



Pulse2012

Optimizing the World's Infrastructure

March 4-7 Las Vegas, Nevada

**IBM Business Partner
Exhibitor and Sponsorship Package**

Pulse 2012 will attract more than 7,000 attendees — including 15% more clients than in 2011 — in an environment perfect for building deeper relationships, developing new leads and expanding into new markets.

PULSE 2011 HIGHLIGHTS

Pulse 2011 exceeded all expectations, bringing the value of Integrated Service Management to nearly 7,000 Pulse attendees from 70 different countries. Over 1,100 IBM Business Partners from around the world participated in Pulse 2011 and the IBM Tivoli Business Partner Summit, where Lighthouse Computer Services, Total Resource Management, Inc., generationE Technologies, Softential, Johnson Controls, Inc., CiM Maintenance, Inc., Alcatel-Lucent, Cohesive Information Solutions, Inc., and Avnet Technology Solutions were recognized in the Business Partner Awards ceremony. It was a great environment to network, showcase solutions and skills, get valuable information and training, prospect and obtain leads, and more.

2012 Business Partner Benefits

WHY THIS IS AN EVENT YOU CAN'T AFFORD TO MISS!

- Bigger, better and more to see and do than Pulse 2011
- Value-packed sponsorship offerings
- Showcase your solutions in a huge, bright, 92,000-square-foot, pillarless Expo hall designed for more booth visibility and ease of navigation
- Enjoy an unmatched opportunity to Network with peers, customers and new prospects
- Gain access to top subject matter experts, visionary leaders and executives one-on-one
- Attend multiple tracks offering the best in education, including tracks for service providers, plant operations, IT, business leadership and numerous client-driven tracks
- Generate revenue by gaining leads, closing and developing existing deals with managers, directors, C-level executives and other decision makers
- Attend the seller-focused IBM Tivoli Business Partner Summit for new ideas to help grow your business
- See real-world demonstrations of the latest solutions from IBM
- Learn about best practices of industries from around the world!

BENEFITS AT-A-GLANCE

Become a Sponsor of Pulse 2012 and help increase your business revenue by engaging in new opportunities with client attendees at Pulse.

- The industry's most influential decision-makers — and more prospective clients for you to attain
- **Expanded IBM Business Partner Café** located in the Solution Expo where you can network and meet with subject-matter experts
- Lunches and breaks strategically located **within the Solution Expo** to drive more traffic
- **Bring your customers!** Diamond, Platinum and Gold level sponsorship packages now include passes for your clients
- Attend the exclusive **IBM Tivoli Business Partner Summit** on Sunday at no additional cost!
- Stress-free exhibiting with all-inclusive, specially priced "Turnkey" Exhibitor pedestals
- **More conference sessions** relevant to IBM Business Partners

Plus, you can bet IBM will deliver the same benefits and experience you have come to expect from the Pulse conference:

- An estimated audience of over 7,200 attendees with over 300 client presentations!
- The latest in thought leadership, solution deep dives and real-world experiences for those managing IT, service delivery and operational infrastructures of every kind, across every major industry
- The same venue as 2011, providing all conference activities in one location for your convenience
- Enhanced Solution Expo with over 100 IBM Business Partner exhibits
- In-depth, real-world IBM solution demonstrations for the latest tools, products and resources
- A full spectrum of high-quality business and technical content at every level — in both General Sessions and breakouts
- Engaging speakers and first-rate entertainment

EXTERNAL SPONSORSHIP TIERS AND PRICING

DIAMOND LEVEL

Investment: US\$80,000
Early Bird fee: US\$75,000
Special Pulse alumni fee: US\$70,000
Number available: 3

PLATINUM LEVEL

Investment: US\$65,000
Early Bird fee: US\$60,000
Special Pulse alumni fee: US\$58,000
Number available: 2

GOLD LEVEL

Investment: US\$40,000
Early Bird fee: US\$35,000
Special Pulse alumni fee: US\$33,000
Number available: 6

SILVER LEVEL

Investment: US\$24,000
Early Bird fee: US\$20,000
Special Pulse alumni fee: US\$19,000
Number available: 10

EXHIBITOR LEVEL

Investment: US\$6,500
Number available: 80

EXHIBITOR TURNKEY LEVEL

Investment: US\$8,500
Number available: 8

The Week's Agenda

SATURDAY, MARCH 3

All day
12:00 p.m. – 07:00 p.m.

Business Partners Arrive
Conference Registration

SUNDAY, MARCH 4

08:00 a.m. – 09:00 p.m.
08:00 a.m. – 09:30 a.m.
09:45 a.m. – 12:00 p.m.
12:15 p.m. – 01:00 p.m.
01:15 p.m. – 02:45 p.m.
03:00 p.m. – 04:30 p.m.
06:30 p.m. – 09:00 p.m.
10:30 a.m. – 06:00 p.m.
03:00 p.m. – 06:00 p.m.
04:00 p.m. – 06:00 p.m.

Conference Registration
IBM Tivoli Business Partner Summit Breakfast (Business Partners only)
IBM Tivoli Business Partner Summit Breakout Sessions
IBM Tivoli Business Partner Summit Luncheon and Awards Ceremony
IBM Tivoli Business Partner Summit Keynote and Dessert
IBM Tivoli Business Partner Summit Meet the Experts Networking Event
Pulse Expo Grand Opening and Welcome Reception
Hands-on Labs
User Group Meetings
International Connection Forum

MONDAY, MARCH 5

06:30 a.m. – 08:00 p.m.
06:30 a.m. – 07:45 a.m.
08:00 a.m. – 06:00 p.m.
12:00 p.m. – 07:00 p.m.
06:00 p.m. – 07:00 p.m.
10:30 a.m. – 06:00 p.m.

Conference Registration
Breakfast
Opening General Session; Breakout Sessions; Lunch and Networking
Expo Open
Expo Reception
Hands-on Labs and Certification Testing

TUESDAY, MARCH 6

06:30 a.m. – 07:30 p.m.
06:30 a.m. – 07:45 a.m.
08:00 a.m. – 06:00 p.m.
12:00 p.m. – 06:00 p.m.
06:00 p.m. – 07:00 p.m.
07:00 p.m. – 10:00 p.m.
10:30 a.m. – 06:00 p.m.

Conference Registration
Breakfast
General Session; Breakout Sessions; Lunch and Networking
Expo Open
Women's Networking Reception
Pulse Palooza
Hands-on Labs and Certification Testing

WEDNESDAY, MARCH 7

06:30 a.m. – 05:00 p.m.
06:30 a.m. – 07:45 a.m.
08:00 a.m. – 04:30 p.m.
12:00 p.m. – 04:00 p.m.
04:00 p.m.
08:30 a.m. – 06:00 p.m.

Conference Registration
Breakfast
Breakout Sessions; Lunch and Networking
Expo Open
Expo Concludes
Hands-on Labs and Certification Testing

THURSDAY, MARCH 8

08:30 a.m. – 03:00 p.m.
08:00 a.m. – 05:00 p.m.
08:30 a.m. – 03:00 p.m.
08:30 a.m. – 12:00 p.m.
All day

Post-conference Asset Management Seminars
Post-conference Education Workshops
Hands-on Labs
Certification Testing
Departures

FRIDAY, MARCH 9

08:00 a.m. – 05:00 p.m.
All day

Post-conference Education Workshops
Departures

PRICING

Alumni fee

US\$70,000

Early Bird fee

US\$75,000 if purchased by
December 16, 2011

US\$80,000 after December 16, 2011

SOLUTION CENTER

EXHIBITOR SPACE

- 20' x 30' booth space
- Two wireless lead-retrieval units
- Booth property to be provided by the sponsor
- Wireless Internet provided
- Electrical power not included

(Please refer to your Exhibitor Service Kit for instructions on purchasing electrical power and hard-wired Internet connections.)

A PRIVATE IBM CONFERENCE

AMBASSADOR will assist you throughout the conference.

12 RESERVED SEATS at General Sessions (Monday and Tuesday)

FIRST RIGHTS for same or upgraded sponsorship level and the opportunity to reserve your booth location at IBM Pulse 2013

Diamond Sponsorship

CONFERENCE INCLUSION

- Five Full-Conference badges (includes access to all General Sessions, breakouts, labs, Expo, meals, receptions, and Pulse Palooza taking place Tuesday, March 6, 2012). Additional Full-Conference passes can be purchased for US\$1,495 each (purchase before March 1, 2012.)
- Seven Exhibitor badges (includes access to all General Sessions, Expo, meals, Expo receptions, and Pulse Palooza taking place Tuesday, March 6, 2012). Can be upgraded to Full-Conference badge for US\$600. Additional Exhibitor passes can be purchased for US\$895 each.
- Five complimentary Full-Conference *customer* passes
- Dedicated meeting time with an IBM executive for you and your client
- Option to purchase 15 discounted *customer* Full-Conference badges for US\$1,695 each

SPEAKING OPPORTUNITIES

- Two 60-minute breakout sessions. Sponsor provides speaker title, abstract and session topic (topic and presentation require Pulse Curriculum Team approval).
- A 25-minute Expo Theater presentation time slot to promote products or services on the Expo show floor. Sponsor provides speaker title, abstract and session topic (topic and presentation require Pulse Curriculum Team approval).

HOTEL SPACE AND PRIVATE MEETING ROOM

- Private meeting room on the Expo floor—exclusive use by your company through Wednesday, March 7 at 3:30 p.m. Food, beverages and any special audiovisual needs are at the expense and responsibility of the sponsor.
- One hospitality suite in the MGM Grand hotel
- Two personal room upgrades to suites in the Signature Towers at the MGM Grand hotel

BRAND AWARENESS

- Logo on signage at registration and Expo entranceway²
- Logo on Diamond and Platinum sponsorship banners²
- Logo on 23" x 84" sign at Conference Center entrance²
- Logo on Conference Center directional signs²
- Logo and message on Conference Center walkway window sign²
- Logo on Pulse conference giveaway item²
- Logo on signage at Expo receptions (Sunday and Monday). Acknowledgement in conference directory for function sponsorship²
- Company name, logo and company description in conference directory
- Logo on cover of conference directory²
- Company name and logo with hyperlink from IBM Conference Web site to sponsor's Web site³

MARKETING

- Four-color, full-page ad in conference directory (premium location,⁴ dependent on availability)
- Sponsor acknowledgement at General Sessions (two days)
- Promotional material on the e-literature kiosk
- Pre- or post-show mailing to attendees — two mailings (additional mailing costs will apply)
- Pre-show e-mail to attendees
- Twenty-five-word write-up in two pre-conference IBM e-newsletters
- One article and daily logo in the Pulse Daily Scoop newsletter (on-site at IBM Pulse)
- Pre-conference exclusive preview of Pulse attendee listing (company names and attendee titles only)

² Time-sensitive item—logo must be supplied before the start of production.

³ Sponsor's privacy policy must be prominently displayed on sponsor's Web site.

⁴ Inside front cover, inside back cover or outside back cover

PRICING

Alumni fee

US\$58,000

Early Bird fee

US\$60,000 if purchased by
December 16, 2011

US\$65,000 after December 16, 2011

SOLUTION CENTER

EXHIBITOR SPACE

- 20' x 20' booth space
- One wireless lead-retrieval unit
- Booth property to be provided by the sponsor
- Wireless Internet provided
- Electrical power not included

(Please refer to your Exhibitor Service Kit for instructions on purchasing electrical power and hard-wired Internet connections.)

EIGHT RESERVED SEATS at General Sessions (Monday and Tuesday)

FIRST RIGHTS for same or upgraded sponsorship level at IBM Pulse 2013

Platinum Sponsorship

CONFERENCE INCLUSION

- Four Full-Conference badges (includes access to all General Sessions, breakouts, labs, Expo, meals, receptions, and Pulse Palooza taking place Tuesday, March 6, 2012). Additional Full-Conference passes can be purchased for US\$1,495 each (purchase before March 1, 2012.)
- Five Exhibitor badges (includes access to all General Sessions, Expo, meals, Expo receptions, and Pulse Palooza taking place Tuesday, March 6, 2012). Can be upgraded to Full-Conference badge for US\$600. Additional Exhibitor passes can be purchased for US\$895 each.
- Three complimentary Full-Conference *customer* passes
- Dedicated meeting time with an IBM executive for you and your client
- Option to purchase 12 discounted *customer* Full-Conference badges for US\$1,695 each

SPEAKING OPPORTUNITIES

- A 25-minute Expo Theater presentation time slot to promote products or services on the Expo show floor. Sponsor provides speaker title, abstract and session topic (topic and presentation require Pulse Curriculum Team approval)
- One 60-minute breakout session. Sponsor provides speaker title, abstract and session (topic and presentation require Pulse Curriculum Team approval)

HOTEL SPACE AND PRIVATE MEETING ROOM

- Private meeting room on the Expo floor—exclusive use by your company through Wednesday, March 7 at 3:30 p.m. Food, beverages and any special audiovisual needs are at the expense and responsibility of the sponsor.
- One personal room upgrades to suites in the Signature Towers at the MGM Grand hotel

BRAND AWARENESS

- Logo on signage at registration and Expo entranceway²
- Logo on Diamond and Platinum sponsorship banners²
- Logo and message on Conference Center walkway window sign²
- Company name, logo and company description in conference directory
- Logo on signage at Daily Lunches (Monday through Wednesday). Acknowledgement in conference directory for function sponsorship²
- Logo on cover of conference directory²
- Company name and logo with hyperlink from IBM Conference Web site to sponsor's Web site³

MARKETING

- Four-color, full-page ad in conference directory
- Sponsor acknowledgement at General Sessions (two days)
- Promotional material on the e-literature kiosk
- Pre- or post-show mailing to attendees — one mailing (additional mailing costs will apply)
- Pre-show e-mail to attendees
- One article and daily logo in Pulse Daily Scoop newsletter (onsite at IBM Pulse)

² Time-sensitive item — logo must be supplied before the start of production.

³ Sponsor's privacy policy must be prominently displayed on sponsor's Web site.

PRICING

Alumni fee

US\$33,000

Early Bird fee

US\$35,000 if purchased by
December 16, 2011

US\$40,000 after December 16, 2011

SOLUTION CENTER

EXHIBITOR SPACE

- 20' x 10' booth space
- One wireless lead-retrieval unit
- Booth property to be provided by the sponsor
- Wireless Internet provided
- Electrical power not included

(Please refer to your Exhibitor Service Kit for instructions on purchasing electrical power and hard-wired Internet connections.)

FOUR RESERVED SEATS at General Sessions (Monday and Tuesday)

FIRST RIGHTS for same or upgraded sponsorship level at IBM Pulse 2013

Gold Sponsorship

CONFERENCE INCLUSION

- Three Full-Conference badges (includes access to all General Sessions, breakouts, labs, Expo, meals, receptions, and Pulse Palooza taking place Tuesday, March 6, 2012). Additional Full-Conference passes can be purchased for US\$1,495 each (purchase before March 1, 2012.)
- Three Exhibitor badges (includes access to all General Sessions, Expo, meals, Expo receptions, and Pulse Palooza taking place Tuesday, March 6, 2012). Can be upgraded to Full-Conference badge for US\$600. Additional Exhibitor passes can be purchased for US\$895 each.
- One complimentary Full-Conference *customer* pass
- Option to purchase 10 discounted *customer* Full-Conference badges for US\$1,695 each

SPEAKING OPPORTUNITIES

- A 25-minute Expo Theater presentation time slot to promote products or services on the Expo show floor. Sponsor provides speaker title, abstract and session topic (topic and presentation require Pulse Curriculum Team approval)

CO-SPONSORSHIP FUNCTIONS

- Logo on signage at daily breakfasts (Monday through Wednesday). Acknowledgement in conference directory for function sponsorship

BRAND AWARENESS

- Logo on signage at registration and Expo entranceway²
- Company name, logo and company description in conference directory
- Company name and logo with hyperlink from IBM Conference Web site to sponsor's Web site³

MARKETING

- Four-color, half-page ad in conference directory
- Sponsor acknowledgement at General Sessions (one day)
- Promotional material on the e-literature kiosk
- Pre- or post-show mailing to attendees — one mailing (additional mailing costs will apply)
- Pre-show e-mail to attendees

² Time-sensitive item — logo must be supplied before the start of production.

³ Sponsor's privacy policy must be prominently displayed on sponsor's Web site.

PRICING

Alumni fee

US\$19,000

Early Bird fee

US\$20,000 if purchased by
December 16, 2011

US\$24,000 after December 16, 2011

SOLUTION CENTER

EXHIBITOR SPACE

- 10' x 10' booth space
- One wireless lead-retrieval unit
- Booth property to be provided by the sponsor
- Wireless Internet provided
- Electrical power not included

(Please refer to your Exhibitor Service Kit for instructions on purchasing electrical power and hard-wired Internet connections.)

FIRST RIGHTS for same or upgraded sponsorship level at IBM Pulse 2013

Silver Sponsorship

CONFERENCE INCLUSION

- Two Full-Conference badges (includes access to all General Sessions, breakouts, labs, Expo, meals, receptions, and Pulse Palooza taking place Tuesday, March 6, 2012). Additional Full-Conference passes can be purchased for US\$1,495 each (purchase before March 1, 2012.)
- Two Exhibitor badges (includes access to all General Sessions, Expo, meals, Expo receptions, and Pulse Palooza taking place Tuesday, March 6, 2012). Can be upgraded to Full-Conference badge for US\$600. Additional Exhibitor passes can be purchased for US\$895 each.
- Option to purchase six discounted *customer* Full-Conference badges for US\$1,695 each

SPEAKING OPPORTUNITIES

- A 25-minute Expo Theater presentation time slot to promote products or services on the Expo show floor. Sponsor provides speaker title, abstract and session topic (topic and presentation require Pulse Curriculum Team approval)

BRAND AWARENESS

- Logo on signage at registration and Expo entranceway²
- Company name, logo and company description in conference directory
- Company name and logo with hyperlink from IBM Conference Web site to sponsor's Web site³

MARKETING

- Four-color, quarter-page ad in conference directory
- Promotional material on the e-literature kiosk
- Pre- or post-show mailing to attendees — one mailing (additional mailing costs will apply)
- Pre-show e-mail to attendees

² Time-sensitive item — logo must be supplied before the start of production.

³ Sponsor's privacy policy must be prominently displayed on sponsor's Web site.

PRICING

US\$6,500

SOLUTION CENTER EXHIBITOR SPACE

- 10' x 10' booth space
- Booth property to be provided by the sponsor
- Wireless Internet provided
- Electrical power not included

(Please refer to your Exhibitor Service Kit for instructions on purchasing electrical power and hard-wired Internet connections.)

FIRST RIGHTS for same or upgraded sponsorship level at IBM Pulse 2013

Exhibitor Sponsorship

CONFERENCE INCLUSION

- Two Exhibitor badges (includes access to all General Sessions, Expo, meals, Expo receptions, and IBM Pulse Palooza taking place Tuesday, March 6, 2012). Can be upgraded to Full-Conference badge for US\$600. Additional Exhibitor passes can be purchased for US\$895 each. Additional Full-Conference passes can be purchased for US\$1,495 each (purchase before March 1, 2012).
- Option to purchase four discounted *customer* Full-Conference badges for US\$1,695 each

BRAND AWARENESS

- Company name and description in conference directory
- Company name on IBM Conference Web site

PRICING

US\$8,500

SOLUTION CENTER EXHIBITOR SPACE

- Pedestal and signage with your logo (Booth property provided by IBM)
- One electrical power drop
- One wired Internet connection
- One stool

FIRST RIGHTS for same or upgraded sponsorship level at IBM Pulse 2013

Exhibitor Turnkey Sponsorship

CONFERENCE INCLUSION

- Two Exhibitor badges (includes access to all General Sessions, Expo, meals, Expo receptions, and IBM Pulse Palooza taking place Tuesday, March 6, 2012). Can be upgraded to Full-Conference badge for US\$600. Additional Exhibitor passes can be purchased for US\$895 each. Additional Full-Conference passes can be purchased for US\$1,495 each (purchase before March 1, 2012).
- Option to purchase four discounted *customer* Full-Conference badges for US\$1,695 each

BRAND AWARENESS

- Company name and description in conference directory
- Company name on IBM Conference Web site

Marketing Promotional Opportunities

ADVERTISING IN THE CONFERENCE DIRECTORY

	PRICE
• Full-page ²	US\$1,500
• Half-page ²	US\$1,000
• Quarter-page ²	US\$500

BRAND AWARENESS

• Promotional material on e-literature kiosk	US\$500
• Pre- or post-Conference mailing (additional mailing costs apply)	US\$1,000
• Logo on Daily Scoop newsletter	US\$1,000
• Footprints on Expo floor leading to your booth ² (maximum 3)	US\$2,500
• Hyperlink from IBM Conference Web site ³	US\$500
• Logo on badge lanyards ²	US\$4,000
• Screensaver on Pulse information PCs	US\$2,000
• Pulse WiFi sponsorship ²	US\$5,000
• Conference Center walkway window sign ²	US\$1,500
• Conference water stations ²	US\$2,500

FUNCTION-RELATED

• Pulse Palooza Night sponsorship ²	US\$25,000
• IBM Business Partner Café sponsorship ²	US\$6,000
• IBM Tivoli Sales Academy Sponsorship	US\$5,000
• Track Sponsorship ² (includes signage and literature)	US\$1,500 per track
• IBM Tivoli Hands -on Lab room sponsorship ² (5 rooms maximum)	US\$1,500 per room
• IBM Tivoli Certification Center sponsorship	US\$1,500
• Morning coffee break sponsorship ^{2, 4} (Monday, Tuesday or Wednesday – one per day)	US\$1,000 per break, per day
• Afternoon coffee break sponsorship ^{2, 4} (Monday, Tuesday or Wednesday – one per day)	US\$1,000 per break, per day

ADDITIONAL SPONSORSHIP ADD-ONS

• Expo Theater presentation	US\$2,000
• Private meeting room on Expo floor ⁴ (includes electric, table, 6 chairs)	US\$5,000

² Time-sensitive item—logo must be supplied before the start of production.

³ Sponsor's privacy policy must be prominently displayed on sponsor's Web site.

⁴ Subject to availability

Benefits at-a-Glance

	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBITOR	EXHIBITOR TURNKEY
SPONSORSHIP LEVEL						
Investment	US\$80,000	US\$65,000	US\$40,000	US\$24,000	US\$6,500	US\$8,500
Early Bird Discount fee	US\$75,000	US\$60,000	US\$35,000	US\$20,000	US\$6,500	US\$8,500
Alumni Discount fee	US\$70,000	US\$58,000	US\$33,000	US\$19,000	US\$6,500	US\$8,500
Number of packages available	3	2	6	10	80	8
CONFERENCE INCLUSION						
Exhibit space	20' x 30'	20' x 20'	20' x 10'	10' x 10'	10' x 10'	Pedestal
Wireless lead-retrieval units	2	1	1	1	-	-
Reserved seats at General Sessions (Mon.-Tues.)	12	8	4	-	-	-
Full-Conference badges (additional Full-Conference badges are \$1,495 each)	5	4	3	2	-	-
Exhibitor badges (additional Exhibitor badges are \$895 each)	7	5	3	2	2	2
Complimentary Full-Conference <i>customer</i> passes	5	3	1	-	-	-
Option to purchase discounted <i>customer</i> Full-Conference badges	15	12	10	6	4	4
Guaranteed executive meeting	✓	✓	-	-	-	-
Breakout session presentation (60 minutes)	2	1	-	-	-	-
Expo Theater presentation (25 minutes)	1	1	1	1	-	-
Private meeting room	1	1	-	-	-	-
Hospitality suite in host hotel	1	-	-	-	-	-
Personal room upgrade to suite	2	1	-	-	-	-

Benefits at-a-Glance (continued)

	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBITOR	EXHIBITOR TURNKEY
PROMOTIONS						
Logo on signage at registration and Expo entranceway	✓	✓	✓	✓	-	-
Logo on signage for co-sponsorship functions	Expo receptions Sun.-Mon.	Daily lunches Mon.-Wed.	Daily breakfasts Mon.-Wed.	-	-	-
Company name, logo and description in conference directory	✓	✓	✓	✓	-	-
Company name and description in conference directory	-	-	-	-	✓	✓
Company name and logo with hyperlink on IBM Web site	✓	✓	✓	✓	-	-
Company name on IBM Web site	-	-	-	-	✓	✓
Four-color ad in conference directory	Full-page (premium)	Full-page	Half-page	Quarter-page	-	-
Logo on cover of conference directory	✓	✓	-	-	-	-
Logo on Diamond or Platinum sponsorship banner	✓	✓	-	-	-	-
Promotional material in e-literature kiosk	✓	✓	✓	✓	-	-
Pre-show e-mail to attendees	✓	✓	✓	✓	-	-
Pre- or post-show mailing to attendees (additional charges apply)	2	1	1	1	-	-
Logo on 23"x84" sign at Conference Center entrance	✓	-	-	-	-	-
Logo on Conference Center directional signs	✓	-	-	-	-	-
Logo and message on Conference Center walk window sign	✓	✓	-	-	-	-
Logo on Pulse conference giveaway item	✓	-	-	-	-	-
First right for same sponsorship level at IBM Pulse 2013	✓	✓	✓	✓	✓	✓
Private IBM Conference Ambassador	✓	-	-	-	-	-
Sponsor acknowledgement at General Session	2 days	2 days	1 day	-	-	-
Twenty-five-word write-up in IBM e-newsletters	✓	-	-	-	-	-
Article and daily logo in Pulse Daily Scoop newsletter	2 articles	1 article	-	-	-	-
Pre-conference exclusive preview of Pulse attendee listing (company names and attendee titles only).	✓	-	-	-	-	-
Wireless Internet throughout Expo hall	✓	✓	✓	✓	✓	✓
Turnkey pedestal accessories (pedestal signage, one power drop, one hard-wired Internet drop, one color monitor, one stool)	-	-	-	-	-	✓

I'm interested in a sponsorship. Who is the contact?

BOB MELTON, PULSE EXPO MANAGER

e-mail: bmelton@us.ibm.com

Phone: 770-804-1162

For more information about IBM Pulse 2012, go to:

ibm.com/pulse



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Version 1



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