

2009 **IMPACT**
SMART SOA CONFERENCE
MAY 3 - 8 LAS VEGAS

IBM Business Partner Sponsorship & Exhibitor Package





IBM Impact 2009
MAY 3-8, 2009

ibm.com/soa/impact2009

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Dear IBM Business Partner,

Impact your bottom line with Impact 2009! On behalf of IBM, I am pleased to invite you to join us May 3-8, 2009, at Impact 2009 and take advantage of sponsorship opportunities at the conference. The Smart SOA™ approach is about achieving **smarter business outcomes** and this year's elite event provides an ideal venue to help you attain your business goals. Use your time at Impact 2009 to:

- Develop sales opportunities with top IBM customers
- Build skills with access to unparalleled SOA technical education
- Network with IBM executives and Business Partners

Sponsorships provide the opportunity to maximize the value of your conference experience by showcasing your capabilities to over 6,500 expected conference attendees. The 2009 Sponsorship Program has been designed to highlight the top companies in the Solution Center and throughout the conference. We offer several sponsorship levels tailored to match your company's specific goals.

The 2009 Solution Center will be open Sunday through Wednesday, May 3-6. There will be more hours without competing activities as well as spectacular receptions on the show floor to attract and keep key decision makers at your booth.

Your demo won't be restricted just to the demo floor! It will also be showcased in a Virtual Exposition which allows conference attendees to visit your booth and demonstration long after the event is completed. Additionally, registrants will have an opportunity to visit you in the Virtual Exposition before the actual event, and to request 1-1 meetings and other briefings while at Impact.

Please reserve your sponsorship and exhibit space in the Solution Center now. As it did in 2008, the 2009 Solution Center exhibit floor will sell out very quickly! Early bird pricing for sponsorships is available through January 31, 2009. Be sure to take advantage of these significant savings.

If you have any questions, please contact Pari Lasch at pari@corcexpo.com or 312-541-0567, extension 654. Sponsorships can be reserved through the Impact 2009 Web site at ibm.com/software/websphere/events/impact2009.

Don't miss this signature SOA business event and the opportunity to Impact your business results through Impact 2009!

Thank you for your continued support and I look forward to seeing you in Las Vegas next May.

John B. Gordon
Director of Marketing
IBM SOA and WebSphere® Software

EARLY BIRD
EXTENDED
TO
FEB. 27

New
for
'09!

SPONSORSHIP LEVEL	Diamond	Platinum	Gold	Silver	Exhibitor
Investment	\$102,000	\$90,000	\$65,000	\$27,000	\$14,000
Early Bird Discounted Investment if purchased before January 31, 2009	\$85,000	\$74,000	\$53,000	\$22,000	\$11,000
First Right for Same Sponsorship Level at IBM Impact 2010	Y	Y	Y	Y	Y
Number of Packages Available	2	4	10	15	40
CONFERENCE INCLUSION	Diamond	Platinum	Gold	Silver	Exhibitor
Exhibit Space	20' x 30'	20' x 20'	Turnkey 20' x 10'	Turnkey 10' x 10'	Turnkey 10' x 10'
Virtual Expo	Y	Y	Y	Y	Optional
Pre-show e-mail to Attendees with Call to Action to Visit Virtual Expo	1	1	1	1	Optional
Wireless Lead Retrieval Unit	1	1	1	1	1
Full Conference Badges	6	4	3	2	-
Exhibitor Badges	6	4	3	2	2
Reserved Seats at General Sessions (Mon.- Wed.)	6	4	3	-	-
Customer Passes Available For Purchase (at discounted rate)	12	10	8	6	4
Breakout Session Presentation	3	2	1	-	-
Birds of a Feather Session	2	2	1	1	-
Private Meeting Space in host hotel	M - W	M - W	1 day	-	-

SIGNAGE, PROGRAM GUIDES, WEB	Diamond	Platinum	Gold	Silver	Exhibitor
Logo on Signage at Registration and Solution Center Entrance	Y	Y	Y	Y	-
Logo on Signage for Company Sponsorship Functions	Expo Welcome Reception & Monday Reception	Lunch (signage on tent cards + giveaway)	Refreshment Break Sponsor	-	-
Company Name with Logo Hyperlink on IBM Website	Y	Y	Y	Y	Y
Company Name, Logo and Description included in Conference Deliverable	75 words	75 words	75 words	75 words	50 words
MARKETING & PROMOTIONS	Diamond	Platinum	Gold	Silver	Exhibitor
Logo and Writeup in Conference e-Newsletter	Y	Y	Y	-	-
Promotional Insert included with Conference Welcome Kit Materials (provided via flash drive or CD; specs to be provided)	1	1	1	-	-
Sponsor Acknowledgment at General Session	Logo on keynote slide Mon., Tue. & Wed.	Logo on keynote slide Tue. & Wed.	Logo on keynote slide Wed.	-	-



IMPORTANT TIMES AND DATES

IMPORTANT TIMES AND DATES

The deadline for applications is March 20, 2009. Applications received after this date are subject to rush charges.

Solution Center Hours

Sunday, May 3	5:00 p.m. – 8:00 p.m.	Solution Center Opening & Welcome Reception
Monday, May 4	10:00 a.m. – 2:00 p.m.; 5:30 p.m. – 8:00 p.m.	Solution Center Networking Reception
Tuesday, May 5	10:00 a.m. – 2:00 p.m.	
Wednesday, May 6	10:00 a.m. – 2:00 p.m.	

EARLY BIRD FEE

\$85,000 Price-if purchased by February 27, 2009

\$102,000 Price-if purchased after February 27, 2009

The deadline for applications is March 20, 2009.

Applications received after this date are subject to rush charges.

SOLUTION CENTER EXHIBIT SPACE

- 20' X 30' Booth Space with 1 Wireless Lead Retrieval Unit

NEW 3D VIRTUAL EXPO WORLD

Interactive marketing opportunity maximizes customer interest and interaction!

- Extend your event "reach" pre & post conference at our Interactive Virtual Expo, available 30 days prior to conference
- Virtual Expo CD included in conference deliverables
- Participation in pre conference e-mail to attendees
- Virtual Expo visitors may pre-schedule one-on-one meetings with your company
- Hyperlink from IBM Virtual Expo site to sponsor site
- Valuable visitor behavior report made available 90 days after Expo closes. Learn how your visitors used your product, what information was gathered, and other pertinent information.

BREAKOUT SESSION & BIRDS OF A FEATHER

- 3 Breakout sessions
- 2 Birds of a Feather sessions
- Signage at all sessions

(All content determined by sponsor and to be approved by the Impact 2009 content team. Customer-presented success story is encouraged)

PRIVATE MEETING SPACE

- Private meeting area in host hotel (Mon., Tue., Wed.)

6 RESERVED SEATS at General Sessions (Mon., Tue., Wed.)

FIRST RIGHTS for same or upgraded sponsorship level at Impact 2010

Diamond Sponsorship**CONFERENCE/EXHIBITOR REGISTRATIONS**

- 6 Full Conference Badges (includes access to all General Sessions, Solution Center, sessions, meals, receptions, Special Event, and access to Business Partner Day)
- 6 Exhibitor Badges (includes access to Solution Center, General Sessions, Solution Center receptions, Business Partner Day, and meals ONLY on days that the Solution Center is open)
- Up to 12 Customer Passes Available for Purchase at Your Discounted Rate

CO-SPONSOR WELCOME SOLUTION CENTER

- Logo on Signage for Co-Sponsorship Functions at Solution Center Welcome Reception
- Sponsor will be recognized at Welcome Reception

SIGNAGE, DIRECTORIES, WEB SITES

- Logo on Signage at Registration and Solution Center Entrance
- Company Name and Logo on IBM Conference Web site
- Hyperlink from IBM Conference Web site to sponsor site
- Company Description: 75 words in Conference guide to include Company Name and Logo

MARKETING PROMOTIONS

- Pre-show e-mail to Attendees with Call to Action to Visit Virtual Expo
- 1 Promotional Insert included with Conference Welcome Kit Materials (provided via flash drive or CD; specs to be provided)
- Logo on Keynote Slide at General Session
- Logo and Writeup in Conference e-Newsletter

EARLY BIRD FEE

\$74,000 Price-if purchased by February 27, 2009

\$90,000 Price-if purchased after February 27, 2009

The deadline for applications is March 20, 2009.

Applications received after this date are subject to rush charges.

SOLUTION CENTER EXHIBIT SPACE

- 20' X 20' Booth Space with 1 Wireless Lead Retrieval Unit

NEW 3D VIRTUAL EXPO WORLD

Interactive marketing opportunity maximizes customer interest and interaction!

- Extend your event "reach" pre & post conference at our Interactive Virtual Expo, available 30 days prior to conference
- Virtual Expo CD included in conference deliverables
- Participation in pre-conference email to attendees
- Virtual Expo visitors may pre-schedule one-on-one meetings with your company
- Hyperlink from IBM Virtual Expo site to sponsor site
- Valuable visitor behavior report made available 90 days after Expo closes. Learn how your visitors used your product, what information was gathered, and other pertinent information.

BREAKOUT SESSION & BIRDS OF A FEATHER

- 2 Breakout sessions
- 2 Birds of a Feather sessions
- Signage at all sessions

(All content determined by sponsor and to be approved by the Impact 2009 content team. Customer-presented success story is encouraged)

PRIVATE MEETING SPACE

- Private meeting area in host hotel (Mon., Tue., Wed.)

4 RESERVED SEATS at General Sessions (Mon., Tue., Wed.)

FIRST RIGHTS for same or upgraded sponsorship level at Impact 2010

Platinum Sponsorship

CONFERENCE/EXHIBITOR REGISTRATIONS

- 4 Full Conference Badges (includes access to all General Sessions, Solution Center, sessions, meals, receptions, Special Event, and access to Business Partner Day)
- 4 Exhibitor Badges (includes access to Solution Center, General Sessions, Solution Center receptions, Business Partner Day, and meals ONLY on days that the Solution Center is open)
- Up to 10 Customer Passes Available for Purchase at Your Discounted Rate

LUNCH SPONSOR

- Company Logo to be placed on Table Signage
- Premium Giveaway Item on Table at Lunch (provided by sponsor)

SIGNAGE, DIRECTORIES, WEB SITES

- Logo on Signage at Registration and Solution Center Entrance
- Company Name and Logo on IBM Conference Web site
- Hyperlink from IBM Conference Web site to sponsor site
- Company Description: 75 words in conference deliverables to include Company Name and Logo

MARKETING PROMOTIONS

- Pre-show e-mail to Attendees with Call to Action to visit Virtual Expo
- 1 Promotional Insert included with Conference Welcome Kit Materials (provided via flash drive or CD; specs to be provided)
- Logo on Keynote Slide at General Session
- Logo and Writeup in Conference e-Newsletter

EARLY BIRD FEE

\$53,000 Price-if purchased by February 27, 2009

\$65,000 Price-if purchased after February 27, 2009

The deadline for applications is March 20, 2009.

Applications received after this date are subject to rush charges.

SOLUTION CENTER EXHIBIT SPACE

- 10' X 20' Booth Space with 1 Wireless Lead Retrieval Unit

NEW 3D VIRTUAL EXPO WORLD

Interactive marketing opportunity maximizes customer interest and interaction!

- Extend your event "reach" pre & post conference at our Interactive Virtual Expo, available 30 days prior to conference
- Virtual Expo CD included in conference deliverables
- Participation in pre conference email to attendees
- Virtual Expo visitors may pre-schedule one-on-one meetings with your company
- Hyperlink from IBM Virtual Expo site to sponsor site
- Valuable visitor behavior report made available ninety (90) days after Expo closes. Learn how your visitors used your product, what information was gathered, and other pertinent information.

BREAKOUT SESSION & BIRDS OF A FEATHER

- 1 Breakout session
- 1 Birds of a Feather session
- Signage at sessions

(All content determined by sponsor and to be approved by the Impact 2009 content team. Customer-presented success story is encouraged)

PRIVATE MEETING SPACE

- Private meeting area in host hotel (Mon., Tue., or Wed.)

3 RESERVED SEATS at General Sessions (Mon., Tue., Wed.)

FIRST RIGHTS for same or upgraded sponsorship level at Impact 2010

Gold Sponsorship**CONFERENCE/EXHIBITOR REGISTRATIONS**

- 3 Full Conference Badges (includes access to all General Sessions, Solution Center, sessions, meals, receptions, Special Event, and access to Business Partner Day)
- 3 Exhibitor Badges (includes access to Solution Center, General Sessions, Solution Center receptions, Business Partner Day, and meals ONLY on days that the Solution Center is open)
- Up to 8 Customer Passes Available for Purchase at Your Discounted Rate

REFRESHMENT BREAK SPONSOR

- Company Logo to be placed on Table Signage

SIGNAGE, DIRECTORIES, WEB SITES

- Company Name and Logo on IBM Conference Web site
- Hyperlink from IBM Conference Web site to sponsor site
- Company Description: 75 words in conference deliverables to include Company Name and Logo

MARKETING PROMOTIONS

- Pre-show e-mail to Attendees with Call to Action to Visit Virtual Expo
- 1 Promotional Insert included with Conference Welcome Kit Materials (provided via flash drive or CD; specs to be provided)
- Logo and Writeup in Conference e-Newsletter

EARLY BIRD FEE

\$22,000 Price-if purchased by February 27, 2009

\$27,000 Price-if purchased after February 27, 2009

The deadline for applications is March 20, 2009.

Applications received after this date are subject to rush charges.

SOLUTION CENTER EXHIBIT SPACE

- 10' X 10' Booth Space with 1 Wireless Lead Retrieval Unit

NEW 3D VIRTUAL EXPO WORLD

Interactive marketing opportunity maximizes customer interest and interaction!

- Extend your event "reach" pre & post conference at our Interactive Virtual Expo, available 30 days prior to conference
- Virtual Expo CD included in conference deliverables
- Participation in pre conference email to attendees
- Virtual Expo visitors may pre-schedule one-on-one meetings with your company
- Hyperlink from IBM Virtual Expo site to sponsor site
- Valuable visitor behavior report made available 90 days after Expo closes. Learn how your visitors used your product, what information was gathered, and other pertinent information.

BREAKOUT SESSION & BIRDS OF A FEATHER

- 1 Birds of a Feather session
- Signage at sessions

(All content determined by sponsor and to be approved by the Impact 2009 content team. Customer-presented success story is encouraged)

FIRST RIGHTS for same or upgraded sponsorship level at Impact 2010

Silver Sponsorship**CONFERENCE/EXHIBITOR REGISTRATIONS**

- 2 Full Conference Badges (includes access to all General Sessions, Solution Center, sessions, meals, receptions, Special Event, and access to Business Partner Day)
- 2 Exhibitor Badges (includes access to Solution Center, General Sessions, Solution Center receptions, Business Partner Day, and meals ONLY on days that the Solution Center is open)
- Up to 6 Customer Passes Available for Purchase at Your Discounted Rate

SIGNAGE, DIRECTORIES, WEB SITES

- Company Name and Logo on IBM Conference Web site
- Hyperlink from IBM Conference Web site to sponsor site
- Company Description: 75 words in conference deliverables to include Company Name and Logo

MARKETING PROMOTIONS

- Pre-show e-mail to Attendees with Call to Action to Visit Virtual Expo
- Logo and Writeup in Conference e-Newsletter



EARLY BIRD FEE

\$11,000 Price-if purchased by February 27, 2009

\$14,000 Price-if purchased after February 27, 2009

The deadline for applications is March 20, 2009.

Applications received after this date are subject to rush charges.

SOLUTION CENTER EXHIBIT SPACE

- 10' X 10' Booth Space with 1 Wireless Lead Retrieval Unit

FIRST RIGHTS for same or upgraded sponsorship level at Impact 2010

Exhibitor Sponsorship

CONFERENCE/EXHIBITOR REGISTRATIONS

- 2 Exhibitor Badges (includes access to Solution Center, General Sessions, Solution Center Receptions, Business Partner Day, and meals ONLY on days that the Solution Center is open)
- Up to 4 Customer Passes Available for Purchase at your Discounted Rate

SIGNAGE, DIRECTORIES, WEB SITES

- Company Name and Logo on IBM Conference Web site
- Hyperlink from IBM Conference Web site to sponsor site
- Company Description: 50 words in conference deliverables to include Company Name and Logo

NEW 3D VIRTUAL EXPO WORLD (Option to purchase for \$2500)

Interactive marketing opportunity maximizes customer interest and interaction!

- Pre-show e-mail to Attendees with call to action to visit Virtual Expo
- Extend your event "reach" pre & post Conference at our Interactive Virtual Expo, available 30 days prior to Conference
- Virtual Expo CD included in Conference deliverables
- Virtual Expo visitors may pre-schedule one-on-one meetings with your company
- Hyperlink from IBM Virtual Expo site to sponsor site
- Valuable visitor behavior report made available 90 days after Expo closes. Learn how your visitors used your product, what information was gathered, and other pertinent information.

Promotional Opportunities

Hotel Room Drop Investment: **\$3,000 per 1000 guest rooms**

Make sure your company name is front and center with attendees by sponsoring a hotel room drop. This opportunity allows you to work with the Venetian for the optimum delivery of your materials. A great way to differentiate yourself! Additional hotel charges may apply. Four (4) opportunities available.

Private Cabana at Conference Hotel Investment: **\$1,000 per day**

Take advantage of this opportunity to entertain clients and guests at your leisure, wind down between sessions, and network with new connections.

Chair Massage Service Investment: **\$3,500 or \$10,000 for 3 days**

Sponsor the one-of-a-kind luxury that has made the Venetian famous, and make an impression on your guests they won't soon forget—a refreshing chair massage that eases tension between sessions. Five (5) opportunities available.

Customized Voice Mail Message Investment: **\$2,000 per 1000 guest rooms**

Imagine being able to broadcast a promotional message about your company right into attendees' voice mail! Sponsor provides a recorded message that will be available prior to messages left on the in-room hotel voice mail available to conference guests staying at the Venetian. Four (4) opportunities available.

Customized Turn-down Service Investment: **\$5,000 per 1000 guest rooms**

This opportunity allows you to work with the Venetian for the optimum delivery of your materials in guest suites. A great way to differentiate yourself! Four (4) opportunities available.

Logo on Keycards Investment: **(2 keys per room) \$10,000 per 1000 guest rooms**

Make a statement at this year's conference by promoting your company name and logo in a premium placement area—the pocket of conference guests! Additional hotel charges apply. Four (4) opportunities available.

Reusable Sports Water Bottle Investment: **\$35,000 per 6,500**

Provide conference guests with a refreshing trinket to take home complete with your company logo and messaging. One (1) opportunity available.

Birds of a Feather Session Investment: **\$7,500**

One of the most popular and valuable ways to meet other SOA professionals is at a Birds of a Feather session. You will be able to take part in an informal discussion based on your topic of interest. Your session will be published in the Conference Directory and you will receive signage at your session. You can also place your literature on a table during the session. You must hold a Full Conference Pass to lead or attend this session.

Wireless Co-Sponsorship Investment: **\$15,000**

Wireless is available throughout this Conference! Sponsor wireless at the Venetian Convention Center. Five (5) opportunities available.

Breakfast Sponsorship Investment: **\$5,000**

Gain valuable exposure for your company during breakfast in the dining area. Company logos to be placed on table signage. \$5,000 per breakfast. Four (4) opportunities available.



FORMER SPONSORS



Former Impact Conference Sponsors Include:

- | | | |
|-----------------------------------|--------------------------------------|--|
| ACI Worldwide | Four Soft Ltd | Phurnace Software |
| Actuate | GT Software | Primeur srl |
| Advanced Micro Devices | HCL Technologies Ltd. | Prolifics |
| Alacrinet | Hexaware Technologies Inc | Satyam Computer Services Ltd |
| Aldon | HostBridge Technology | Seagull Software |
| AmberPoint | iGate/Mastech | Serebrum Corporation |
| Arcom | ILOG, Inc. | Serena Software |
| Ascendant Technology | InfoPower International Inc. | SOA Software |
| ATS Corporation | Infosys | Soalib Incorporated |
| Avada Software | Intervoice | Sogeti |
| Avaya | Iperia, Inc. | Steele Eye |
| Black Duck Software | iWay Software | SugarCRM, Inc. |
| BMC Software | KLG Systel Limited | Sun Microsystems |
| Bradon Technologies Ltd. | Lawson | The Sphere |
| Brulant | LogicLibrary Inc. | Tidal Software |
| Capitalware Inc. | Mainssoft Corporation | TradeStone Software |
| Carefx Corporation | Mincom | Ultramatics, Inc. |
| CASI Software | Mindreef | UNICOM Systems |
| Chordiant Software | Mindtree Consulting Ltd. | Vanguard Integrity Professionals, Inc. |
| ClearApp | Miracle Software Systems | Web Age Solutions |
| Cognizant | Mitsubishi Electric Automation, Inc. | WebLayers |
| Compuware | MQSoftware | Wily Technology |
| DataDirect Technologies | MSI Systems Integrators | Wipro |
| Davalen | Napersoft | |
| Dexterra | Nastel Technologies | |
| dynaTrace software | Nortel | |
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| Encode, Inc. | Openlogix Corporation | |
| Enterprise Information Management | Perficient | |



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September 2008
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