



IBM Software Group Sales, Technical & Marketing Education Event

**Software University 2006
Business Partner Exhibitor & Sponsorship Package**

January 15 – 20, 2006
Las Vegas, Nevada

IBM.



To our valued Business Partners:

On behalf of everyone in the IBM Software Group, I am pleased to invite you to join us in Las Vegas this coming January for our premier education event, Software University 2006. As an exhibitor, you will have numerous opportunities to showcase your solutions. You will also have the opportunity to participate in our education sessions, as well as attend the general sessions.

Software University 2006 offers benefits you won't find at any other IBM event, including:

- The opportunity to get the best in education, at over 2500 sessions, as well as receive Technical Certification credits.
- Unprecedented opportunities for networking, both with IBM executives and an anticipated audience of over 17,000 attendees!
- The chance to be one of 250+ BP exhibitors at a Solution Village that will be the hub of all networking and education activities.
- Multiple promotional opportunities including being featured on our live network broadcast and reaching a targeted audience of over 17,000 viewers!
- And the opportunity to be actively involved and full participants in every aspect of the event.

By joining us at Software University 2006, you're getting an opportunity you can't get anywhere else ... and the chance to participate in an educational event that could prove to be invaluable in building your business in 2006.

The enclosed prospectus details the full range of benefits you'll enjoy as an exhibitor, at an exceptional value. We look forward to welcoming you at Software University 2006.

Sincerely,

Neil Isford
Vice President of Worldwide Channel Sales,
IBM Software Group



BENEFITS



Business Partner Benefits At-A-Glance:

At no other IBM event can Business Partners reap the same benefits that you will at Software University 2006.

Education:

- Take advantage of all IBM education tracks
- Enhance your skills and knowledge
- Earn Technical Certification credits
- Learn about SWG's strategies and objectives
- Increase knowledge of IBM products and offerings
- Plan how to enhance your offerings

Networking:

- Gain access to over 17,000 IBM SWG sales, technical and marketing personnel
- Start networking prior to the event using our NetworkConnect networking tool
- Showcase business solutions
- Meet key IBM executives
- Meet & collaborate with other key Business Partners

Exhibitor Opportunities:

- Solution Village will be "the place to be!"
- Live satellite broadcast will feature Business Partner messages throughout the event
- Exhibitor hours will be scheduled around classes
- Multiple sponsorship opportunities, including the use of amphitheatres on the floor of Solution Village

Ultimate Benefits:

- You benefit from understanding IBM's view of the market
- Gain insight into IBM's 2006 offerings and practices
- Enables you to enhance business results for 2006!

AGENDA



The Week's Agenda*:

Saturday, January 14:

All Day Business Partners Arrive

Sunday, January 15:

4:00 – 8:00 p.m. Opening Reception/ **Solution Village Exhibitor Hours**

Monday, January 16:

8:30 a.m. – 4:00 p.m. SWG Opening General Session

Lunch & Networking

GEO General Sessions

5:30 – 9:30 p.m. Specialty Meetings & Receptions

Tuesday, January 17:

All Day Education Sessions & Lunch

11:45 a.m. – 12:45 p.m. **Solution Village Exhibitor Hours**

6:00 – 10:00 p.m. Dinner & Networking / **Solution Village Exhibitor Hours**

Wednesday, January 18:

All Day Education Sessions & Lunch

11:45 a.m. – 12:45 p.m. **Solution Village Exhibitor Hours**

6:00 – 10:00 p.m. Dinner & Networking / **Solution Village Exhibitor Hours**

Thursday, January 19:

All Day Education Sessions & Lunch

11:45 a.m. – 12:45 p.m. **Solution Village Exhibitor Hours**

6:00 – 10:00 p.m. Dinner & Networking / **Solution Village Exhibitor Hours**

Friday, January 20:

All Day Education Sessions & Lunch

Regional Meetings

Business Unit Meetings

6:30 – 10:00 p.m. Geo Banquets

*Agenda/Solution Village Exhibitor hours subject to change





Exhibitor Package

Becoming an exhibitor at Software University 2006 offers a full range of benefits, including:

IBM Business Partners Fee per Select Pedestal Package:	\$19,000
Alumni Special Rate (2005 Exhibitors only):	\$16,000
Deadline: October 3, 2005	
Early Bird Discount (first-time exhibitors only):	\$17,500
Deadline: October 3, 2005	

Pre-Conference Opportunities:

- Logo on conference website along with a link to your website
- Abstract of 50 words on website

Registration Includes (\$10,500 total value):

- Hotel accommodations (3 attendees for 6 nights) at the Mirage arriving January 14 and departing on January 20, 2006
- 3 full conference registrations with each pedestal purchased
- Access to all education sessions
- All meals during conference starting with Opening Reception on Sunday, January 15, 2006
- Access to Opening Reception and all general sessions
- Transportation to and from airport and use of shuttle service during the conference
- Opportunity to register 1 additional individual at \$3,500, 2 for \$6,000 and 3 for \$9,000 (includes education, accommodations and meals)

Exhibit Includes:

- Installed pedestal unit provided by IBM that is inclusive carpeting, and chair
- Contact retrieval system
- Promotional text message displayed on broadcast system for up to 10 seconds once each day
- Logo and abstract given out to all conference attendees in the Solution Village Guide



Pre-Packaged Sponsorship Opportunities

If you are interested in getting more exposure, exclusive opportunities, more value – the following sponsorship packages have been created to help you get the most out of your marketing investment.

SPONSORSHIP LEVEL	Deluxe	Premium	Elite
Investment	\$30,000	\$45,000	\$65,000
Alumni Investment (Exclusive to 2005 Exhibitors. Deadline for contract: October 3, 2005)	\$27,000	\$40,500	\$58,500
Early Bird Discount (First-time exhibitors only. Deadline for contract: October 3, 2005)	\$28,500	\$42,750	\$61,750
Number of Packages Available Note = Value if items were purchase separately	15 \$39,500	5 \$59,500	4 \$85,500

CONFERENCE INCLUSION

Solution Village Pedestals (with signage, carpeting, chair)	1	2	4 pedestals & 1 seating area ¹
Use of the Amphitheatre	n/a	n/a	4 presentations
Sponsor factoids rotating during Broadcast ²	n/a	n/a	✓
Sponsor logo rotating on slides during the Software Group General Session walk-in	✓	✓	✓
Sponsor acknowledgement during Broadcast	n/a	n/a	✓
Full conference registrations (includes Education, Meals, and Housing)	4	6	10
One Raffle announced on Broadcast	✓	✓	✓
Premium broadcast opportunity (maximum 3-5 minutes) ²	n/a	1	2
Commercials aired on broadcast (per day) ² (video produced by Business Partner)	1 thirty sec timeslot	2 thirty sec timeslots	3 thirty sec timeslots
Coffee Kiosk Signage	1	1	2
Conference Coffee Break (signage)	n/a	1	1

EVENT WEBSITE

Content hosted 2 weeks prior to event on event website ²	5 MB	10 MB	15 MB
Hotlink to Sponsor website from the Sponsor page of event website	✓	✓	✓
Logo and solution description on Sponsor page of event website	75 words	100 words	150 words
Pedestal highlighted in color with company name on online floor plan on event website	✓	✓	✓

¹Elite-level pedestals and sitting area are located at the center of Solution Village

²Content subject to IBM approval



Pre-Packaged Sponsorship Opportunities (cont'd)

SPONSORSHIP LEVEL	Deluxe	Premium	Elite
COLLATERAL INCLUSION (Onsite Guide)			
Advertisement in on-site program guide	n/a	n/a	20% discount on ad rate
Company highlighted as sponsor in program guide	✓	✓	✓
Pedestal highlighted in color on floor plan	✓	✓	✓
On-site sponsor signage (select number of signs)	✓	✓	✓
Conference bag insert	1	1	1

All Pre-Packaged Sponsorship Options Also Include:

- Access to all education sessions
- All meals beginning with Opening Reception on Sunday, January 15, 2006
- Access to Opening Reception and all General Sessions
- Transportation to and from airport and use of shuttle service during the conference
- Contact retrieval system



Merchandise Sponsorship Opportunities

Conference Tote Bag

**Investment: \$40,000 exclusive or
\$15,000 each co-sponsorship**

As the sponsor, your logo will be imprinted along side the SWU logo on the tote bag. Your company will receive exposure during and after the conference, as attendees will take it home for others to see.

Conference Lanyards

Investment: \$26,500

Visible from the moment an individual registers for the conference until they depart. Imprinting your logo on the badge lanyard is a fast way to get noticed and gives your company logo thousands of impressions over the duration of the Conference.

Entertainment Sponsorship Opportunities

These evenings are a chance for attendees to relax and enjoy themselves. This is also an opportunity to put your company logo in front of these attendees via signage, table tents, and gobos.

Thursday Evening Networking Night with *Toxic Audio*

Investment: \$15,000

By attaching your company's name to a night with high-level entertainment, you will be sure to receive high visibility for your investment. Your logo will be projected on the center stage screen and your company will be acknowledged from the stage as the evening's sponsor.

Networking Night (Tuesday or Wednesday)

Investment: \$10,000 each

Located in the Exhibit Hall, participants will know your company made the night possible. Your logo will be seen throughout the room via food and beverage stations and on cocktail napkins. These Networking Nights will include entertainment.



Other Sponsorship Opportunities

Program Advertising

Your advertisement will be seen before and after the show as attendees reference the program time and time again.

Full Page	Investment \$ 4,000
Tab (front or back)	Investment: \$ 6,000
Inside Back Cover	Investment: \$ 7,500
Back Cover	Investment: \$15,000

Massage Station

Investment: \$10,000 exclusive

Attendees will take advantage of these stations after a long day at the conference. Located in each Networking Park, your logo will be seen on signage and on banners at each of the 4 massage stations. Your sponsorship will also be acknowledged in broadcasts and mentioned in the program guide and daily newsletter. Stations will be available Tuesday-Thursday, 6:00-9:30 p.m.

Birds of a Feather Session

Investment: \$2,500 each day

(1 hour presentation, Tuesday-Thursday, 6:30-7:30 p.m.)

This classroom environment provides you with an informal setting to present detailed information about your product or service as well as allows for an interactive exchange with attendees. Your company logo will be on signage outside the room and literature can be provided inside the classroom.

Amphitheatre

Investment: \$1,000 each

(30 minute presentation)

This arena is in high-demand, as it's a perfect forum for a product demonstration. Your company's logo will be on signage outside the door.



Other Sponsorship Opportunities (cont'd)

Solution Village Scratch Card Booth Traffic Building Game

Investment: \$1,000 each night

Attendees receive the scratch card with their registration materials. They must visit each participating exhibitor on the card to be eligible for the prize drawing. A great way to drive traffic to your booth with a minimum investment!

Information Booth

**Investment: \$2,500 each
or \$12,500 exclusive**

The sheer size of the show necessitates information booths in all properties. Make sure attendees see your company logo each time they need information. Your logo will be combined with the Software University artwork on each kick panel.

Networking Kiosks

**Investment: \$2,000 each
or \$20,000 exclusive**

These kiosks will be used to obtain access to conference information, sessions, event email, exhibitors, personal agendas, speakers, other attendees, and PDA downloads. As the sponsor of these kiosks, your logo will appear on signage, table tents, on each computer desktop and screen savers, and will receive thousands of impressions throughout the conference.

Column Wraps

Investment: \$6,000 each

Located in high traffic areas, your company's advertisements will be seen time and time again by attendees. Sponsor to provide artwork.

INFORMATION



For More Information

**For more information on the Sponsorship Packages
or to customize your package, please contact:**

Business Partner Customer Care Center

800.334.0059 (USA and Canada)
+1.312.541.0567 x22 (Worldwide)
Swu2006bp@corcexpo.com

IBM.

Key IBM Events with Business Partners in 2006

	Software University	Lotusphere	Systems and Technology Group University	PartnerWorld
Date	January 15-20, 2006	January 22-26, 2006	January 23-26, 2006	March 12-15, 2006
Location	Las Vegas, Nevada	Orlando, Florida	New Orleans, Louisiana	Las Vegas, Nevada
Why Attend?	<ul style="list-style-type: none"> • Network with 17,000+ SWG sales reps around the world • Take advantage of education and certification opportunities • Learn SWG strategy and direction 	<ul style="list-style-type: none"> • Build your pipeline with customer interaction and meetings • Education about Lotus strategy, partner programs, and business opportunities • Network with Lotus teams & executives 	<ul style="list-style-type: none"> • Network with IBM STG technical, sales, and marketing representatives • Learn STG Strategy and direction 	<ul style="list-style-type: none"> • Affirm relationships • Stay current with IBM and marketplace • Learn IBM strategy and solutions • Hear from IBM executives • Network and develop contacts
Intended Audience	<ul style="list-style-type: none"> • Sales Execs • Marketing Execs • Technical sales 	<ul style="list-style-type: none"> • Sales Execs • Marketing Execs • Developers 	<ul style="list-style-type: none"> • STG Business Partners 	<ul style="list-style-type: none"> • Sales Execs • Marketing Execs
More Event Information	ibm.com/events/swu/swuexpo06.nsf	ibm.com/lotus/lotusphere	ibm.com/events/stgu2006	ibm.com/partnerworld/2006