

Innovate2010

The Rational Software Conference

The premiere software and product delivery event.

June 6-10 Orlando, Florida



Sponsorship Packages

Let's **build** a smarter planet.



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Event Overview

We invite you to join the 4,000+ IBM Rational customers, partners and software industry experts to experience first-hand why they keep coming back year after year. As a 2010 sponsor, you will create new sales opportunities, generate leads and position your organization as a premier IBM partner. Each level of participation offers a variety of benefits that include branding, PR and the ability to demonstrate products on the Sponsor and Exhibitor Show Floor. This year, sponsorship offerings have been expanded to offer more opportunities, more options and more visibility for your company.

Innovate 2010 will provide all the technical insight and practical knowledge needed to better use and leverage IBM Rational's comprehensive set of development tools and services. As always, we're planning an exciting lineup of keynote speakers, hands-on workshops and other networking forums.

EXCLUSIVE EXHIBIT HALL HOURS:

Monday, June 7

5:00 pm–8:00 pm:
Exhibit Hall, IBM Solution Center and Rational Labs (Reception)

Tuesday, June 8

11:00 am–2:00 pm:
Exhibit Hall, IBM Solution Center and Rational Labs
4:30 pm–7:00 pm:
Exhibit Hall, IBM Solution Center and Rational Labs (Reception)

Wednesday, June 9

11:00 am–2:00 pm:
Exhibit Hall, IBM Solution Center and Rational Labs
Note: Prices are for space and sponsorship and noted benefits only. Prices do not include drayage, electrical, internet connection or any other expenses incurred outside of the noted benefits. Each booth receives pipe, drape, and identification sign.



For more information about available Innovate 2010 Sponsorships and Exhibitor Packages, please contact our Sponsorship Manager: jtatusko@nthdegree.com



Why Exhibit at Innovate 2010?

- **Generate Leads and Increase Sales!**
- Exposure to 4,000+ attendees including managers, directors, C-level executives and other decision makers
- Visibility for your company with exhibits and demonstrations in a high-traffic Exhibit Hall
- Unlimited networking opportunities with industry customers, prospects and peers
- Opportunities to showcase your products and solutions
- Learn and share best practices to position your company as an industry leader



- 95% of all attendees said they are likely to attend Innovate 2010: the Rational Software Conference.
- 96% of exhibitors expected to close business as a result of participating in Innovate 2010: the Rational Software Conference.
- 88% of exhibitors were satisfied with their experience at Innovate 2010: the Rational Software Conference.

“Participating at the IBM Rational Software Conference for the past several years has given us a chance to meet hundreds of potential customers, as well as grow our relationship with IBM. Each year we receive a number of qualified leads, which have turned into successful new business opportunities for the company.”

– Jenny Pittman, Noblestar



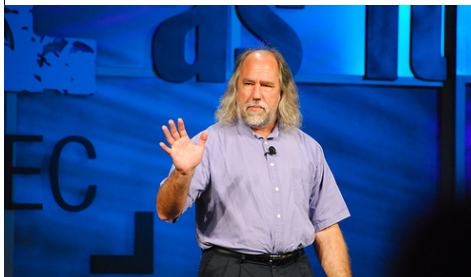
Opportunities at Innovate 2010

- **More conference attendees**
(An estimated audience of over 4,000 attendees!)
- Expanded Rational Labs area with new demonstrations of future technologies
- New Technical Tracks and More Sessions
- Track sponsorship opportunities
- Case Study Speaking Opportunities



“The only annual opportunity to connect with your clients. It’s a first-class conference.”

***– Pat McDermott
Rocket Gang***



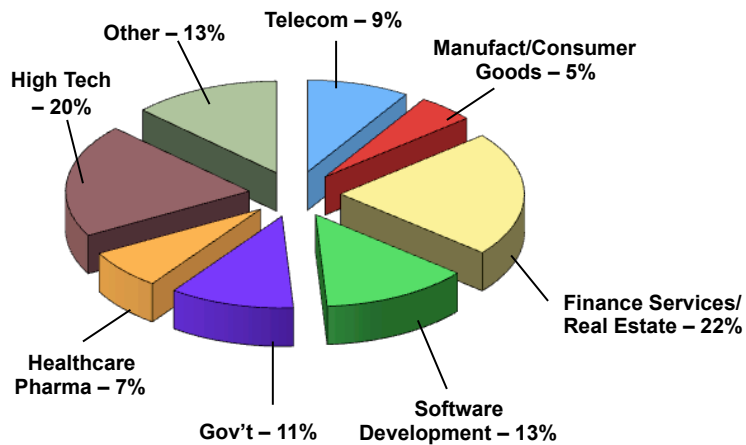


Demographics

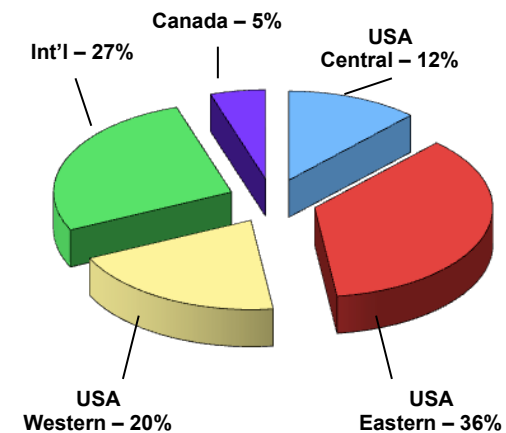
The following charts represent the expected audience at Innovate 2010.

- 2010 EXPECTED ATTENDANCE 4,000
- PREVIOUS ATTENDANCE:
 - 2009 Confirmed Attendees: 3,500
 - 95% of 2009 attendees said they would consider attending Innovate 2010

Primary Business



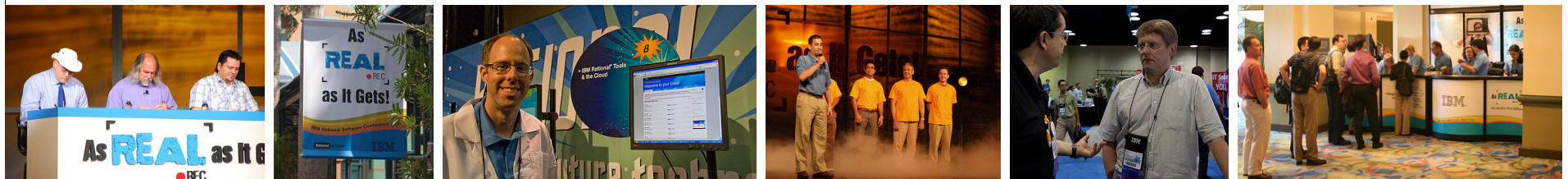
Regional Outlook





2009 Sponsor List

- Actuate
- AppPoint
- Armstrong Process Group, Inc.
- Arsin Corporation
- Arxan Technologies
- Ascendant Technology
- ATSC
- Bay State, Inc
- Benchmark Logic
- BigLever Software, Inc
- Black Diamond Software
- Black Duck Software BSD Group
- Cast Software
- Certeon
- Clearvision
- Cognence
- Configuration Management
- Device Anywhere
- Galorath Incorporated
- GCE Solutions, Inc.
- Icon ATG
- IEEE Computer Society
- Infragistics
- Instantiations
- iRise Island Training Solutions
- Ivar Jacobson Consulting, LLC
- Kapow Technologies
- Klocwork
- Lattix, Inc.
- Learnquest
- Mainsoft
- NetApp
- NETFective (Blu Age)
- Noblestar Systems
- OpenMake Software
- Ounce Labs
- Oxford International Inc.
- Pathfinder Solutions
- Perficient
- Praxis Engineering
- PRICESystems
- PTC
- Quantitative Software Management, Inc.
- Ravenflow
- ReleaseTEAM
- RocketGang
- RTTS
- Skyway Software
- Smarter Industry Solutions/Global Solution Center
- Sogeti
- University of Central Florida
- USB Gmbh
- Virtutech Inc.
- Weblayers
- Worksoft



Global Sponsorship

\$80,000 Investment



Key Benefits:

- Premium exhibit space
- White paper for download at Conference Kiosk
- RFID based booth traffic analysis

Exclusive Branding Opportunities

Welcome Reception Co-Sponsor – Showcase your brand during the Welcome Reception held in the Exhibit Hall. This high profile event is attended by virtually all 4,000+ conference attendees.

Private Meeting Space – Meet with important prospects, customers, and key members of the press and analyst communities in your private 10x10 meeting suite located near the exhibit floor. Suites come with basic set of table and 4 chairs, additional furnishings and hospitality are the full responsibility of the Sponsor.

High Impact Opportunities

20 x 20 Exhibit Space – Generate leads and create new sales opportunities with a strategically located exhibit space. All booth space includes pipe, drape and ID sign only.

Keynote Recognition – Your company's logo will be featured on slides in the keynote room.

Exhibit Hall Game – Activate your booth by driving attendees to your exhibit with logo attribution and booth number listing as a featured sponsor of the Exhibit Hall Game.

International Exposure – Global Sponsors will receive the benefits of a Platinum sponsorship in the U.S. and comparable sponsorship benefits for the other 2 international events chosen, based on the individual geo's sponsorship programs. Choose 2 additional global events from these locations: USA, India, Australia, China, Malaysia, Indonesia, Thailand, Vietnam, Singapore, Philippines, Taiwan, Mexico, Netherlands, Japan, UK, Italy, France, Spain, and Germany.

Access

Full Conference Passes – 8



Global Sponsorship (Continued)

Premium Advertising Opportunities

Global Sponsor Branding Campaign – Your company’s logo will be featured in the main dining area and strategically placed throughout the Conference area.

Online Listing – An enhanced 100-word company description, your company logo, booth number and URL will be featured on the Innovate 2010 home page.

On-Site Advertising – Full page, 4-color Show Guide ad and a 100-word company description.

Email Blasts – Your company will be featured as a Global Sponsor on promotional email blasts.

Video Spotlight Program – Have a major impact as up to three of your 30-60 second video spots are woven into the fabric of Innovate 2010. Your videos will be available for play at the Conference home page, played before the opening keynote, featured on IBM TV as well as on strategically placed informational and directional video monitors placed throughout the Conference area.

Lead Management and RFID-based Visitor reporting – You will receive 2 lead management handheld scanners and 2 RFID read points to capture and report on the number of visitors, their identity and how long they visited your monitored product areas. Booth visit duration and lead capture details are valuable metrics that allows you to better prioritize opportunities. You will receive details on visitors to your booth — this includes name, company, title, region and other demographics, time and duration of visit(s). For those visitors that also opted to be scanned with the lead scanner, you will also receive contact information that includes email ID and phone number.

Additional Opportunities

- Reserved seats for General Sessions
- Logo on back cover of Conference Guide
- 1 personal room upgrade to suite

Platinum Sponsorship

\$50,000 Investment



Key Benefits:

- Customer Case Study presentation
- Logo on the Official Conference Bag
- Video Spotlight Program

Additional Opportunities

- Reserved seats at General Sessions
- White paper for download at Conference Kiosk
- Networking Night Hospitality Suite (food and beverage not included)
- RFID based booth traffic analysis
- Logo on back cover of Conference Guide
- 1 personal room upgrade to suite

Speaking Opportunities

Customer Case Study Presentation – Feature a customer success story to a targeted audience with a full length case study presentation during the Conference program in a track determined by IBM. Session must be approved by IBM, customer speakers will receive a free speaker pass.

Exclusive Leadership Opportunities

Official Innovate 2010 Conference Bag – Make a lasting impression on the entire Conference community as one of three sponsors (in addition to IBM) with your logo prominently placed on the conference bags distributed to all 4,000+ attendees of Innovate 2010.

Video Spotlight Program – Have a major impact as up to three of your 30-60 second video spots are woven into the fabric of Innovate 2010. Your videos will be available for play at the Conference home page, played before the opening keynote, featured on IBM TV as well as on strategically placed informational and directional video monitors placed throughout the Conference area.

Official Sponsor of The Special Event – This high profile, high impact opportunity will place your organization at the center of attention for all attendees.



Platinum Sponsorship (Continued)

High Impact Opportunities

20 x 20 Exhibit Space – Generate leads and create new sales opportunities with a premium exhibit space. All booth space includes pipe, drape and ID sign only.

Keynote Recognition – Your organization will be recognized as one of possible two Platinum Sponsors during the opening keynote and your logo will be featured on slides in the keynote room.

Conference Track Sponsorship – Get your company logo in front of targeted attendees in the session track of your choice (based on availability) as a Conference Track Sponsor. Sponsorship includes sponsor logo on walk-in slide between sessions, logo attribution in the Conference Program Guide and logo displayed outside of track room(s) for all four days of the Conference.

Private Meeting Space – Meet with important prospects, customers, and key members of the press and analyst communities in your private 10x10 meeting suite located near the exhibit floor. Suites come with basic set of table and 4 chairs, additional furnishings and hospitality are the full responsibility of the Sponsor.

Access

Full Conference Passes – 10

Brand Development Program

Platinum Level Branding Campaign – Your organization's logo will be featured throughout the Conference as it is incorporated into the Lamp Post Banners on the walkway between the two hotels, making an important first impression. Additional branding includes your logo on signage tastefully featured in the main dining area and strategically placed throughout the Conference.



Platinum Sponsorship (Continued)

Exhibit Hall Game – Drive attendees to your booth with logo attribution as a featured sponsor and booth number highlighted in the Exhibit Hall Traffic Builder Game.

Conference Bag Stuffer – Make a tangible impression on each attendee with an insert in the official Conference Bag. Subject to IBM approval, 8” x 11” or CD.

Premium Advertising Opportunities

Online Listing – An enhanced 100-word company description, your company logo, booth number and a link to your Web site will be featured on the Innovate 2010 home page.

On-Site Advertisement – Full-page, 4-color Show Guide Ad, your 100-word company description, booth number and URL.

Email Blasts – Your organization’s logo will be featured as a Platinum Sponsor on promotional email blasts.

Press Announcements – Your organization will be featured in an Innovate 2010 pre-show press announcement as a Platinum Level Sponsor.

Lead Management and RFID-based Visitor reporting – You will receive 2 lead management handheld scanners and 2 RFID read points to capture and report on the number of visitors, their identity and how long they visited your monitored product areas. Booth visit duration and lead capture details are valuable metrics that allows you to better prioritize opportunities. You will receive details on visitors to your booth — this includes name, company, title, region and other demographics, time and duration of visit(s). For those visitors that also opted to be scanned with the lead scanner, you will also receive contact information that includes email ID and phone number.

Gold Sponsorship

\$35,000 Investment



Key Benefits:

- Customer Case Study presentation
- Video Spotlight

Additional Opportunities

- White paper for download at Conference Kiosk
- RFID based booth traffic analysis
- Reserved seats at General Sessions
- Networking Night Hospitality Suite (food and beverage not included)

Speaking Opportunities

Customer Case Study Presentation – Feature a customer success story to a targeted audience with a full length case study presentation during the Conference program (in a track, determined by IBM, based on applicable content). Session must be approved by IBM, customer speakers will receive a free speaker pass.

Exclusive Branding Opportunities

Welcome Reception Co-Sponsor – Showcase your brand logo during the Welcome Reception held in the Exhibit Hall. This high profile event is attended by virtually all 4,000+ conference attendees.

Access

Full Conference Passes – 8



Gold Sponsorship (Continued)

High Impact Opportunities

10 x 20 Exhibit Space – Generate leads and create new sales opportunities with a strategically located exhibit space. All booth space includes pipe, drape and ID sign only.

Keynote Recognition – Your organization's logo will be featured on slides in the keynote room.

Brand Development Program

Gold Level Branding Campaign – Your organization's logo will be featured in the main dining area and strategically placed throughout the Conference.

Exhibit Hall Game – Drive attendees to your booth with logo attribution as a featured sponsor and booth number highlighted in the Exhibit Hall Traffic Builder Game.

Conference Bag Stuffer – Make a tangible impression on each attendee with an insert in the official Conference Bag. Subject to IBM approval, 8" x 11" or CD.

Premium Advertising Opportunities

Online Listing – An enhanced 75-word company description, your company logo, booth number and a link to your Web site will be featured on the Innovate 2010 home page.

On-Site Advertisement – Full-page, 4-color Show Guide ad, 75-word company description, booth number and URL.

Email Blasts – Your organization's logo will be featured as a Gold Sponsor on promotional email blasts.

Video Spotlight Program – Have a major impact as up to three of your 30-60 second video spots are woven into the fabric of Innovate 2010. Your videos will be available for play at the Conference home page, played before the opening keynote, featured on IBM TV as well as on strategically placed informational and directional video monitors placed throughout the Conference area.



Gold Sponsorship (Continued)

Premium Advertising Opportunities (Continued)

Lead Management and RFID-based Visitor reporting – You will receive 2 lead management handheld scanners and 2 RFID read points to capture and report on the number of visitors, their identity and how long they visited your monitored product areas. Booth visit duration and lead capture details are valuable metrics that allows you to better prioritize opportunities. You will receive details on visitors to your booth — this includes name, company, title, region and other demographics, time and duration of visit(s). For those visitors that also opted to be scanned with the lead scanner, you will also receive contact information that includes email ID and phone number.

Silver Sponsorship

\$15,000 Investment



Key Benefits:

- Keynote Recognition
- Silver Level Branding Campaign

10 x 10 Exhibit Space – Generate leads and create new sales opportunities with a strategically located exhibit. All booth space includes pipe, drape and ID sign only.

Brand Development Program

Keynote Recognition – Your organization's logo will be featured on slides in the keynote room.

Silver Level Branding Campaign – Your organization's logo will be strategically placed in high traffic areas throughout the conference.

Access

Full Conference Passes – 4

Premium Advertising Opportunities

Online Listing – An enhanced 50-word company description, booth number and URL will be featured on the Innovate 2010 home page.

On-Site Advertisement – Full page, 4-color Show Guide ad, your 50-word company description, booth number and URL.

Exhibitor Level Participation

\$6,500 Investment



Exhibit Space – Generate leads and create new sales opportunities with your premium 10x10 exhibit space location. All booth space includes pipe, drape and ID sign only.

Access

Full Conference Passes – 2

Premium Advertising Opportunities

Online Listing – An enhanced 50-word company description, booth number and URL will be featured on the Innovate 2010 home page.

Enhanced Show Guide Listing – Make a statement and be easily found with your Company name, booth number and URL listed in the Conference Guide.



Ready for Rational Exhibitor

10x10 Exhibit:	\$6,500
Pedestal:	\$5,500

Key Opportunity

Ready for Rational Designation – As a Ready for Rational solution provider, your organization will be designated as such and provided with the opportunity to exhibit in the strategically located and easy to find Ready for Rational Pavilion.

High Impression Opportunities

Choice of:

10 x 10 Exhibit Space – Generate leads and create new sales opportunities with a strategically located exhibit space and 2 Exhibit Hall passes for your exhibit staff. Choose to exhibit within the Ready for Rational Pavilion exhibit area or on your own. All booth space includes pipe, drape and ID sign only.

Ready for Rational Pedestal – Take full advantage of this Plug & Play turnkey exhibit pedestal strategically located inside the Ready for Rational Pavilion. Each pedestal comes complete with electrical, power strip, 1 IP address, monitor, carpeting, signage, and up to 150 pounds of drayage, plus 1 Exhibit Hall pass for your exhibit staff.

Premium Advertising Opportunities

Online Listing – Ready for Rational Block next to your company name listing and an enhanced 50-word company description will be featured on the Innovate 2010 home page.

On-Site Advertisement – Ready for Rational Block next to your company name, URL and booth number listing in the Official Program Guide.



Innovate 2010 Sponsorship Details

	Global	Platinum	Gold	Silver	10x10	RFR
Investment	\$80,000	\$50,000	\$35,000	\$15,000	\$6,500	\$5,500
Availability		2	4	8		
Exclusive Opportunity						
Conference Bag	x	x				
Sponsorship Special Event		x				
Monday/Tuesday Evening Reception	x		x			
Access						
Full Conference Passes	8	10	8	4	2	1
Exposition Opportunities						
Exhibit	20x20	20x20	10x20	10x10	10x10	Pedestal
Meeting Room	x	x				
Exhibit Hall Game	Sponsor	Sponsor	Sponsor			



Innovate 2010 Sponsorship Details

	Global	Platinum	Gold	Silver	10x10	RFR
Investment	\$80,000	\$50,000	\$35,000	\$15,000	\$6,500	\$5,500
Conference Opportunities						
Keynote – Verbal Recognition		x				
Keynote – Logo Recognition	x	x	x	x		
Conference Track Sponsorship		x				
Sessions in the Conference		1 Case Study Presentation	1 Case Study Presentation			
Lamp Post Banners Between Hotels		x	x			
General Conference Signage		x	x	x		
Sponsorship Signage – Meal Area	x	x	x	x		
Collateral in Conference Bag		x	x			
Logo/Link in Event Email	x	x				



Innovate 2010 Sponsorship Details (Continued)

	Global	Platinum	Gold	Silver	10x10	RFR
Investment	\$80,000	\$50,000	\$35,000	\$15,000	\$6,500	\$5,500
Advertising Opportunities						
Booth Location Highlighted		x	x	x		
Attendee Website Listing	Logo, 100 Words	Logo, 100 Words	75 Words	50 Words	25 Words	25 Words
Attendee Promotions – Emails	Logo	Logo	Logo			
Show Guide Ad	Full-Page	Full-Page	Full-Page	Full-Page		
Show Guide Description	100 Words	100 Words	75 Words	50 Words	Listed	Listed
RFID Traffic Analysis	x	x	x			

**Production deadlines apply for all sponsorship deliverables.
Please contact John Tatusko for deadlines.**



Innovate 2010 Sponsorship Details (Continued)

	Global	Platinum	Gold	Silver	10x10	RFR
Investment	\$80,000	\$50,000	\$35,000	\$15,000	\$6,500	\$5,500
Highlighted in Preliminary Agenda		x	x			
Logo in Show Guide	x	x				
Press Announcement		x				



Event Marketing Opportunities

Hot Items for Innovate 2010!

Video Spotlight Program – \$4,000

Have a major impact as up to three of your 30-60 second video spots are woven into the fabric of Innovate 2010. Your videos will be available for play at the Conference home page, played before the opening keynote, featured on IBM TV as well as on strategically placed informational and directional video monitors placed throughout the Conference area.

Exclusive Sports Bottle Sponsorship – \$8,000

Let's go GREEN at this year's conference by distributing refillable sports bottles versus disposable water bottles. This sports bottle will feature your logo and will be to all conference attendees. This is a high impact, high value opportunity.

Conference Track Sponsorship – \$8,000

Get your company logo in front of targeted attendees in the session track of your choice (based on availability) as a Conference Track Sponsor. Sponsorship includes sponsor logo on walk-in slide between sessions, logo attribution in the Conference Program Guide, logo displayed outside of track room(s) for all four days of the Conference and the option to provide a chair drop distribution for that track's attendees. Maximum size 8.5" x 11" or CD. Subject to IBM approval.



Event Marketing Opportunities (Continued)

Increase Booth Traffic and Generate LEADS

Conference Bag Insert – \$1,250

Give them something to think about and drive traffic to your booth with an insertion in the Conference Bag. White papers, case studies, and booth traffic promotions are all great additions to your booth activation program. Maximum size 8.5" x 11" or CD. Subject to IBM approval. Limited to 5 participating exhibitors.

Keynote Slide – \$3,000

The Keynote room is an ideal place to make sure your message is presented to the single largest assembly of engaged Conference attendees at Innovate 2010. Your slide will be shown during the walk-in/out time. Tuesday and Wednesday available. Subject to IBM approval. Limited to 5 participating exhibitors.

Hotel Room Drop – \$8,000

Drive attendees to your booth or speaking opportunities with a room drop delivered direct to their rooms at the Walt Disney Swan & Dolphin Resort. Item must be able to slide under door, content subject to IBM approval. Limited to 6 participating exhibitors total, 2 room drops per night, Monday, Tuesday and Wednesday available.

Exhibit Hall Game – \$1,750

Innovate 2010 attendees will qualify for a premium raffle prize by having their passports stamped as they visit exhibitor booths. This is an extremely effective and fun way to drive traffic to your exhibit and reward attendees for participating in demo sessions or for speaking with your staff. The Grand Prize winner is announced in the final Wrap-up Keynote Session on the last day of the event. All game details, promotion will be managed by IBM. Limited to 15 participating exhibitors.



Event Marketing Opportunities (Continued)

High Impact Branding Opportunities

Networking Night – \$4,000

Hospitality Suite (food and beverage not included)

Walkway Lamppost Double Sided Banner – \$3,500 each or \$5,000 for two

Maximize your exposure with this high profile opportunity. Your color logo will be co branded with Innovate 2010 branding on the lamp post banners along the walkway between the two resort hotels.

Hotel Key Card – \$5,250

Be the first to get your message into the hands of conference attendees and continue to message for their entire stay with this exclusive sponsorship. Your logo will be featured on the hotel key cards along with Innovate 2010 co-branding. Limited to 1 participating exhibitor, production deadlines apply.

Evening Reception Sponsorships – \$3,000 per night

Sponsorships include your logo and booth number on signage near a food or beverage station, an official “Thank you to our Reception Sponsors” sign, logo attribution in the Conference Guide the option to distribute collateral at the reception. Maximum size 8.5” x 11” or CD. Subject to IBM approval. (Applies to either the Monday or Tuesday night reception only.)

Session Break Sponsorships – \$3,500

Session Breaks are high traffic, high value activities for attendees. As one of three sponsors, your logo will be featured on signage in the break areas for all three days of the conference as well as be featured in the Conference Guide.

Luncheon Sponsorships – \$5,000 each or \$8,000 for both days

As the exclusive Luncheon Sponsor, your company will be the center of attention during the Tuesday and/or Wednesday luncheon(s). Sponsorship includes onsite signage, logo recognition at buffet stations and the opportunity to distribute handouts to attendees as they enter the dining room. Subject to IBM approval.



Event Marketing Opportunities (Continued)

Sponsor the Six Local Mini Innovate Conferences — July 20, 2010

(Locations: Seattle, San Francisco, Denver, New York City, Minneapolis and Raleigh)

Partner with IBM and extend your brand to their best customers at this new 6 venue road show. These Mini-Innovate events will be highly promoted in hard to reach major and secondary markets. Choose the 6 event program that best fits your marketing objectives and budget. Sponsorships range from placing your logo prominently at each venue. To having a table top presentation to meet face to face with customers and having a prominent speaking slot at all six events. What better way to attach your brand to IBM at this new and cost-effective targeted customer event.

Here Are Three Options for Sponsoring the Local Conferences:

National Sponsor – \$1500 for all six locations

Logo on event signage and opening slide, URL to attendees, your company brochure for attendees

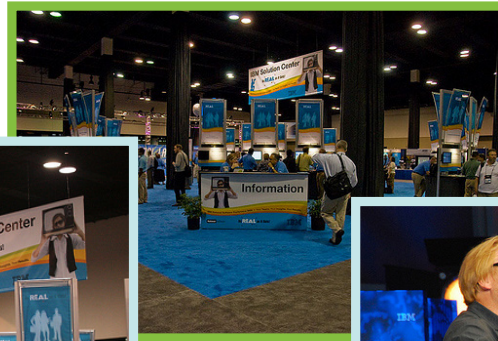
National Demo Sponsor – \$3500 for all six locations

All of the above plus, table for demos to the attendees

National Executive Sponsor – \$5000 for all six locations

All of the above plus, a speaking slot at the local mini conferences

Also your presentation will be posted on the Innovate website post conference. Included in your sponsorship will be the leads from the six local conferences, as long as the customers have opted in to be contacted by 3rd parties.



For more information about available
Innovate 2010 Sponsorships and Exhibitor Packages,
please contact our Sponsorship Manager:

John Tatusko, Nth Degree Events
617.848.8768
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Innovate2010

The Rational Software Conference

Let's **build** a smarter planet.

