



IBM Information

>>> **On Demand**

June 3 - 6, 2008 The Hague, Netherlands

EUROPE, MIDDLE EAST & AFRICA IOD CONFERENCE

2008



CALL FOR EXHIBITORS & SPONSORS

***IBM INFORMATION ON DEMAND
EMEA CONFERENCE 2008***

TUESDAY-FRIDAY 3-6 JUNE 2008

***WORLD FORUM CONVENTION CENTRE
THE HAGUE, THE NETHERLANDS***

Act.Right.Now. IBM.COM/EVENTS/SOFTWARE/EUROPE/DATA/CONF



3-6 JUNE 2008
WORLD FORUM CONVENTION CENTRE
THE HAGUE, THE NETHERLANDS



BUSINESS PARTNER PACKAGE

TO OUR VALUED BUSINESS PARTNERS:

On behalf of everyone at IBM Information Management, we are pleased to invite you to join us in The Hague in June 2008 for the first ever IBM Information On Demand Conference in Europe, Middle East & Africa (EMEA).

This will be the largest and most valuable IBM event in EMEA for our Information Management community, with a target audience of over 2,000 attendees representing some of the leading organisations from across the region. Aimed at business and technical leaders from every industry sector, the Conference will demonstrate how Information On Demand is helping organisations to improve customer service, optimise business efficiency, demonstrate compliance and achieve real competitive advantage.

This premier conference is building on the success of IBM's global Information On Demand Conference and European events such as the ECM User Conference. This event is designed to bring together Information Management customers, prospects, the business partner network and IBM experts and sales channel into one forum in order to explore and share local European market dynamics and business priorities, key technical issues, and real-life experiences of implementing Information On Demand.

The Conference will run for four full days and will include main tent general sessions, technical educational opportunities, hands-on-labs, and approximately 400 breakout sessions that will explore the business, technical and solution scope and benefits of Information Management in action. Creating good networking opportunities in an open and welcoming environment is a vital component of the event's success. The Partner Expo Solution Centre will be the central communication centre for the week's networking activities. As an exhibitor you will have the opportunity to meet delegates and showcase your solutions, technology and services in order to close existing business and generate new leads.

*The following prospectus outlines the exhibitor and sponsorship opportunities in greater detail. So, **Act. Right. Now!** in order to take advantage and be part of the IBM Information On Demand EMEA Conference.*

We look forward to welcoming you at IBM Information On Demand EMEA Conference 2008.

Sincerely,

Michelle Unger
Vice President,
Information Management Software Sales
Northeast Europe
IBM

Tony Rumans
Vice President,
Information Management Software Sales
Southwest Europe
IBM



Act.Right.Now.
IBM.COM/EVENTS/SOFTWARE/EUROPE/DATA/CONF



CONFERENCE AGENDA AT A GLANCE*

MONDAY, 2 JUNE

15.00 – 20.00 *Registration*

TUESDAY, 3 JUNE

07.00 – 09.00 *Registration*

09.00 – 10.15 *General Session Conference Opening & Welcome*

09.00 – 18.00 *Certification Testing*

10.00 – 18.00 *Expo open, One to One Executive Meetings, Meet the Experts*

10.30 – 11.20 *Featured Keynote, Enterprise Content Management*

11.30 – 12.20 *Featured Keynote, Data Servers*

13.45 – 14.35 *Featured Keynote, Information Platform & Solutions*

14.45 – 17.50 *Breakout Sessions*

20.00 – 23.00 *Social Event*

WEDNESDAY, 4 JUNE

07.00 – 09.00 *Registration*

09.00 – 10.15 *General Session, Motivational*

09.00 – 18.00 *Certification Testing*

10.00 – 18.00 *Expo open, One to One Executive Meetings, Meet the Experts*

10.30 – 17.50 *Breakout Sessions*

20.00 – 24.00 *Beach Party*

THURSDAY, 5 JUNE

07.00 – 09.00 *Registration*

08.30 – 18.00 *Expo open, One to One Executive Meetings, Meet the Experts*

09.00 – 18.00 *Certification Testing*

09.15 – 17.25 *Breakout Sessions*

20.00 – 23.00 *Social Event*

FRIDAY, 6 JUNE

07.00 – 09.00 *Registration*

08.30 – 13.30 *Expo open, One to One Executive Meetings, Meet the Experts*

09.00 – 13.00 *Certification Testing*

09.00 – 13.05 *Breakout Sessions*

13.05 – 14.30 *Lunch & Closing Session*

**Conference Agenda subject to change*



CONFERENCE DESCRIPTION

IBM Information On Demand EMEA Conference 2008

Tuesday-Friday 3-6 June 2008
World Forum Convention Centre
The Hague, The Netherlands
IBM.COM/EVENTS/SOFTWARE/EUROPE/DATA/CONF

The theme of the IBM Information On Demand Conference is: **Act. Right. Now!**

Information On Demand is about getting the right information to the right people and having the right processes in place that enable people to Act at the Right time. It is about creating business value and reducing risk by integrating, analysing and optimising all types and sources of information throughout its lifecycle. In the fast paced business environment that we all now work within, it is critical to have the information necessary to **Act. Right. Now!**

- **Act.** On emerging business opportunities. Competitive threats. Changing market conditions.
- **Right.** By having the Right information. Right context. Right process. Right controls.
- **Now.** Make the Right business decisions. Right now!

Thought Leadership

The Conference runs for four days and includes general sessions, unique educational opportunities, and approximately 300 breakout sessions that will explore the business, technical and solution scope and benefits of Information Management in action.

Access to IBM Executives and Experts

Throughout the entire week, key IBM executives will be available for appointment for one-on-one meetings and sales briefings with you and your customers. Another key aspect of the Conference is that it offers multiple opportunities to engage in networking with customers, IBM employees and other business partners.

Networking and Access to Delegates

The Partner Expo Solution Centre is designed to contain the complete overview of IBM Information Management solutions and services as well as those of its partner network. It is a unique opportunity for partners to showcase their offerings, meet with customers and prospects, and to establish new contacts within IBM. The Expo will be open throughout the event and will host key networking opportunities such as the welcome reception, lunch and coffee breaks. The communication centre can be found here and will be the meeting point throughout the Conference. The Partner Expo Solution Centre will be the focal point of the Conference.



BUSINESS PARTNER BENEFITS AT A GLANCE

A UNIQUE OPPORTUNITY:

- *Meet over 2,000 delegates at the largest and most valuable IBM event for the Information Management Community*
- *Showcase your solutions in order to develop awareness, generate leads, deepen relationships and ultimately increase sales*
- *Take advantage of invaluable networking opportunities with customers, prospects, industry experts, peers and IBM Information Management executives*
- *Generate revenue by closing and progressing existing deals*
- *Gain insight into IBM's Information Management strategy and vision*
- *Differentiate yourself in your markets by learning more about the full breadth of Information Management technologies*

THE PARTNER EXPO SOLUTION CENTRE:

- *Is the focal point of the Conference*
- *Will be open throughout the Conference*
- *Acts as the central communication centre*
- *Is the place where people meet and business is done*
- *Provides partners with the opportunity to showcase their brand, solutions and services*
- *Offers multiple sponsorship opportunities for partners to engage with attendees*



BUSINESS PARTNER PACKAGE

BUSINESS PARTNER OPPORTUNITIES

SPONSORSHIP PACKAGES

SPONSORSHIP LEVEL	Platinum	Gold	Silver	Kiosk
Investment	€ 37,500	€ 31,500	€ 26,500	€ 6,950
# Packages Available	4	4	6	44
Package Detail	<i>See Page 7</i>			
Pick One from the Respective Sponsor Level Options	<ul style="list-style-type: none"> ■ Conference Backpack: 2 available ■ Delegate Shirt ■ Conference Lanyard 	<ul style="list-style-type: none"> ■ 'You are here' Boards ■ Shuttle Buses ■ Conference Pocket Guides ■ Bottled Water 	<ul style="list-style-type: none"> ■ Conference Pens ■ Conference Pads ■ Luggage Tags ■ Airplane Relax Neck Pillows ■ Conference Caps ■ Conference Peppermints ■ Beach Balls 	<ul style="list-style-type: none"> ■ None available

INDIVIDUAL SPONSORSHIPS

BEACH PARTY SPONSOR (WED 4 JUNE) - €24,500

- VIP area, conference guide Party advert with logo, Party signage, Party flyer with logo

CONFERENCE GUIDE/ IOD MAGAZINE

- Full Page advert in the IOD Magazine - €3,000
- Full Page article in the IOD Magazine - €1,500 (only offered in combination with advert)

HOW TO BE INVOLVED?

These packages are available until 11 April 2008. Further sponsorship opportunities are currently being identified. For more information on Sponsorship Opportunities, please contact:

Godwin Joseph
 Sponsorship Director
 Mobile +44 (0) 7973 424 559
 Email: godwin.joseph@gpj.com



BUSINESS PARTNER PACKAGE

BUSINESS PARTNER OPPORTUNITIES

SPONSORSHIP PACKAGES – DETAILED BREAKDOWN

DESCRIPTION	Platinum	Gold	Silver	Kiosk
PRE-EVENT				
Email				
- Email including customised brand/ product/ service message to all delegates	✓	-	-	-
Conference Website				
- Banner advert	✓	-	-	-
- Company name	✓	✓	✓	✓
- Company description	100 Words	80 Words	50 Words	-
- Hyperlink to company website	✓	✓	✓	-
ON-SITE				
Registration				
- Full conference registration ¹	5 ²	4 ²	3 ²	1 ²
- Additional passes € 800	✓	✓	✓	-
Kiosk				
- 1m x 1m plug and play	✓	✓	✓	✓
- Additional Kiosk at € 4,000	✓	-	-	-
Conference Guide (full colour)				
- Acknowledgement of sponsorship	✓	✓	✓	✓
- Company description in IOD Magazine (agenda and guide)	100 Words	80 Words	50 Words	-
- Company advert in IOD Magazine (agenda and guide)	Full Page	Half Page	Half Page	-
Vendor Breakout				
- Vendor sponsored 50 minute session (IBM to approve content)	✓	✓	-	-
One to One Meeting Slots				
- Use of meeting area for executive and client meetings x 4	✓	-	-	-
Conference Bag				
- Include one piece of collateral	✓	✓	-	-
Conference Signage				
- General session logo	✓	-	-	-
- Breakout session logo	✓	-	-	-
- Prominent message banner	Large	Regular	-	-
- Digital signage	✓	✓	✓	-
POST-EVENT				
Email				
- Thank you email to Vendor Breakout attendees	✓	✓	-	-

Note:

¹ Full Conference registration includes access to all general sessions, breakout sessions, and meals

² Including speaker