

SmarterCommerce
Global Summit 2014 Tampa

May 12-15, 2014 | Tampa Convention Center

Smarter Commerce: Moments Matter



Dear Valued Business Partner

A large part of our success is due to IBM Business Partners. You provide much-needed skills and insights into the day-to-day challenges clients face. As a result, we want to offer you the best opportunities to showcase your solutions at our premier events. To that end, I'd like to personally invite you to be a key sponsor at the **Smarter Commerce Global Summit 2014** in Tampa, Florida.

We welcome your innovative solutions, best practices and technical know-how. We value the way you put the customer at the heart of every process. In this age of empowered customers, you understand that they demand excellence, individual attention and timely delivery of goods and services. Therefore, an important key to the success of this conference is showing clients your integrated solutions and how together we are exceeding expectations around the world.

The Smarter Commerce Global Summit provides proven insights into the business practices, products and solutions that clients need to accelerate their business. We continue to expand our Solution Center offerings based on your feedback to make this event the perfect opportunity for you to gain business.

Our attendees value the interaction, strategy and hands-on learning that our programs, partners and IBM subject matter experts bring. Clients want to extend their investments and understand how the IBM ecosystem of products, partner solutions and peer-to-peer best practices can improve their business.

It is this dynamic and personal interaction that makes the IBM Smarter Commerce Global Summit 2014 a must-attend event for our customers and prospects, and we believe there is a distinct advantage for IBM Business Partners who have a presence. I encourage you to invest in one of our sponsorship levels today so that your presence will be felt throughout the IBM community.

\$83 billion...lost sales in the U.S. each year due to poor and inconsistent customer experiences.

— IBM Market Research



Janet Butler

Vice President, Sales, Industry Solutions, IBM Software Group

[Online sponsorship application](#)

Partnering for Success

Smarter Commerce Global Summit 2014 will attract about 4,000 attendees, all seeking guidance on the solutions that matter to them. Regardless of their primary IBM solution area, including acquired products like Unica, Sterling, DemandTec, Tealeaf or others, you have the opportunity to serve as a one-on-one resource. Business Partners can meet corporate executives and line-of-business managers from some of the top companies in the world. You'll hear thought-provoking ideas, participate in focused educational sessions, and learn best practices through customer presentations and networking opportunities.

Business Partner Forum — Monday, May 12, 2014

For our Business Partners, the conference will kick off on Monday, May 12, with the Business Partner Forum. This one-day event is focused on topics that matter most to our Business Partners. Our emphasis is on assisting you to develop your opportunities and increase your profitability.

'The technology being released here at #SmarterCommerce WILL transform the way we all consume. Awesome stuff.'

—Josh Moore
Co-founder, Marketing Nutz
via Twitter

Sponsorship Benefits

Sponsoring and exhibiting at Smarter Commerce Global Summit 2014 will enable you to:

- Generate revenue by closing existing deals and developing new opportunities with managers, directors, C-level executives and other decision makers.
- Leverage the global IBM customer base to springboard the launch of new products and initiatives.
- Capitalize upon the experience and capabilities you have across the Smarter Commerce portfolio, including Unica, Coremetrics, Sterling Commerce, WebSphere Commerce, ILog, Emptoris, DemandTec, Tealeaf and Xtify.
- Stay competitive by providing clients and prospects with important hands-on experience with your solutions.
- Attend multiple tracks offering the best in education, including tracks for business leadership and practitioners.
- Build brand awareness and generate analyst and media coverage.
- Reinforce the joint value proposition that you and IBM bring to our most relevant customers in the marketplace.

[Online sponsorship application](#)

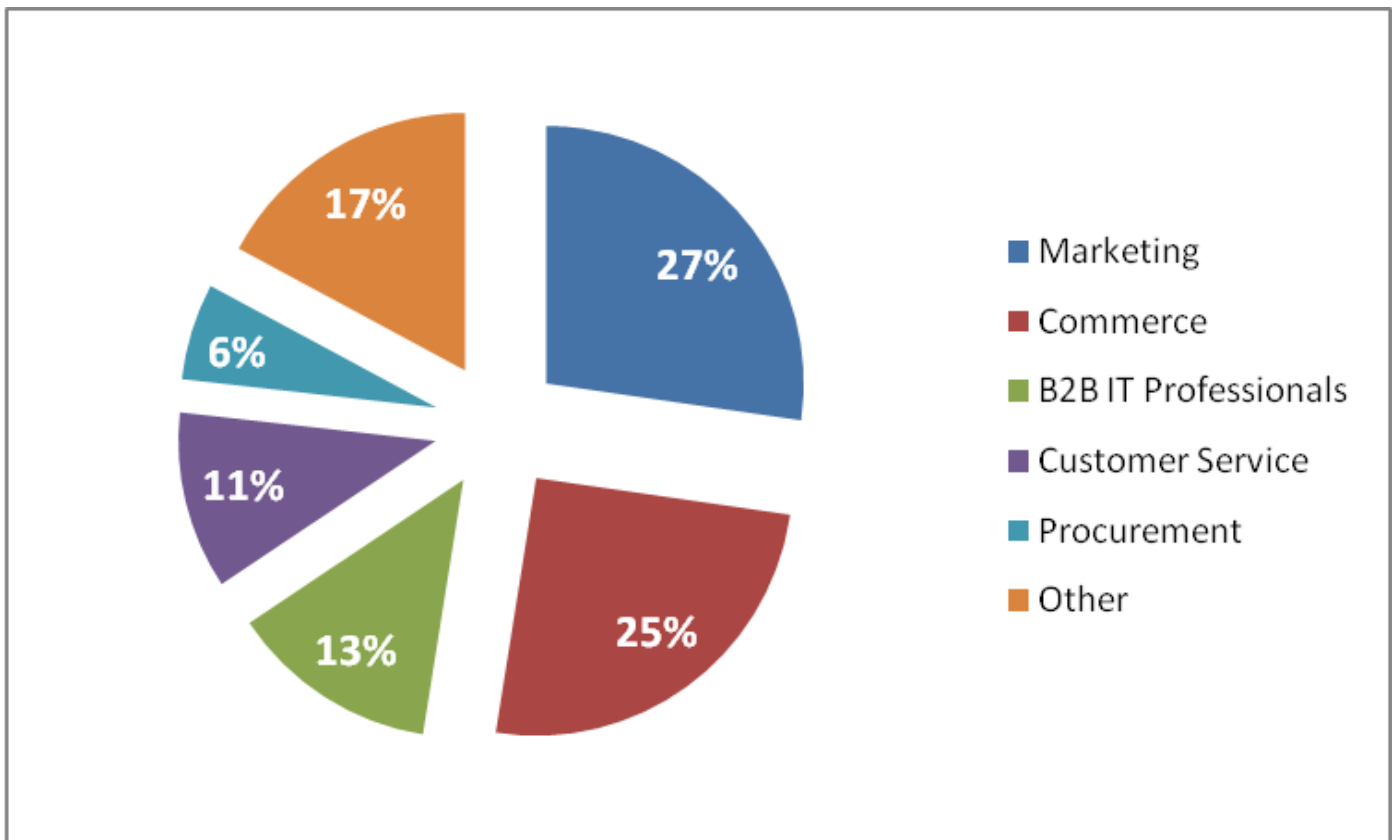
Anticipated Conference Attendee Demographics

We expect to increase our total registrations by **15%**, and anticipate that the attendance by track will remain similar to what we experienced in 2013.

'I was blown away by the caliber of the people and topics as well as the innovative event itself.'

—Sandra Zoratti
VP of Marketing, Ricoh

2013 Smarter Commerce Global Summit—
Customer Attendance by Role



Sponsorship Packages

A Sponsor's eligibility to exhibit will be determined and approved by IBM. The Platinum, Gold, Silver and Exhibitor sponsorship packages are eligible for co-marketing reimbursement from IBM. To determine if you are eligible for IBM co-marketing, please contact your IBM Channel Marketing Manager.

Sponsorship Level	Platinum	Gold	Silver	Exhibitor
Number of Packages Available	1	4	14	40
Full Conference Price	\$100,000	\$60,000	\$30,000	\$14,000
Early Bird Rate (20% discount good until 2/28/14)	\$80,000	\$48,000	\$24,000	\$11,200
Package Inclusions	Platinum	Gold	Silver	Exhibitor
Breakout Presentation* (with IBM client speaker, subject to review and approval)	Three (3) Breakout Sessions	Two (2) Breakout Sessions	One (1) Breakout Session	N/A
All Breakout Presentation nominations must be submitted for approval prior to February 26, 2014				
Reserved Table in the Meet the Experts Room (scheduled by Platinum Sponsor)	√	N/A	N/A	N/A
Full Conference Passes (To be used by Business Partners and staff, not clients)	14	10	8	4
Exhibit Only Passes (To be used by Business Partners and Staff, not clients)	6	4	2	0
Exclusive use of Meeting Room	1 room available throughout the event	2 rooms shared by 4 Gold Sponsors	No	No
Exhibit Space Extras	Flat panel monitor, Internet Connectivity	Flat panel monitor, Internet Connectivity	Flat panel monitor, Internet Connectivity	Flat panel monitor, Internet Connectivity
Turnkey Exhibit Property	Platinum display property	Gold display property	Silver display property	Exhibitor display property
Pedestal in Exhibit Space	4	2	2	1
	Premium location	Soft seating	Casual seating	Casual seating
	Soft seating and Casual Seating			
Exhibit Space Signage	IBM Produced	IBM Produced	IBM Produced	IBM Produced

	Includes Company Name, Logo and messaging	Includes Company Name, Logo and messaging	Includes Company Name, Logo and messaging	Includes Company Name, Logo and messaging
Conference Bag Insert	2 Pieces	1 piece	1 piece	N/A
Digital Branding throughout the conference	Platinum sponsor level branding	Gold sponsor level branding	Silver sponsor level branding	Exhibitor sponsor level branding
Logo on Event Website	√	√	√	√
Logo included in customer mailings	√	√	√	√
URL Posting	√	√	√	√
Web Banner and Email signature with Summit Branding provided to sponsor	√	√	√	√
Company Description in the Digital Conference Guide	150 Words	75 Words	75 Words	75 Words

**Session content will be reviewed by IBM Conference Content team. If session does not meet requirements Sponsor may select from other marketing opportunities that are available. Speaking session is not guaranteed. Client speaker conference registration fee will be waived. Travel and lodging will not be covered by the conference and if paid by partner, entire activity would not be co-marketing eligible..*

Solution Center Hours of Operation

	Solution Center Open to visitors	Designated Solution Center Booths must be manned
Tuesday, May 13, 2014	7:00am-8:15am	11:30pm – 1:30pm
	10:00am – 8:00pm	6:15pm – 8:00pm
Wednesday, May 14, 2014	7:00am-8:15am	11:30pm - 1:30pm
	10:00am – 8:00pm	
Thursday, May 15, 2014	7:30am – 2:15pm	11:00 – 12:00pm

BP Café Sponsorship**	\$ 8,500	includes 3 Expo Passes
Sponsor Logo featured on BP Café Signage inside & outside the BP Café	\$ 10,000	includes 3 Expo Passes and 1 Full Conference Pass
Exclusive Table Location within the BP Café for meetings and discussions		
Sponsor Logo Placement on Website		
Sponsor Logo Placement in Conference Guide		
Access to Reserved Meeting Rooms in BP Café (6 hrs of meeting time)		
Ability to Purchase One Discounted Full Conference Badge		

**BP Café sponsorship is not co-marketing eligible.



Additional Sponsorship Opportunities

Available as additional marketing opportunities for Platinum, Gold, Silver and Exhibitor packages. For Business Partners that are eligible for IBM Software Co-marketing funds, the sponsorship items below, with the exception of the Branded bar during the solution center reception, are eligible for co-marketing reimbursement if you have purchased a sponsorship package.

Other Sponsorship Opportunities	QTY Available	Price
Branded charging station	4	\$10,000
Branded water bottles	3	\$17,000
Given to each attendee at registration		
Dedicated breakout session*	TBD	\$12,000

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(Submitted with a client prior to 2/26/14, subject to IBM approvals)		
Branded thumb drive provided at registration check in to all attendees	1	\$25,000
Touch screen monitor in pedestal	N/A	\$3,500
Collateral in welcome packet	N/A	\$7,500
Limited to 1 piece per company		
Branded coffee break	4	\$10,000
Branded bar during solution center reception	2	\$17,000

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Draft of Conference Agenda

Tuesday, May 13, 2014

7:00 am-8:15 am	Coffee and Networking
8:30 am-10:15 am	Opening General Session
10:45 am-11:45 am	Press Conference
10:45 am-11:45 am	Breakout Sessions
11:45 am-1:30 pm	Lunch and Networking
1:30 pm-3:45 pm	Breakout Sessions
4:15 pm-6:30 pm	Breakout Sessions
6:30 pm-8:00 pm	Welcome Reception

Wednesday, May 14, 2014

7:00 am-8:15 am	Coffee and Networking
8:30 am-10:15 am	Opening General Session
10:45 am-11:45 am	Breakout Sessions

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11:45 am-1:30 pm	Lunch and Networking
1:30 pm-3:45 pm	Breakout Sessions
4:15 pm-5:15 pm	Breakout Sessions
7:30 pm-10:30pm	Special Event

Thursday, May 15, 2014

7:30 am-8:45 am	Coffee and Networking
7:30 am-8:45 am	Thought Leadership Sessions
9:00 am-11:15 am	Breakout Sessions
11:15 am-12:00 pm	Lunch and Networking
12:00 pm-2:15 pm	Breakout Sessions

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

Fill out the online sponsorship form, go to:

<https://www-950.ibm.com/events/wwe/gscs/gscs2014expo.nsf/exspApplication?openform>

Kristy Wagner – Summit Sponsorship Manager

P. 312-265-9667

kristy@corcexpo.com

For more information about Smarter Commerce Global Summit 2014, go to:

www.ibm.com/commerce-summit