

## **DELIVERING UNBEATABLE VALUE**

### **IBM Information On Demand EMEA Conference 2009**

2 – 5 June 2009, Berlin, Germany

**€8.500**

#### **Kiosk\***

Bring 10 paying customers and get one free kiosk at the Expo Solution Centre

**€1.400+**

#### **Conference Pass\***

Bring 4 paying customers and get one free Conference Pass for the IOD EMEA Conference 2009

**€2.000**

#### **Technical Skills Training**

- 16 Hands-on Labs available
- Standard day training rate €800 x 2 ½ days at IOD EMEA

**€500**

#### **Certification Testing**

- 3 Information Management certification testing exams free of charge
- 1 free pre-conference assessment exam
- 50% Discount off all other Software Group exams

**€500**

#### **Business Partner Programme & Reception**

18 Sessions presented by senior IBM executives providing key information on IBM's :

- Business Partner programmes
- Information Management product roadmaps
- Business growth opportunities
- Pricing
- Available marketing tools

Plus an exclusive evening reception - all free of charge for registered Business Partners

**€1.400+**

#### **Complimentary Conference Passes**

1 available for each Information Management Innovation Award Winner

### **Priceless**

- Numerous networking opportunities
- 50 Senior Executives available for One-to-One Meetings
- Industry and product experts available for in-depth discussions
- Many Technical Demos, to help you save on development team overtime
- Industry Best Practices, 80 Customer Case Studies offering first-hand knowledge and experience
- Focused Industry Roundtables led by experts
- Build your own personalised Conference agenda using the Session Enrolment tool
- Over 2000 customers, peers and IBM colleagues from across EMEA
- Enjoy the entertainment at the Welcome Reception and Thursday Evening Party

### **Plus**

- Visionary General Sessions
- Featured Keynote Sessions
- 300 Breakout Sessions - Technical & Business Leadership Tracks
- Expo Solution Centre
- IBM Information On Demand Experience

**TOTAL VALUE: €14.300+**

So, do not miss this opportunity to be part of the largest IBM Conference in the EMEA region in 2009

For more information on the Conference and the different ways to participate, visit:  
**[ibm.com/software/Europe/data/conf](http://ibm.com/software/Europe/data/conf)**

**For IBM Business Partners Only**