

# Impact2013

Business. In Motion.

The Venetian, Las Vegas, NV | April 28–May 2

## 5 Reasons To Attend Impact

- 1 GET AN EARLY START AT IMPACT**  
Attend the Business Partner Summit and learn how to maximize your sales and marketing initiatives with Mobile, Cloud, BPM, SOA, Expert Integrated Systems, WebSphere solutions and more! Meet with product and program experts at the breakout sessions. Accelerate your business in motion.
- 2 ACQUIRE THE SKILLS TO SUCCEED**  
Grow your technical skills with lectures, hands-on labs, meet-the-experts sessions and an expanded Developer Unconference. Take advantage of free and discounted certification tests. Become authorized across WebSphere and other Software Value Plus product groups.
- 3 LEARN FROM TECHNOLOGY INNOVATORS**  
Learn from IBM clients, analysts and thought leaders how today's outperforming organizations are succeeding by leveraging innovative solutions to forge new relationships and drive deeper engagements. Connect with the IBM leadership team and network with your peers at the Business Partner Café.

- 4 ACHIEVE GREATER BUSINESS VALUE**  
Meet with clients and prospects interested in optimizing their applications and processes with Mobile, Cloud, BPM, SOA, Expert Integrated Systems and WebSphere-based IBM solutions combined with **your** expertise and offerings. Set up client meetings at the Business Partner Café. Communicate your solutions via our social platforms - #ibmimpact and more!
- 5 SHOWCASE YOUR SOLUTION**  
Become an Impact 2013 sponsor to increase your brand awareness. Showcase your solutions at the Solution Center and engage with new client prospects. Have the IBM teams see your demos in action -- they can bring your solutions to engagements. Broaden your presence by being active at the Social Playground, and learn about making your solutions mobile with the new Solution Center 'touch labs'.

Register Today!  
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