

Lotusphere2012

Connecting people. Activating insights.

Dear IBM Business Partner:

We are pleased to announce the dates for **Lotusphere 2012**, celebrating 19 years as the premier event for anyone and everyone who has a passion, interest and stake in the future of IBM collaboration-based solutions. Lotusphere 2012 will take place **January 15 – January 19**, at the **WALT DISNEY WORLD® Swan and Dolphin Resort, in Lake Buena Vista, Florida**. We invite you to jump start your business for the new year by joining us for this leading industry event!

People don't do business with companies. People do business with people. Every year several thousand people from all around the world, some from large enterprise and others from small business attend Lotusphere looking to drive business results through collaboration and social solutions. By securing a spot in the Solutions Showcase you have unrestricted access to all of them!

Lotusphere is evolving. More and more companies are looking to incorporate social technologies into everyday business processes, they are becoming Social Businesses. During this transformation, it's critical for them to partner with the right companies, and the right people. Participating in this year's Solutions Showcase will put you in the right place at the right time.

Lotusphere attendees are IT leaders, business executives, developers, administrators, architects and system engineers. They are the technorati, bloggers, analysts and press, who follow and want access to the latest on enterprise collaboration and social technologies. Make sure you do not miss the premiere opportunity in 2012 to reach this special community. And most important of all, use this opportunity to kick off your 2012 selling by generating a rich set of leads you can work in the days and weeks following the conference!

Socially enabling business processes can lead to creating value, growth and competitive differentiation. If your business is focused on this enormous market opportunity, you won't want to miss Lotusphere.

As an IBM Business Partner we're counting on your support. The complete **Lotusphere 2012 Sponsorship and Exhibit Space Information Packet** describing various sponsorships, exhibitor packages and other marketing opportunities follows. We recognize that participating in Lotusphere is a sizeable investment warrants careful consideration. Bearing that in mind, we have kept prices steady from Lotusphere 2011.

If you have any questions about exhibiting, please **call 866-776-3670 or send an email to lotusphereexhibitsales@nthdegree.com**. To apply for a space, simply complete the enclosed application form and return it according to the instructions on the form.

We look forward to your participation in our signature business event for 2012 and thank you for your continued partnership.

IBM Collaboration Solutions
Senior Leadership Team



Lotusphere2012

SPONSOR & EXHIBITOR PACKAGES

WALT DISNEY WORLD® SWAN AND DOLPHIN RESORTS, LAKE BUENA VISTA, FLORIDA

January 15, 2012 - January 19, 2012

SPONSORSHIPS AT-A-GLANCE

	KNOWLEDGE	VISION	SOLUTION	ASSOCIATE
Early Bird Pricing until Nov 4	\$105,000	\$68,500	\$50,000	\$36,000
Regular Rate	\$120,000	\$73,500	\$55,000	\$41,000
60-Minute Breakout Session	✓			
Logo on Lotusphere Conference Bag	✓			
Hospitality Suite	✓			
Full Conference Badges	14	10	8	6
Exhibitor Staff Badges	24	16	12	8
Pedestal Exhibit Space	6 peds	4 peds	3 peds	2 peds
60-minute "Birds of a Feather" Session		✓	✓	
Wednesday Night Special Event Sponsor		✓		
Logo Conference Notebook		✓		
Logo Bottled Water		✓		
Solutions Showcase Reception		✓		
Solutions Showcase Break Sponsor			✓	
Video Buzz Board Spot	✓	✓		
Sponsor "Scrabble" Sweepstakes	✓	✓	✓	
Discounted Conference Badges	8	5	3	
Conference Guide Ad	Full page	Full page	Half page	Half page
Sponsor Housing Block	✓	✓	✓	✓
Lampost Banners	2	2	1	
Slide in Opening General Session	✓	✓	✓	✓
One-Day Passes	10	8	6	4
Sponsor Signage on Pedestal	✓	✓	✓	✓
Solutions Showcase Signage/Gobo	✓	✓	✓	
Dining Signage	✓	✓	✓	
URL Posting	Logo/Link	Logo/Link	Logo/Link	Logo/Link
Company Description	75-words/Ped	75-words/Ped	75-words/Ped	75-words/Ped

Lotusphere2012

KNOWLEDGE LEVEL – The highest level of conference sponsorship offered to only 4 companies!

Early bird pricing – Until November 4, 2011

\$105,500

After November 4, 2011

\$120,000

HIGHLIGHTS

Breakout Session – Host a 60-minute industry or technology-related presentation delivered by your company within the Lotusphere Conference agenda (time and location determined by sponsor with the Lotusphere content team).

Official Lotusphere Conference Bag – Receive unsurpassed recognition with your logo prominently placed on the conference bag distributed to all Lotusphere attendees.

Hospitality Suite – A hospitality suite in the WDW Dolphin hotel for exclusive use by your company from 8 am Monday, January 16, 2012 until 12 noon Thursday, January 19, 2012. *(Food & beverage arrangements and any other special audiovisual or furniture requests are at the expense and responsibility of the sponsor.)*

Full Page Advertisement – As a Knowledge Level sponsor, your color ad appears on one of the inside covers OR on one of the two center pages. *(Placement is determined based on the order in which your signed contract is received.)*

ADDITIONAL PERK!

As the “Premier” Sponsor, you have two options for choosing your placement on the showfloor:

- 1) Receive a **20 x 30 space** in which you can place your six Lotusphere pedestals in any configuration you wish. If you have additional equipment to bring, this option is ideal for you! (See floorplan-101-106 or 107-112)
- 2) Receive **six pedestals in the main aisle** within the Solutions Showcase. (See the 2012 floor plan for illustrations.)

MORE KNOWLEDGE LEVEL EXPOSURE

Video – Your company’s 30-45 second video incorporated into a loop played on the Lotusphere Buzz Boards, 8’ high architecturally designed stands holding 60 inch plasma monitors.

Sponsor “Scrabble” Sweepstakes – Attendees visit a minimum of 10 Sponsor pedestals and have conversations with one of the company’s representatives. In return, the attendees’ official Lotusphere raffle card is stamped. The attendee turns in the card to participate in a drawing for a grand prize.

Additional Discounted Full Conference Badges – Purchase up to 8 additional Full Conference badges at a special Sponsor rate of only \$1,300 each. This is up to \$795 off the retail price!

Lamppost Banners – Your company logo on two lamppost banners along the walkway between the WDW Dolphin and Swan Hotels.

Solutions Showcase Aisle Signs and Décor – Stand out above the rest with your company logo prominently displayed on one of the four aisle signs, pillar banners and gobos in the Solutions Showcase.

Signage in Dining Venue – A conference banner featuring your company logo hung in the dining venues for the duration of the conference.

14 Conference Registrations, 24 Exhibitor Badges, 10 One-Day Showcase Passes



Lotusphere2012

VISION LEVEL – A high level, cost effective conference sponsorship available to only 6 companies!

Early bird pricing – Until November 4, 2011

\$68,500

After November 4, 2011

\$73,500

HIGHLIGHTS

“Birds of a Feather” Session – Enhance your exposure by facilitating an informal 60-minute industry or technology-related roundtable discussion. Conducted without audio-visual support, BoFs compliment the formal breakout sessions by providing an opportunity for extended dialogue about a variety of hot topics.

Wednesday Night Special Event:

- **Exposure in the Venue** – Company logo on gobos throughout the venue and displayed on signage/ decor at the entrance.
- **Napkins** – Your logo on napkins at bars and food stations.
- **Four additional guest tickets** for your customers to attend the Party.
- **Literature or Gift Distribution** – Opportunity to distribute giveaways to all attendees from a designated location at the venue. *(Production of the literature / premium items and the staff to distribute is the responsibility of the Sponsor. Item is subject to IBM approval)*

Conference Notebook – Your company logo on the notebook distributed in the conference bag. *(Whether logos will appear in black or in color depends on the final notebook design.)*

Solutions Showcase Reception:

- **Exposure in the Reception** – Signage and napkins with your company logo at bars and food stations.
- **Reception Giveaway** – Opportunity to announce a giveaway at the end of the reception. *(Giveaway to be supplied by each sponsor. Item is subject to IBM approval)*

Bottled Water – Your company logo placed with other Vision Level Sponsors on bottled water distributed throughout the event.

MORE VISION LEVEL EXPOSURE

Video – Your company’s 30-45 second video incorporated into a loop played on the Lotusphere Buzz Boards, 8’ high architecturally designed stands holding 60 inch plasma monitors.

Sponsor “Scrabble” Sweepstakes – Attendees visit a minimum of 10 Sponsor pedestals and have conversations with one of the company’s representatives. In return, the attendees’ official Lotusphere raffle card is stamped. The attendee turns in the card to participate in a drawing for a grand prize.

Additional Discounted Full Conference Badges – Purchase up to 5 additional Full Conference badges at a special Sponsor rate of only \$1,300 each. This is up to \$795 off the retail price!

Lamppost Banners – Your company logo on two lamppost banners along the walkway between the WDW Dolphin and Swan Hotels.

Solutions Showcase Aisle Signs and Décor – Stand out above the rest with your company logo prominently displayed on one of the four aisle signs, pillar banners and gobos in the Solutions Showcase.

Signage in Dining Venue – A conference banner featuring your company logo hung in the dining venues for the duration of the conference.

Full Page Color Advertisement in the Conference Guide

Four Pedestals

10 Conference Registrations, 16 Exhibitor Badges, 8 One-Day Showcase Passes



Lotusphere2012

SOLUTION LEVEL – An opportunity to gain exposure to all attendees limited to 8 companies!
Only 5 left!

Early bird pricing – until November 4, 2011	\$50,000
After November 4, 2011	\$55,000

HIGHLIGHTS

Solutions Showcase Breaks – Nothing draws a crowd like a refreshment break. Your company will be recognized at the breaks located on the Solutions Showcase floor through napkins and signage, Monday through Wednesday.

“Birds of a Feather” Session – Enhance your exposure by facilitating an informal 60-minute industry or technology-related roundtable discussion. Conducted without audio-visual support, BoFs compliment the formal breakout sessions by providing an opportunity for extended dialogue about a variety of hot topics.

MORE SOLUTION LEVEL EXPOSURE

Sponsor “Scrabble” Sweepstakes – Attendees visit a minimum of 10 Sponsor pedestals and have conversations with one of the company’s representatives. In return, the attendees’ official Lotusphere raffle card is stamped. The attendee turns in the card to participate in a drawing for a grand prize.

Additional Discounted Full Conference Badges – Purchase up to 3 additional Full Conference badges at a special Sponsor rate of only \$1,300 each. This is up to \$795 off the retail price!

Lamppost Banners – Your company logo on two lamppost banners along the walkway between the WDW Dolphin and Swan Hotels.

Solutions Showcase Aisle Signs and Décor – Stand out above the rest with your company logo prominently displayed on one of the four aisle signs, pillar banners and gobos in the Solutions Showcase.

Signage in Dining Venue – A conference banner featuring your company logo hung in the dining venues for the duration of the conference.

Half Page Color Advertisement in the Conference Guide

Three Pedestals

8 Conference Registrations, 12 Exhibitor Badges, 6 One-Day Showcase Passes



Lotusphere2012

ASSOCIATE LEVEL – Allows premium placement and is limited to 12 companies!

Only 6 left!

Early bird pricing – until November 4, 2011

\$36,000

After November 4, 2011

\$41,000

Half Page Color Advertisement in the Conference Guide

Two Pedestals

6 Conference Registrations, 8 Exhibitor Badges, 4 One-Day Showcase Passes

ALL SPONSORSHIP PACKAGES INCLUDE:

- **Pedestals** in a priority location within the Solutions Showcase to demonstrate your products or services.
- **Housing Block Reserved Exclusively For Sponsors** – Rooms held for Sponsors at the WDW Dolphin Hotel. (Deadlines apply. Sponsoring company is responsible for room rate and incidental charges.)
- **Opening General Session Slide** – A thank you slide with your company logo in the Opening Session.
- **One-day Showcase Passes** to use or give away at your discretion for entrance into the Solutions Showcase.
- **Sponsor Signage** on your Pedestal denotes your sponsorship level in your premier exhibit space.
- **URL Posting** on the Lotusphere 2012 Web site with your company logo and a link to your Web site.
- **Company Description** – One 75-word listing (per pedestal) in the Conference Guide.

EACH PEDESTAL INCLUDES (FOR ALL PACKAGES, INCLUDING EXHIBITOR LEVELS):

- One (1) work station with countertop
- One (1) 19" color monitor
- Identification sign featuring your company name, logo and 3 informational bullets
- 1000-watt electrical connection with power strip
- One (1) Internet connection via 10base-T (RJ-45) ethernet cabling
- Carpeting
- Literature rack
- Booth cleaning
- One (1) stool
- One (1) wastebasket
- 200 pounds of drayage
- One (1) Lead Generation System

PICK YOUR OWN PEDESTAL SPACE!** Secure your space now to avoid disappointment!

***All ped space is sold on a first come, first served basis. Lotusphere cannot guarantee the pedestal location of competitive companies. Each participating company assumes the risk of being located next to or near a competitive company. Sharing pedestals with another company is strictly prohibited. No company may purchase more than one sponsorship or exhibitor package.*



Lotusphere2012

EXHIBITOR PLUS – 4 Full Conference Badges

Early bird pricing – until November 4, 2011	\$10,000
After November 4, 2011	\$10,800

EXHIBITOR CLASSIC – 1 Full Conference Badge and 3 Exhibitor Badges

Early bird pricing – until November 4, 2011	\$7,050
After November 4, 2011	\$7,850

EXHIBITOR PACKAGES INCLUDE:

One (1) Pedestal – Demonstrate your products or services in the Solutions Showcase

URL Posting – Acknowledges your company's participation on the Lotusphere 2012 Web site with a hot link to your Web site.

Company Description – One 50-word listing in the Lotusphere 2012 Conference and Showcase Guide.

EXHIBITOR BADGES PROVIDE ACCESS TO*:

Breakfast Monday, Tuesday and Wednesday at the Walt Disney World Dolphin

Lunch Monday-Wednesday at the Walt Disney World Dolphin

Welcome Reception on Sunday Evening, and the **Lotusphere Party** on Wednesday Night

Scheduled Shuttle Transportation between the Conference Hotels

**Exhibitor badges do NOT allow access to any other Lotusphere activities, such as JumpStart, Hands-On, Birds-of-a-Feather, Labs, Breakout or General Sessions. It does not provide a Lotusphere online account or full conference materials.*



Lotusphere2012

LOTUSPHERE EXHIBITOR /SPONSORSHIP APPLICATION

WALT DISNEY WORLD® SWAN AND DOLPHIN RESORTS, LAKE BUENA VISTA, FLORIDA

January 15, 2012 - January 19, 2012

CONTACT INFORMATION:

Company Name: _____ Company URL: _____

Contact: _____

Address: _____

City: _____ State: _____ Country: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

	<u>On/Before November 4, 2011</u>	<u>After November 4, 2011</u>
* KNOWLEDGE LEVEL	<input type="checkbox"/> \$105,500	<input type="checkbox"/> \$120,000
* VISION LEVEL	<input type="checkbox"/> \$68,500	<input type="checkbox"/> \$73,500
* SOLUTION LEVEL	<input type="checkbox"/> \$50,000	<input type="checkbox"/> \$55,000
* ASSOCIATE LEVEL	<input type="checkbox"/> \$36,000	<input type="checkbox"/> \$41,000
** EXHIBITOR PLUS LEVEL	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$10,800
** EXHIBITOR CLASSIC LEVEL	<input type="checkbox"/> \$7,050	<input type="checkbox"/> \$7,850

SELECT YOUR LOCATION: (A sales representative will contact you to help you select your space)

First Choice: _____ Second Choice: _____ Third Choice: _____

Fourth Choice: _____ Fifth Choice: _____ Sixth Choice: _____

HOW TO APPLY: Packages are sold on a first-come, first-served basis, as space permits. Your submitted application must be completed properly and entirely. Incomplete applications will be returned and only reconsidered when resubmitted.

ACCEPTANCE: Upon receipt of your completed and signed Application and Sponsor/Exhibitor Rules, Nth Degree will submit such materials to IBM. **You are only eligible to participate as a Sponsor/Exhibitor in the Solutions Showcase if you are a member of IBM PartnerWorld®. Your company's demonstration MUST be based on AND related to IBM technology.** IBM may approve or reject your Application for any reason or no reason in its sole discretion. Upon IBM's approval of your Application, you will receive a confirmation e-mail with an invoice for participation. Following that will be instructions regarding the electronic Lotusphere 2012 Sponsor/Exhibitor Manual including participation information and all necessary exhibitor forms.

TERMS AND CONDITIONS: By signing this application you agree to the terms & conditions listed below and the Sponsor/Exhibitor Rules.



Lotusphere2012

AGREEMENTS:

1. Sponsor/Exhibitor agrees to indemnify, defend and hold IBM, its subsidiaries and affiliates, and their respective agents, officers, directors, employees, representatives, successors and assigns, and its designated agents acting for it in the management of Lotusphere 2012, harmless from and against all losses, damages, liabilities and claims relating to its participation in Lotusphere 2012 and any negligence or willful misconduct on the part of Sponsor/Exhibitor, its employees and agents.
2. Sponsor/Exhibitor shall obtain and maintain in effect (a) an insurance policy of Commercial General Liability form with a combined single limit of \$1,000,000 for bodily and/or personal injury or death and property damage, and (b) Workers' Compensation coverage or local country equivalent with statutory limits. You, and not IBM, will be responsible for any damages, costs, or bills related to your employee injuries while you are exhibiting your products at Lotusphere. Such insurance coverage shall name Lotus and the owner/manager of the exhibit hall as additional insureds as their interests may appear, covering the activities of Sponsor/Exhibitor in connection with the Lotusphere 2012 Solutions Showcase. Sponsor/Exhibitor must provide IBM with certificates of insurance evidencing these policies which shall contain a clause stating that "IBM Lotus Software will be notified in writing at least ten (10) days prior to cancellation of or any material change in this policy."
3. Sponsor/Exhibitor acknowledges that IBM, its subsidiaries and affiliates, and their respective agents, officers, directors, employees, representatives, successors and assigns, and its designated agents acting for it in the management of Lotusphere 2012, shall bear no liability for (i) bodily and/or personal injury or death or property damage caused to Sponsor/Exhibitor, its employees or agents or to others by Sponsor/Exhibitor, its employees or agents in connection with the Solutions Showcase, (ii) medical expenses or injuries sustained by Sponsor/Exhibitor, its employees or agents, or (iii) loss, destruction or theft of any property of Sponsor/Exhibitor or any third party brought on the premises by Sponsor/Exhibitor.
4. In no event will IBM, its subsidiaries and affiliates, and their respective agents, officers, directors, employees, representatives, successors and assigns, and its designated agents acting for it in the management of Lotusphere 2012 be liable for any indirect, special, incidental or consequential damages. IBM's total liability for direct damages will not exceed the amounts paid by Sponsor/Exhibitor to IBM.
5. If Sponsor/Exhibitor's Application is approved by IBM, Sponsor/Exhibitor grants to IBM a nonexclusive, worldwide, perpetual, irrevocable, paid up license to Sponsor/Exhibitor's name and trademarks in connection with Lotusphere 2012, including but not limited to use of such name and trademarks in marketing materials and presentations in connection with or related to Lotusphere 2012.

Sponsor/Exhibitor packages are subject to change. If changes are necessary, Sponsor/Exhibitor will be notified and given the opportunity to cancel without penalty.

ACCEPTANCE OF TERMS AND AGREEMENTS: I have read and agree to abide by the above terms and conditions, the attached Sponsor/Exhibitor Rules and all rules and regulations of all facilities, owners and vendors associated with Lotusphere 2012.

Name: _____ Signature: _____ Date: _____

Submit your payment to:

**Nth Degree – EMS/ Lotusphere
P. O. Box 102689
Atlanta, GA 30368-2689**

Phone: 866-776-3670

Fax: 617-848-8773



LOTUSPHERE 2012®

SPONSOR / EXHIBITOR RULES

Please initial and return this form. This form **MUST BE** received with the Application for Exhibit/Sponsorship Space in order for it to be processed.

1. Management: The term "Management" as used herein shall mean the Lotusphere management, its officers, committees, employees or agents acting for it in the management of Lotusphere and shall include representatives and employees of IBM, George P Johnson and Nth Degree.

2. Subleasing: Exhibitor may not sublet its pedestal space, or any part thereof, nor demonstrate, offer for sale, or advertise articles not manufactured or sold by Exhibitor, except where such articles are necessary for the proper demonstration or operation of the Exhibitor's display, in which case the identification shall be limited to the manufacturer's normal, regular nameplate. Exhibitor may not permit non-participating company representatives to operate from their pedestal. Sharing with another company is strictly prohibited. Rulings of the Management shall, in all instances, be final with regard to use of pedestal demonstration space.

3. Occupancy Default: Any Exhibitor failing to occupy space contracted for shall not be relieved of the obligation of paying the full rental charge for such space.

4. Pedestal Assignment: Pedestal location in the Solutions Showcase will be chosen by Exhibitor on a first-come, first-served basis, and is solely the responsibility of the Exhibitor. Management reserves the right to make changes in the exhibit schedule and floor plan. All Exhibitors will be notified of any changes as far in advance as practicable.

5. Booth Personnel: Each Exhibitor will be provided a specific number of Exhibitor Badges and Full Conference Badges as specified in the package selected. Exhibitor may purchase additional Exhibitor Badges for representatives restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services. The use of celebrities or any other type of performer is prohibited regardless of whether they are an employee of the company. Booth personnel shall wear badge identification furnished by Management at ALL times while they are in the demonstration area. All booth personnel shall dress in Business or Business Casual attire. Business Casual is defined as slacks and polo-style shirts with company logos, or equivalent. Costumes of any type, bathing suits and scantily clad representatives are prohibited. All employees of exhibiting companies must register at Lotusphere 2012. Management reserves the right to restrict or limit the number of pedestal representatives.

6. Obstruction of Aisles/Noise: Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby participating Exhibitors pedestals shall be suspended for periods specified by management. Management will monitor sound and noise levels in the pedestals and will request the Exhibitor to either reduce the noise level or eliminate it if Management feels that it is detrimental to the surrounding pedestals.

7. Raffles and Giveaways: Exhibitor will have the opportunity to handout "giveaways" at its pedestal, such as mouse-pads, pens or T-shirts. To maintain a professional environment, the item should be small and should have a retail value of not to exceed \$20. Exhibitor may offer one (1) bigger ticket item (such as a software package or hardware product) as a drawing prize. The drawing may be publicized at the Exhibitor's pedestal with a small sign (8 1/2" x 11"). Any such drawing must be held after Lotusphere 2012 with the prize sent to the winner after the event. If a drawing prize is displayed at Exhibitor's pedestal it must be the actual item being offered as a prize and be small enough to be displayed on the pedestal counter top.

8. Exhibit Coordination: Exhibitors agree to coordinate all aspects of participating and exhibiting in Lotusphere 2012 through Management including but not limited to equipment, power and electrical requirements, signage text, etc. Management will distribute an exhibiting manual not less than 12 weeks prior to the event, or upon receipt of full payment, whichever is closer to the event date.

9. Installing, Demonstrating, Dismantling: Hours and dates for installing, demonstrating and dismantling shall be those specified by Management. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove demonstration materials for Lotusphere 2012 before the specified conclusion of the dismantling period set by Management.

10. Pedestals: Each Exhibitor is provided a specific number of pedestals as specified in the package. We encourage Exhibitors to bring a laptop to demonstrate products. Each countertop holds a 19" monitor provided by Management. Literature can be distributed from a plexiglass literature holder rack provided by Management. No easels or stands will be permitted at pedestals. There is room in the bottom of the pedestal to store a limited supply of literature, equipment, briefcases, etc. Exhibitor is not allowed to stack giveaways, literature or any other items underneath the counters at their pedestal. Monitors/Displays/Screens larger than 21 inches will not be allowed.

Management does not allow any peripheral marketing items (such as additional signage) or additional equipment (unless pre-approved) other than what is described in this section. All items must fit on the pedestal top and cannot sit on the floor around the Exhibitor's pedestal. Non-compliant Exhibitors will be asked to remove the offending items

immediately and failure to do so will result of Management removal of items at the Exhibitor's expense. Food is not allowed to be served from the pedestal.

11. Monitor: It is imperative that any laptop computer used at a pedestal can display simultaneously to an internal and external display. It is important to display from the external port so the demo can be viewed from the monitor(s). Monitors or screens larger than 21 inches will not be allowed.

12. Company Signage: A sign displaying Exhibitor's company name and logo will be positioned above each monitor. All signage and booth materials are the property of IBM or Management and will remain with the pedestal. Exhibitors may not hang signs/banners, T-shirts, bags or any other type of giveaway advertisements from their pedestal. This includes flashing lights, helium balloons, stickers, etc. Exhibitors that violate this rule will be required by Management to remove the items and failure to do so will result of Management removal of items at the Exhibitor's expense.

13. Conference and Showcase Guide Listing: A Solutions Showcase Directory will be compiled and included with other registration materials. Each Directory listing will include Exhibitor's company name and URL along with a product description provided by each company. This directory includes a floorplan with a key to each Exhibitor's location. Exhibitors must complete the Directory Listing Form located in the On-Line Exhibitor Manual and return it by the specified deadline to be included in the Solutions Showcase Directory. Management is not responsible for missed deadlines.

14. Technical Specifications: Each Exhibitor is responsible for supplying their own computer equipment except for the monitor(s) provided by Management. Please refer to the Exhibitor Manual for more information.

15. Electrical: One electrical line (either 500-watt or 1000-watt) is provided for each pedestal. Each pedestal is equipped with a multi-strip outlet in the base.

16. Cleaning: The Solutions Showcase is vacuumed nightly. Oversized trash receptacles are provided throughout the hall.

17. Drayage: Each pedestal will receive 200 lbs. of free drayage for marketing literature, equipment, etc. Drayage over 200 lbs. will be billed directly to the individual Exhibitor and must be paid before the close of the Solutions Showcase.

18. Phone Lines: Phone lines can be ordered prior to the opening of the Solutions Showcase at an additional cost. Telephone order forms are provided in the Exhibitor Manual. All phone charges are the responsibility of the Exhibitor.

19. Lead Generation: Lead tracking is an option of the exhibit package. Information on the system will be included in the Exhibitor Manual. By signing this Application, the Exhibitor agrees not to sell or otherwise disclose or share any leads gathered at Lotusphere 2012 with any other company or third party.

20. Damage to Property: Exhibitor is liable for any damage caused to building floors, walls, or columns, or to pedestals or to any other participating Exhibitor's property. The Exhibitor may not apply paint, lacquer, adhesive, or other coating to building columns, floors or walls or the pedestals.

21. Hotels and Travel: It is the responsibility of the Exhibitor to make their own hotel and travel arrangements. For Exhibitors' convenience, hotel and travel information will be included in the Exhibitor Manual to help with preparations.

22. Amendment and Addition to Rules: Any matters not specifically covered by the preceding rules shall be subject solely to the decision of Management. Management may at any time amend or add further rules, and all amendments made shall be binding on the Exhibitor together with the foregoing rules and regulations.

23. Wireless Products: The Walt Disney World Swan and Dolphin Resort (the "Hotel") is the exclusive provider of all wired and wireless Internet working services for Lotusphere. Wireless devices not authorized by the Hotel and IBM Lotusphere are strictly prohibited. Anyone wishing to showcase wireless products must contact LotusphereExhibitSales@nthdegree.com for approval. The Sponsor/Exhibitor agrees to immediately discontinue use at Lotusphere 2012 of any wireless device upon request by IBM.

24. Agreement of Rules: The Exhibitor agrees to abide by the forgoing rules and those provided and contained in the Lotusphere 2012 Exhibitor Manual and by any amendments and additional rules that may be put into effect by Management. Management reserves the right to terminate the Exhibitor's participation as a result of violating any rules set forth in these Sponsor/Exhibitor Rules.

Signature: _____

To be used by Nth Degree

Confirmed pedestal space #: _____

Auth: _____

Date: _____