicago, IL on December 3, 2009			
Dallas, TX on December 8, 2009			
San Francisco, CA on December 10, 2009			
Montreal, ON on January 12, 2010			
Philadelphia, PA on January 14, 2010			
Ottawa, ON on January 19, 2010			

### Pricing Per City:

Bronze Early Bird: \$3,500 or \$3,750 after September 15, 2009

Silver Early Bird: \$5,000 or \$5,250 after September 15, 2009

Gold Early Bird: \$9,500 or \$9,750 after September 15, 2009

*Note: Early Bird rates apply to sponsors who submit their completed application by September 15, 2009.*

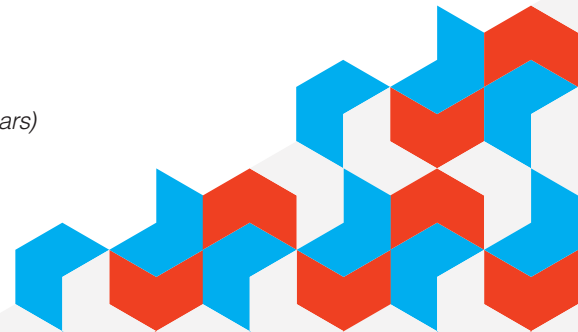
### Multi-City Discounts:

5% discount for 3 or more cities; 10% discount for 6 or more cities;

15% discount for all 12 cities.

Total Sponsorship Cost: \_\_\_\_\_ (All prices in US Dollars)

Please contact Ben Weiss at 781.883.7773 if you need assistance with sponsorship bundles.







**Payment Method:**

I wish to pay by credit card.     MasterCard     Visa     American Express

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

*Note: Your credit card will be charged by Acacia Marketing Group Corp. on behalf of IBM.*

Invoice my company (checks should be made payable to Acacia Marketing Group, Corp.)

PO #: \_\_\_\_\_

Billing Contact Name: \_\_\_\_\_

Billing Contact Mailing Address: \_\_\_\_\_

State/Province: \_\_\_\_\_    Country: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_

Billing Contact Email: \_\_\_\_\_

Billing Contact Phone: \_\_\_\_\_

**Sponsorship Agreement:**

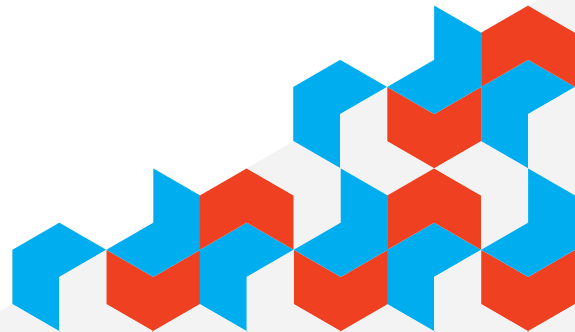
I have read and agree to the Terms and Conditions attached.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_





## **Terms of Agreement:**

A completed application and payment of full sponsorship fee is required prior to participating in any event. As an indication of intent to sponsor, please e-mail or fax your completed application form to:

Ben Weiss  
IBM Cognos Performance Sponsorship Manager  
c/o Acacia Marketing Group  
Email: weissb@us.ibm.com  
Phone: 781.883.7773  
Fax: 978.405.5999

### **Cancellation or change by IBM**

In the event that IBM, in its sole discretion, changes the Event Date, or cancels the IBM Cognos Performance Program, the sole liability of IBM shall be to notify the Sponsor as far in advance as possible of such changes or cancellation. In the event that the IBM Cognos Performance Program is cancelled, or the Exhibitor cannot attend the IBM Cognos Performance Program on the rescheduled date, the sole responsibility of IBM shall be to refund all deposits/payments previously paid by the Sponsor. If this agreement is terminated pursuant to this section, the Sponsor waives claims for damage arising there from.

### **Cancellation by sponsor**

In the event that the Sponsor must cancel their participation in the IBM Cognos Performance Events, the Sponsor must provide notice in writing to IBM. If written notice of cancellation is received by IBM by September 15, 2009 the Sponsor shall pay a cancellation fee equal to 50% of the total sponsorship cost. If cancellation occurs after September 15, 2009 the Sponsor shall pay a fee equal to 100% of the total sponsorship cost.

### **Limitation of liability**

The Sponsor is solely responsible for its own demonstration materials and products, and should insure products from loss or damage from any cause whatsoever. It is understood that all property of Sponsor is in its care, custody and control in transit to, or from, or within the confines of the demonstration hall. IBM shall bear no responsibility for the safety of the Sponsor, its personnel, employees, agents or representatives, or its personal property. The Sponsor agrees to make no claim for any reason whatsoever against IBM for loss, theft, damage, or destruction of goods; nor for any injury, including death, to itself, its employees, agents, or representatives: nor for any damage of any nature, including damage to its business or personal property. The Sponsor assumes the entire responsibility and hereby agrees to protect, indemnify, defend and save IBM and its employees, officers, directors and agents harmless against all claims, losses and damages to persons or property, charges or fines which may be assessed or levied, and attorney fees arising out of or caused by Sponsor's installation, removal, maintenance, occupancy or use of the premises or part thereof, excluding any such liability caused by the sole negligence of the property operators.

### **Questions/more information**

Please contact:

Ben Weiss  
IBM Cognos Performance Sponsorship Manager  
c/o Acacia Marketing Group  
Email: weissb@us.ibm.com  
Phone: 781.883.7773  
Fax: 978.405.5999

