

# **IBM Information On Demand 2013 Alumni incentive**

Announcement Letter Number 513-127

April 1, 2013

## **Value proposition**

This program is designed to provide a value to our Alumni Business Partners that have consistently participated in the Information On Demand EXPO for the past three (3) years.

## **The offer**

For a limited time only, eligible IBM® Business Partners can receive a credit of \$500 if they participate\* in the Information On Demand 2013 EXPO, and also participated in the last three (3) consecutive Information On Demand EXPOs, from 2010 through 2012.

Credits can be applied to the Business Partner's total EXPO contract package price, or they can be used to purchase additional a la carte EXPO offerings. Any credit amounts not applied to the contract package price or other EXPO offerings and still remaining at the conclusion of the event will be forfeited.

\*EXPO participation is defined as a metal level Sponsor, Elite or Turnkey Exhibitor, described in the "How to Exhibit" section of the conference website. Participation as a Marketing Promotional Opportunity Only Partner does not qualify.

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

Completed Exhibitor/Sponsor Applications from Solution Providers and Resellers must be received by IBM® on or after April 1, 2013, but no later than August 30, 2013.

## **Who is eligible?**

The following IBM Business Partners are eligible for this incentive:

- Distributors
- Solution Providers and Resellers who acquire products directly from IBM
- Solution Providers and Resellers who acquire IBM products from IBM Business Partner -  
- Distributors
- Distributors for Workstation Software
- Resellers for Workstation Software
- Systems Integrators

IBM Business Partners who are operating under the Solution Provider -- Complementary Marketing or Systems Integrator -- Complementary Marketing terms are eligible for this incentive.

## **Where is it available?**

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

## **Additional information/conditions**

IBM will notify Business Partners who qualify no later than September 8, 2013.

IBM reserves the right to modify or withdraw this incentive at any time. This incentive may not be offered in 2014 or in subsequent years.

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

## **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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