



### **Opening for Enrollment 15 October 2004**

Conference information, link for online enrollment and hotel room reservation at [www.pc.ibm.com/store/rssec](http://www.pc.ibm.com/store/rssec)

**Enroll now.** It's your best move to ensure a quick start for a great 2005 sales year!

- Attend the first fully global Conference for Retail Store Solutions Business Partners and IBMers.
- Get in tune with the IBM strategy for retailers and get a peek at new solutions on the way.
- Choose from the broad range of fresh education: Executive, Sales/Marketing, Technical tracks.
  - How to sell Self Checkout, IRES, Store Integration Framework, POS, Kiosk, etc.
  - Interactive executive roundtable discussions.
  - Deep technical training and "under the covers" details.
  - Enhanced worldwide content.
- Learn first hand about new Business Partner offerings in the Solutions EXPO.
- Meet with award winning Business Partners and ISVs.
- Preschedule meetings with IBM executives.
- Take advantage of the Networking Lounge.
  - Convenient and informal meeting space.
  - Access to internet connected workstations with printers.
  - Available network ports to use with your laptop.
- Earn PartnerWorld credits onsite – complete the Technical and Sales Mastery Exams.
- Enjoy optional Sunday activities – "Retail Research," Hollywood, Getty Museum, Universal Studios.

There are new Sponsorship opportunities for Business Partners who seek the added visibility for their company during the conference. Check the conference website for details on objectives, agenda topics, schedules, sponsorships, how to be an exhibitor, scheduling a Sunday optional activity, the Long Beach area and much more. For questions, or to indicate an interest in being a sponsor or exhibitor, contact conference manager, Pete Benda in Raleigh (919-301-5595 or [pbenda@us.ibm.com](mailto:pbenda@us.ibm.com)).

Ken Keating, Worldwide Director of Marketing  
IBM Retail Store Solutions, Raleigh

**Long Beach, California, USA, Sunday to Wednesday, 30 January – 02 February 2005**