

# **IBM Information On Demand 2011 conference VAD incentive -- for Solution Providers and Resellers who acquire IBM products from IBM Distributors (expires August 1, 2011)**

Announcement Letter Number 511-167

April 25, 2011

## **Value proposition**

The program was created to incent our U.S. VADs to drive their Business Partners to participate in the Information On Demand 2011 EXPO! This also drives the overall conference attendance.

## **The offer**

This incentive is available only to IBM® Distributors.

IBM is making this incentive viewable by Solution Providers who acquire IBM products from IBM Business Partner -- Distributors in order to provide them with a view to the benefit their IBM Value Added Distributor (VAD) may offer them, if selected, and the affect its acceptance will have on their receipt of benefits under the terms of the Information On Demand 2011 conference Register Now Business Partner incentive.

For a limited time only, for every eight (8) Solution Providers or Resellers of an eligible IBM VAD signed up to participate in the Information On Demand 2011 EXPO as an Elite Exhibitor or Gold Sponsor, the eligible IBM VAD will receive one (1) no-charge Gold Sponsorship upgrade, valued at \$12,500, that they can give to one of their participating Solution Providers or Resellers.

In addition, for every twelve (12) Solution Providers or Resellers of an eligible IBM VAD signed up to participate in the EXPO as an Elite Exhibitor or Gold Sponsor, the eligible IBM VAD will receive one full conference badge for their own company use, valued at \$1,495.

Solution Provider and Reseller participants signed up as Diamond or Platinum Sponsors do not qualify.

Solution Provider and Reseller participants selected by their IBM VAD as recipients of the no-charge Gold Sponsorship upgrade accept the award in lieu of their participation in the Information On Demand 2011 conference Register Now Business Partner incentive. Solution Providers and Resellers who choose participation in the Register Now Business Partner incentive must decline the IBM VAD's award of the no-charge Gold Sponsorship upgrade.

If a selected Solution Provider or Reseller accepts the IBM VAD's award under the terms of this incentive, they may either accept the upgrade to Gold Sponsorship, valued at \$12,500, or receive a credit of \$12,500, which can be applied to other a la carte EXPO offerings. Any credit amounts not applied to other offerings and still remaining at the conclusion of the event will be forfeited.

## **Start and/or end dates**

Completed Exhibitor/Sponsor Applications from Solution Providers and Resellers must be received by IBM on or after April 25, 2011, but no later than August 1, 2011.

## Who is eligible?

The following IBM Business Partners are eligible for this incentive:

- Distributors

IBM is making this incentive viewable by Solution Providers and Resellers who acquire IBM products from IBM Distributors. IBM Distributors should contact their Solution Providers and Resellers to ensure that they are aware of this incentive.

## Where is it available?

This incentive is available only in the United States and its territories.

## Additional information/conditions

When completing the Exhibitor/Sponsor Application, Solution Providers and Resellers must select their IBM VAD, by name.

IBM will validate the list of Solution Provider and Reseller participants with each IBM VAD, and will notify each IBM VAD, no later than August 8, 2011, of the number of no-charge Gold Sponsorship upgrades and full conference badges for which they qualify.

Upon notification from IBM, IBM VADs should determine the Solution Provider(s) or Reseller(s) to whom they wish to award the no-charge Gold Sponsorship upgrade(s).

IBM VADs must ensure that the Solution Providers or Resellers they select as recipients of the no-charge Gold Sponsorship upgrade understand and agree that their acceptance of this award is in lieu of their participation in the Information On Demand 2011 conference Register Now Business Partner incentive. Solution Providers and Resellers who choose participation in the Register Now Business Partner incentive must decline the IBM VAD's award of the no-charge Gold Sponsorship upgrade.

IBM VADs must provide IBM with the names of the Solution Providers and Resellers accepting awards under the terms of this incentive no later than August 18, 2011.

IBM reserves the right to modify or withdraw this incentive at any time.

This incentive is subject to the terms and conditions of any applicable Agreements.

## Can this offer be combined?

Solution Providers and Resellers accepting awards under the terms of this incentive cannot receive benefits from participation in the Information On Demand 2011 conference Register Now Business Partner incentive.

## Need help?

Questions pertaining to this incentive should be directed to Anthony Ramon at [aramon@us.ibm.com](mailto:aramon@us.ibm.com), Tony Donald at [tdonald@us.ibm.com](mailto:tdonald@us.ibm.com), or PartnerWorld® Contact Services at 800-426-9990.

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