

Impact2014

April 27 – May 1

The Venetian – Las Vegas, Nevada

IBM Business Partner Exhibitor and Sponsorship Prospectus



ibm.com/impact

[#ibmimpact](https://twitter.com/ibmimpact)



Impact 2014 will provide insight into the most crucial technologies for developers, business executives and IT leaders; innovative, results-oriented Business Partner activities; and flexible sponsorship packages for even better return on investment before, during and after the conference.



Dear IBM Business Partner

The most recent IBM CEO study showed that CEOs believe technology is the most important factor affecting their business. Business and IT leaders also cite mobile device proliferation, cloud platforms, analytics and interconnected systems as the top trends impacting their ability to stay competitive. However, for all the opportunities technology offers, they all feel unprepared to make the most of these trends.

These concerns present a significant opportunity for your organization. I invite you to become a key sponsor at IBM Impact 2014 and take advantage of this unparalleled opportunity to sell to a captive and motivated audience.

Impact 2014 will provide insight into the most crucial technologies for business and IT leaders, developers; innovative, results-oriented Business Partner activities; and flexible sponsorship packages for even better return on investment before, during and after the conference, including:

- New marketing opportunities, such as dedicated meeting rooms on the Solution EXPO floor, enhanced branding in the conference guide, persistent company ads on electronic signage and more
- Extended Solution EXPO hours, giving you more time each day to conduct business
- Expanded pre- and post-event social media coverage and outreach to attendees
- Increased lead generation activities
- Return of the Social Playground, networking areas and cyber cafes where IBM Business Partners can interact with attendees, bloggers, analysts and media

There's simply no better event than Impact 2014 to showcase your organization's offerings and synergies with IBM.

Don't delay securing your exclusive sponsorship opportunity. The Early Bird sponsorship package must be purchased by March 14, 2014. The standard rate applies until April 18, 2014.

For more information about sponsorships and exhibitor packages, please contact Anthony Ramon at aramon@us.ibm.com or directly at 510.769.5606, or reserve your sponsorship through the Impact 2014 web site at www.ibm.com/impact.

I look forward to seeing you at Impact 2014!

Continued success,

Kristen Lauria
Vice President Marketing, IBM Mobile Enterprise



TIERS AND PRICING

Early Bird rate valid until March 14
Standard rate valid until April 18

DIAMOND LEVEL

Investment: \$95,000
Early Bird Fee: \$75,000
Number Available: 1

PLATINUM LEVEL

Investment: \$75,000
Early Bird Fee: \$60,000
Number Available: 2

GOLD LEVEL

Investment: \$58,000
Early Bird Fee: \$45,000
Number Available: 8

SILVER LEVEL

Investment: \$30,000
Early Bird Fee: \$20,000
Number Available: 20

EXHIBITOR LEVEL

Investment: \$14,000
Early Bird Fee: \$10,500
Number Available: 30

EXHIBITOR TURNKEY LEVEL

Investment: \$13,000
Early Bird Fee: \$12,500
Number Available: 10



Offers & Benefits

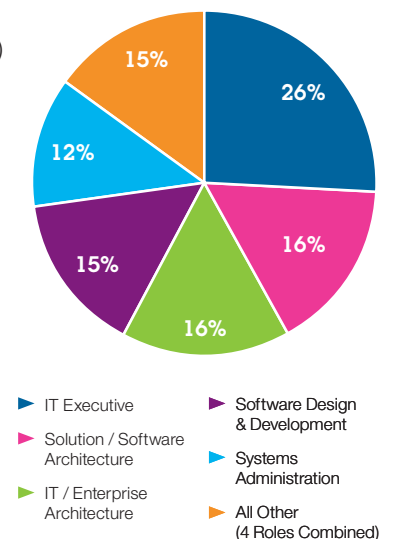
WHAT WE OFFER AT Impact 2014

- New marketing opportunities such as **dedicated meeting rooms** on the Solution EXPO floor, **enhanced branding** in the Impact Conference Guide, **persistent company ads** on electronic signage and more
- **Extended Solution EXPO** hours, giving you more time each day to conduct business
- Expanded pre- and post-event **social media coverage** and outreach to attendees
- **Accessory packages** available for easy ordering
- Reception, Breakfast and Lunch sponsorship included in select sponsorship levels.
- Hard wired internet drop provided for each booth
- Social Playground, networking areas and cyber cafes designed especially **for Business Partners** to get more social with attendees, bloggers, analysts and media
- **Updated turnkey packages** to include pedestal, signage, lead scanner, electricity and more
- New **“Exhibitor-level”** package
- New sponsorship opportunities for **greater brand awareness** throughout the conference
- All Impact 2014 Sponsors can receive a **discount off Global WebSphere Community** program standard pricing
- **Business Partner Café** featured on the Solution EXPO Floor

Impact 2013 HIGHLIGHTS

- **17,700+** visits to the Solution EXPO
- **64** IBM Business Partner sponsors
- **1,359 IBM Business Partners** (most ever registered)
- **380+** external speakers across all industries
- **40,000+** unique page views on Livestream web site
- **3,000+** unique visitors from 57 countries watched ImpactTV via Livestream
- **100+** mobile sessions, labs, meet-the-experts and qualification testing opportunities
- **Business Partner Summit:** 350+ attended mobile session
- **Worklight Hackathon:** Phenomenal success with 20+ participants; IBM Business Partner OpenLogix won 1st place
- **Client success with on-site mobile workshops**, including: Dupont, WestJet, MRC, Siemens, Comex, NY Life, Allstate
- **More than 30 IBM Business Partner/client sessions**, including Ford, Target, WestJet and Capital One

Impact 2013
Attendance by Role





“Impact 2013 IS business in motion at its best!”

— Christopher Frosk
Director
AT&T

Benefits-at-a-Glance

Marquee Entertainment Sponsor: \$75,000 – \$125,000; Please contact Anthony Ramon (aramon@us.ibm.com) for more information.

SPONSORSHIP LEVEL	Diamond	Platinum	Gold	Silver	Exhibitor	Exhibitor Turnkey
<i>Early Bird rate valid until March 14. Standard rate valid until April 18.</i>						
Investment	\$95,000	\$75,000	\$58,000	\$30,000	\$14,000	\$13,000
Early Bird Discounted Fee	\$75,000	\$60,000	\$45,000	\$20,000	\$10,500	\$12,500
Number of Packages Available	1	2	8	20	30	10
Alumni Discount*	\$500	\$500	\$500	\$500	\$500	\$500
CONFERENCE INCLUSION						
Exhibit Space with Electricity & 1 Hard-Wired Internet Drop	20' x 30'	20' x 20'	20' x 10'	10' x 10'	10' x 10'	Turnkey
Wireless Lead-Retrieval Units	2	2	1	1	1	1
Reserved Seats at General Sessions (Monday-Wednesday)	12	10	6	2	—	—
Full-Conference Badges***	10	8	6	2	1	1
Solution EXPO Badges***	8	6	3	3	2	1
Sponsor Acknowledgement in General Session	3 Days	2 Days	Day 2 only	Day 3 only	—	—
SESSIONS & MEETINGS						
60 Minute Breakout Session published in the online Agenda Builder and printed conference guide	2	1	**	**	**	**
Birds-of-a-Feather Session	2	1	**	**	**	**
Dedicated Meeting Room on Solution EXPO Floor	✓	✓	Booked in 1 hour slots	**	**	**
Meeting Room within Convention Center	✓	—	—	—	—	—
Solution EXPO Theater Presentation	2	1	**	**	**	**

* Alumni discount will be automatically applied to those partners who have had a booth presence on the Impact Solution EXPO floor for the last three consecutive years.

** Can be purchased for an additional fee.

*** Badges included in Sponsorship Packages are not transferable to Clients.





“I’m amazed by the access I’ve had to the key IBM executives. I thought I’d just be attending breakout sessions. Impact has exceeded my expectations.”

— Ron Tsolis
Railinc



Benefits-at-a-Glance continued

SPONSORSHIP LEVEL	Diamond	Platinum	Gold	Silver	Exhibitor	Exhibitor Turnkey
SIGNAGE & PROMOTIONS						
Function Co-Sponsorships	Solution EXPO Receptions (Mon & Tue)	Daily Lunch (Mon, Tues & Wed)	Daily Breakfast (Mon, Tues & Wed)	—	—	—
Logo on Solution EXPO Entrance Banner	✓	✓	✓	✓	—	—
Logo on Signage Outside Solution EXPO Entrance Wall	✓	✓	✓	✓	—	—
Logo on Signage at Registration Area	✓	✓	—	—	—	—
Company Logo with Hyperlink on IBM Website	✓	✓	✓	✓	—	—
Company Name with Hyperlink on IBM Website	—	—	—	—	✓	✓
Logo or Name Included in Impact Conference Guide	Logo	Logo	Logo	Name	Name	Name
Company Description in Impact Conference Guide	100 Words	100 Words	100 Words	100 Words	50 Words	50 Words
Logo Placed on Digital Signage	✓	✓	—	—	—	—
Logo and Writeup in Conference e-newsletter	✓	✓	—	—	—	—
Logo on Conference Giveaway	✓	—	—	—	—	—
Logo on Agenda Builder Site	✓	✓	✓	✓	—	—
Promotional Flyer in Welcome Kit	✓	✓	**	**	**	**
SPECIAL OFFERS						
30 Second Video Ad Placed on Digital Signage*	✓	✓	—	—	—	—
Discount Off GWC Program Standard Pricing	✓	✓	✓	✓	✓	✓
IBM Redbook Sponsorship Offer	✓	✓	✓	✓	—	—

* Sponsor provides video; subject to approval.

** Can be purchased for an additional fee.



I'm interested in a sponsorship. Who can I contact?

Anthony Ramon,
Impact Solution EXPO
Sponsorship Sales
e-mail: aramon@us.ibm.com
Phone: 510.769.5606

For more information about IBM Impact 2014, go to: ibm.com/impact



Benefits-at-a-Glance continued

SPONSORSHIP LEVEL	Diamond	Platinum	Gold	Silver	Exhibitor	Exhibitor Turnkey
POST-EVENT OPPORTUNITIES						
Inclusion in Post-Impact eMail Highlighting Presence	✓	✓	✓	✓	–	–
SOCIAL MEDIA OPPORTUNITIES						
Cross Promote on Twitter	✓	✓	✓	✓	✓	✓
Impact Banner for Your Website	✓	✓	✓	✓	✓	✓
YouTube Video for Impact Channel*	✓	–	–	–	–	–
Blog Coverage on Impact Blog Prior to Event	✓	–	–	–	–	–
Featured in Daily Highlight Video on Impact Channel	1	1	–	–	–	–

Eligible Business Partners can apply Software Co-marketing funds to the above packages.

All dollar amounts are quoted in US dollars.

All Sponsorship Packages and Marketing Promotional Opportunities are subject to review and approval by IBM. These offerings may be changed or cancelled at the discretion of IBM without prior notification.

* Sponsor provides video; subject to approval.



“Today IBM announced a new appliance that’s intended to help companies sort through that deluge. It’s called MessageSight, and it’s an appliance that gets installed in a typical server rack. It takes advantage of a new industry standard technology called MQTT or Message Queuing Telemetry Transport.”

— AllThingsD



Optional Booth Accessory Packages

Accessory Package A – \$3,000

(Ideal for a 10x10 Booth Space)

- 1 – 8’ Black Draped Table
- 2 – Black Guest Arm Chairs
- 1 – Wastebasket
- 1 – Three Foot Tropical Plant
- 1 – Floor Logo / Booth Number Sticker (10” x 12”)
- Daily Vacuuming and Garbage Removal

Accessory Package B – \$4,000

(Ideal for a 10x10 Booth Space)

- 1 – 8’ Black Draped Table
- 1 – Computer Kiosk (computer not provided)
- 2 – Black Guest Arm Chair
- 1 – Wastebasket
- 1 – Three Foot Tropical Plant
- 1 – Floor Logo / Booth Number Sticker (10” x 12”)
- Daily Vacuuming and Garbage Removal

Accessory Package C – \$5,000

(Ideal for a 10x20 Booth Space)

- 1 – Black Display Counter
- 1 – Computer Kiosk (computer not provided)
- 1 – Euro Black Bar Stool
- 1 – Black Sausalito Loveseat
- 2 – Black Cube Ottomans
- 1 – Novel Table
- 1 – Wastebasket
- 1 – Three Foot Tropical Plant
- 1 – Floor Logo / Booth Number Sticker (10” x 12”)
- Daily Vacuuming and Garbage Removal



“Ford discussed how the car is a connected device with extensive software. Ford said there are over 16 million lines of software code in a car today. Clearly this is a new category of smart connected devices that will change how we’ve thought about the Internet of Things category.”

— Forbes



Marketing Promotional Opportunities

ADVERTISING / BRANDING OPPORTUNITIES

Advertising on Impact “Conference Agenda Builder”

Increase your company exposure by advertising on the “Agenda Builder” information system and be sure to get your company noticed! The “Agenda Builder” allows attendees to schedule meetings, connect with other attendees, and get updated conference information.

Logo on Log-In Screen — Web & Onsite Kiosk (1 opportunity).....	\$1,000
Rotating Logo on Sponsorship Ribbon — Web & Onsite Kiosks (multiple opportunities)	\$1,000
Logo on Mobile Version (2 opportunities).....	\$2,000

Advertising on Conference Digital Signage (rotating content provided by sponsors)

Promote your company and solutions through this dynamic channel! Leverage the plasma screens, located throughout the conference, to deliver your digital message to attendees. Rotating content can include logos, digital still ads and video promotional spots.

One-Minute Video (up to 60 seconds max)	\$1,500
Digital Still Ad	\$1,000
Logo	\$750

Advertising on Solution EXPO Exterior Wall (rotating content provided by sponsors)

Don’t miss this opportunity to showcase your digital message outside the EXPO on the large wall centrally located where all can see! Rotating content can include logos and digital still ads.

Digital Still Ad	\$2,000
Logo	\$1,000

Banner (hanging) Outside Solution EXPO **\$7,500**

Promote your company’s presence through this highly visible medium. Located outside of the Solution EXPO, you will have the exclusive sponsorship of this banner.

Column Signs Outside Solution EXPO (only 2 opportunities)..... **\$5,000**

Increase your name recognition at the conference! Your company name will be printed on up to two sides of a column found in the common areas of the conference.

Conference Paper Notepad in Welcome Kit..... **\$2,000**

(only 1 opportunity; sponsor provides paper notepad using approved vendor)

Be the sponsor of the conference paper notepad which can include your logo as well as our conference branding! Using our approved vendor, you provide the paper notepads and we will distribute them to attendees. Subject to approval by IBM.

Escalator Runner Banner (limited opportunities)..... **\$4,000**

Make sure to reach attendees by increasing your brand exposure! Place an escalator runner banner on one of the convention center escalators. Don’t miss this opportunity to have attendees read your message while riding on the escalator!

Where multiple opportunities are available, the price quoted is per one (1) opportunity.



Marketing Promotional Opportunities continued

Full Page Ad in Impact Conference Guide (multiple opportunities) **\$1,500**

Promote your sessions or exhibits in the printed Impact Conference Guide to be handed out onsite. Your ad will be placed in a prominent position within the guide.

Hotel Door Drop (limited opportunities) **\$1,500**

Share your message with attendees by sponsoring a hotel door drop. A great way to differentiate yourself. Additional hotel charges apply.

Hotel Room Keys (limited opportunities) **\$2,500**

Gain premier name recognition by sponsoring the hotel room keys to be handed out during hotel registration. You choose the quantity of keys to be distributed (minimum of 1,000). Additional hotel charges apply.

“People Mover” T-Shirts (only 1 opportunity) **\$10,000**

Sponsor the t-shirts worn by the staff who can be found throughout the conference helping direct attendees. Your not-to-be-missed company name and booth number or URL will be printed on the back of each brightly colored t-shirt.

Promotional Flyer in Welcome Kit (limited opportunities; flyer provided by sponsor) ... **\$2,000**

Get more exposure by placing a flyer in the Welcome Kit materials that attendees will receive at Conference registration. Sponsor provides flyers.

SPONSORSHIPS

Attendee Networking Lounge* (limited opportunities) **\$3,500**

This sponsorship provides a location near the breakout session rooms for attendees to think, relax, work and network with peers beginning on Sunday through Thursday. Sponsorship includes signage, lounge furniture, wireless internet and electricity. Refreshments can be arranged directly with the hotel at an additional cost to the Sponsor.

Birds-of-a-Feather (BOF) Lunch Sessions (multiple opportunities) **\$3,000**

The Birds-of-a-Feather (BOF) 45-minute lunch sessions bring together people who are interested in the same topic and allow for an open, candid discussion. The BOF topics are approved by IBM and promoted to attendees via online and printed materials. Your presenters must each have either a full conference or a Solution EXPO badge. As the sponsor of a BOF, you can provide flyers and/or give-away items. You will receive acknowledgement of your sponsorship in the Impact Conference Guide.





“Mobile, social big data, cloud – they are all interrelated, and they all need to work in sync if org are going to move into the new digital realm. That’s the theme coming out of IBM’s annual “Impact” conference this week. Interestingly, IBM has adopted a new mantra, “mobile first”, which suggests that all connections across the enterprise eventually lead to mobile devices.”

– ZDNet



Marketing Promotional Opportunities continued

Business Partner Café** (limited opportunities)

This high impact opportunity is designed to brand the Sponsor to a significant community within the event in an exclusive setting. The sponsorship also includes the following benefits:

- Exclusive table within the Business Partner Café
- Sponsor logo in the Impact Conference Guide, easel signage and on the conference website

Pricing

Sponsorship plus 2 conference badges (limited opportunities)	\$8,500
Sponsorship plus 4 conference badges (limited opportunities)	\$10,000

Charging Locker Outside Solution EXPO (2 opportunities).....**\$5,000**

Charging lockers are a convenient and secure way for attendees to recharge their phones and tablets onsite. A visitor plugs his or her device into a locker and is then free to participate in various activities at Impact – confident the device is safe. You will receive acknowledgement of your sponsorship in the Impact Conference Guide.

Charging Station Inside Solution EXPO (10 opportunities).....**\$3,000**

Drive traffic to your booth and provide a valuable service to your clients and prospects by sponsoring a charging station for smart devices. Digital display on front of unit can be customized with your company name and booth number. Note: Custom branding of the complete unit is available for an additional fee. Invite your booth guests to charge their phone while you network or give them a demo. You will receive acknowledgement of your sponsorship in the Impact Conference Guide.

Coffee Breaks – Entire Conference (2 opportunities).....**\$3,000**

Sponsor the coffee breaks in the Solution EXPO during the conference and put focus on your brand! Your company name will appear in the Impact Conference Guide and on signage at the coffee break areas. *Be the exclusive sponsor for \$5,000.*

Dessert in Solution EXPO – Mon thru Wed (4 opportunities) **\$1,000**

Gain premier name recognition by sponsoring the desserts served in the Solution EXPO after lunch on Monday, Tuesday and Wednesday! Your company name will appear in the Conference Guide and on signage in the Solution EXPO. *Be the exclusive sponsor for \$3,000.*

Hands-On Lab Area (signage acknowledgement only; 3 opportunities)**\$2,000**

Get the focused attention of the technical community by sponsoring the Hands-On Lab Area during the Conference. These labs continue to be among the most popular sessions at the conference. Sponsorship includes appropriate signage in the area and acknowledgement in the Conference Guide. Your collateral can also be placed in the area. Three (3) opportunities available. *Be the Exclusive Sponsor of the Hands-On Lab Area for only \$5,000!*

Product Certification Area (signage acknowledgement only; 3 opportunities)**\$2,000**

This area is one of the most popular destinations at the Conference and is a fantastic opportunity to get your company noticed! Sponsorship includes signage in the certification area and acknowledgement in the Conference Guide. You can also place a promotional brochure in the certification room. Three (3) opportunities available. *Be the Exclusive Sponsor of the Product Certification Area for only \$5,000!*



“Excellent event for product information, client success stories and networking. Impact 2013 rocks!”

— Ashish Tilve,
Director, Technology Strategy
Prudential Financial

I'm interested in a sponsorship. Who can I contact?

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e-mail: aramon@us.ibm.com
Phone: 510.769.5606

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Marketing Promotional Opportunities continued

Smart Connect & Cyber Café (limited opportunities) \$7,000

Create brand exposure by sponsoring the Impact Cyber Café and Smart Connect Kiosks. Attendees will access these areas to connect to the internet and reach the Impact web site Sunday, April 27th to Thursday, May 1st, 2014.

Welcome Reception in Solution EXPO \$12,000

This exclusive option provides a unique promotional and brand awareness opportunity. The Welcome Reception in the Solution EXPO will be held on Sunday, April 27, 2014. Your logo will be printed on signage and placed at the entrance of the Solution EXPO.

ADDITIONAL OPPORTUNITIES

Breakout Session Presentation (60 minutes) \$10,000

Deliver your presentation during one of our breakout sessions! Available only to sponsors/exhibitors with a booth presence on the Solution EXPO floor. Includes one full conference badge. Subject to approval; limited number available; submission due dates apply.

Meeting Room on Solution EXPO Floor (limited number available)..... \$5,000

Have your own meeting room on the EXPO floor for your exclusive use. Meet with clients, plan strategy with teammates, etc. Your private meeting room will be available for use on Sunday evening through Wednesday afternoon. Limited number available.

Private Poolside Cabana at Conference Hotel** (limited opportunities. Daily rate) \$1,000

Sponsor a private cabana at the Events Hotel on a daily basis or for the length of the conference. Meet with co-workers or invite your customers who are attending the conference to join you. Sumptuous treats and beverages can be arranged through the hotel (at an additional cost to the Sponsor).

Solution EXPO Theater Presentation (20 minutes — subject to approval)..... \$1,500

Take “center stage” for 20 minutes in the Solution EXPO theater! This is your opportunity to present your solution, product or innovative leading edge technology to attendees. Topic and content are subject to approval. Scheduling is first come, first served — so sign up for the optimum slot quickly. Schedules will be posted on the “Agenda Builder”.

Eligible Business Partners can apply Software Co-marketing funds to qualified marketing promotional opportunities when purchased with an exhibitor package.

* Software Co-marketing funds do not apply to the refreshments

** Software Co-marketing funds do not apply.



Solution EXPO Hours

Time	Event	Booth Staff	Traffic Flow
Sunday April 27			
6:00 pm – 8:00 pm	Grand Opening / Welcome Reception	Required	Heavy
Monday April 28			
6:30 am – 10:00 am	Accessible	Not Required	None
10:00 am – 10:30 am	Open / Coffee Break	Required	Medium / High
10:30 am – 11:45 am	Accessible	Optional	Light
11:45 am – 1:00 pm	Open / Lunch in Hall D	Required	High
1:00 pm – 3:30 pm	Accessible	Optional	Light
3:30 pm – 4:00 pm	Open / Coffee Break	Required	Medium / High
4:00 pm – 5:30 pm	Accessible	Optional	Light
5:30 pm – 7:30 pm	Open / Networking Reception	Required	Heavy
Tuesday April 29			
7:00 am – 10:00 am	Accessible	Not Required	None
10:00 am – 10:30 am	Open / Coffee Break	Required	Medium / High
10:30 am – 11:30 am	Accessible	Optional	Light
11:30 am – 1:00 pm	Open / Lunch in Hall D	Required	High
1:00 pm – 3:15 pm	Accessible	Optional	Light
3:15 pm – 3:45 pm	Open / Coffee Break	Required	Medium / High
3:45 pm – 6:30 pm	Accessible	Optional	Light
6:30 pm – 7:30 pm	Open / Reception	Required	Heavy
Wednesday, April 30			
7:00 am – 10:00 am	Accessible	Not Required	None
10:00 am – 10:30 am	Open / Coffee Break	Required	Medium / High
10:30 am – 11:30 am	Accessible	Optional	Light
11:30 am – 1:00 pm	Open / Lunch in Hall D	Required	High
1:00 pm – 2:15 pm	Accessible	Optional	Light
2:15 pm	Close	Closed	Closed

NOTES:

It is your responsibility to ensure exhibitor staff are present to operate your booth during required SOLUTION EXPO SHOW HOURS listed above.

Lunch will open 15 minutes early for exhibitors – boxed lunches will also be available.

You will not be permitted to start the teardown of your booth until 2:15 pm on Wednesday, April 30 – please plan your travel accordingly.





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