

IBM Performance 2011

North American Sponsorship Opportunities



Connect with IBM customers and prospects during the annual IBM Performance Events which will be touring throughout 20 cities in North America. This is a great opportunity for IBM's Business Analytics Partners to showcase their company and solutions to a broad network of IT/ BI and Line of Business professionals who are working with, supporting, or evaluating IBM Business Analytic solutions. This road show will deliver practical knowledge that customers can put to use right away and will show them how to gain more value from their current investment in IBM business intelligence, predictive analytics, and financial performance management solutions.

Performance 2011 events will be free of charge for IBM customers and prospect attendees.

As a key IBM partner and sponsor, you can benefit from the reach and impact of these events, and contribute additional value by showcasing your solutions.

Great Opportunity to Connect with IBM Cognos and SPSS Customers and Prospects:

Attendee Profile

- The event attracts IT, Office of Finance and LOB attendees across all industry sectors
- Most come to hear about the latest BI and Performance Management products and solutions, and how to optimize their current deployments
- Most have a specific BI or performance management project in mind and have plans to standardize on the IBM Cognos platform
- New track for Predictive Analytics and Financial Performance Management

Sponsor Opportunities At-A-Glance:

This event will be delivered in two formats, Tier 1 as a full-day seminar and Tier 2 as a half-day seminar.

Tier 1 – Event hours 8:00 am – 4:00 pm

Event Date*	City/State	Est. Attendance	# Sponsor Opps Available	Tier 1 Sponsorship Benefits
4/26/11	Minneapolis	150	3	<ul style="list-style-type: none"> • Pre-event Promotion • On-site Branding • 1 turnkey display in our Solutions Showcase • Online Display in the Virtual Solutions Showcase** • Cost: \$5,000
4/28/11	Atlanta	200	4	
5/3/11	Los Angeles	200	4	
5/6/11	San Francisco	250	4	
5/10/11	Ottawa	200	3	
5/12/11	Chicago	300	4	
5/17/11	New York	350	4	
5/19/11	Boston	200	4	
5/24/11	Philadelphia	200	3	
5/26/11	Dallas	250	4	
6/1/11	Toronto	350	4	
6/7/11	Irvine	200	3	
6/9/11	New Jersey	200	3	
6/14/11	Cincinnati	150	3	
8/3/11	Washington, DC	250	4	

*Dates subject to change

** Virtual Solutions Showcase exhibit space will be limited. Partner participants will be limited to first come, first served.

Tier 2 – Event hours 8:00 am – 1:00 pm

Event Date*	City/State	Est. Attendance	# Sponsor Opps Available	Tier 2 Sponsorship Benefits
6/3/11	Calgary	150	3	<ul style="list-style-type: none">• Pre-event Promotion• On-site Branding• 1 turnkey display in our Solutions Showcase• Cost: \$2,500
6/16/11	Hartford	150	3	
6/21/11	Raleigh	150	3	
6/23/11	Seattle	150	3	
6/28/11	Denver	150	3	

*Dates subject to change

Sponsorship Benefits & Pricing:

As a key Performance 2011 partner sponsor, you can benefit from the reach and impact of these important events and contribute additional value by showcasing your solutions. You will have ample opportunity throughout the event to network with conference attendees.

Tier 1 Sponsor Package:

All Tier 1 sponsors will receive:

Pre-Event Promotion: (You must sign up by **March 25, 2011** to meet our promotional deadlines.)

- Your corporate logo will be included in the pre-event email invitation for the city(s) you sponsor.
- Your corporate logo and company description will be featured on the event website.
- Sponsors will also receive a custom email invitation with trackable URLs to track any of their event registrations.

On-Site Branding:

- Your company collateral can be distributed at your table in the Solutions Showcase.
- A 16" x 20" easel-back sign will be created for your Showcase table.
- The General Session welcome slides will include your company logo.
- The agenda insert will include your company logo.

A Turnkey Display in the Solutions Showcase:

- Your Solutions Showcase station will include a 6 ft. wide demo height table; a 20" flat screen monitor; signage, a literature rack, a wastebasket and electrical power. You must supply your own laptop and collateral materials. You may bring a small tradeshow booth/banner but it must not extend more than 2 ft. on each side of your 6 ft. table – for a total of 10 ft. in space maximum.
- A lead scanner will be provided to capture leads onsite.
- The Solutions Showcase will be open during breakfast, morning break, lunch and after the conference sessions end.

An Online Display in the Virtual Solutions Showcase*:

- A virtual tradeshow booth featuring your company branding, collateral, demos and staff during the Performance Virtual Conference in 2011. **Number of booths will be limited. First-come, first-served with a limit of 15 partner booths available.*
- This live virtual event will attract more than 1,000 IT and Line of Business professionals and will be available on demand for 6 months. Your company logo will be included in pre-show email communications and you will receive leads from attendees who visit your booth and/or download your collateral.

Tier 1 Pricing:

Per City: \$5,000

Sample Tier 1 Agenda:

7:30 AM	9:00 AM	Executive Roundtable Breakfast (In select cities)	
8:00 AM	9:00 AM	Registration, Breakfast, and Solutions Showcase Open	
9:00 AM	10:10 AM	Business Analytics Welcome & Keynote	
10:10 AM	10:30 AM	BREAK / Solutions Showcase	
		BI Track	Predictive Analytics & FPM Track
10:30 AM	11:20 AM	Breakout Session	Breakout Session
11:30 AM	12:20 PM	Breakout Session	Breakout Session
12:20 PM	1:10 PM	LUNCH BREAK / Solutions Showcase	
1:10 PM	2:00 PM	Breakout Session	Breakout Session
2:10 PM	3:00 PM	Breakout Session	Breakout Session
3:00 PM	4:00 PM	REFRESHMENTS / Solutions Showcase / Event Close	

Tier 2 Sponsor Package:

All Tier 2 sponsors will receive:

Pre-Event Promotion: (You must sign up by **March 25**, 2011 to meet our promotional deadlines.)

- Your corporate logo will be included in the pre-event email invitation for the city(s) you sponsor.
- Your corporate logo and company description will be featured on the event website.
- Sponsors will also receive a custom email invitation with trackable URLs to track any of their event registrations.

On-Site Branding:

- Your company collateral can be distributed at your table in the Solutions Showcase.
- A 16" x 20" easel-back sign will be created for your Showcase table.
- The General Session welcome slides will include your company logo.
- The agenda insert will include your company logo.

A Turnkey Display in the Solutions Showcase:

- Your Solutions Showcase station will include a 6 ft. wide demo height table; a 20" flat screen monitor; signage, a literature rack, a wastebasket and electrical power. You must supply your own laptop and collateral materials. You may bring a small tradeshow booth/banner but it must not extend more than 2 ft. on each side of your 6 ft. table – for a total of 10 ft. in space maximum.
- A lead scanner will be provided to capture leads onsite.
- The Solutions Showcase will be open before and after the conference sessions as well as the morning break.

Tier 2 Pricing:

Per City: \$2,500

Sample Tier 2 Agenda:

8:00 AM	9:00 AM	Registration, Breakfast, and Solutions Showcase Open	
9:00 AM	10:00 AM	Business Analytics Welcome & Keynote	
		BI Track	Predictive Analytics & FPM Track
10:00 AM	10:45 AM	Breakout Session	Breakout Session
10:45 AM	11:00 AM	BREAK/Solutions Showcase	
11:00 AM	11:45 AM	Breakout Session	Breakout Session
11:45 AM	1:00 PM	LITE REFRESHMENTS / Solutions Showcase	

Multi-City and Early Bird Discounts Available!

Multi-City Discount: Receive 5% if you sponsor 2-5 cities and 10% off if you sponsor 6 or more cities.

Early Bird Discount: An additional 10% discount will also apply if your application is received by **March 14, 2011**.

Sponsorship Application:

Please email or fax your completed application to:

Richard Ayala – E-mail address: rayala2@us.ibm.com

Tel. (512) 286-2080 - Fax: (512) 286-2109

Company Name: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Please select the sponsorship level and event city(s) you would like to participate in:

Tier 1: Per City: \$5,000

Chicago Boston Minneapolis New York Los Angeles San Francisco Ottawa
 Toronto Atlanta Cincinnati Philadelphia Dallas Irvine New Jersey
 Washington, DC

Tier 2: Per City: \$2,500

Raleigh Calgary Hartford Denver Seattle

DISCOUNTS:

Multi-City: save 5% for 2-5 cities / save 10% for 6+ cities.

Early Bird: save an additional 10% off if application is received by **March 14, 2011**.

Total Sponsorship Cost (net of Discounts): _____ (All prices in US Dollars)

Payment Method: Payments accepted by Credit Card or Check.

I wish to pay by credit card.

MasterCard Visa American Express

Card Number: _____

Expiration Date: _____

Cardholder's Name: _____

Signature: _____

Note: Your credit card will be charged by George P. Johnson on behalf of IBM.

Invoice my company. (checks should be made payable to George P. Johnson).

PO #: _____

Billing Contact Name: _____

Billing Contact Mailing Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____

Billing Contact Email: _____

Billing Contact Phone: _____

Sponsorship Agreement:

I have read and agree to the Terms and Conditions attached.

Name: _____

Signature: _____

Company: _____

Date: _____

TERMS OF AGREEMENT:

A completed application and payment of full sponsorship fee is required prior to participating in any event. As an indication of intent to sponsor, please e-mail or fax your completed application form to:

RICHARD AYALA

George P. Johnson

Email: rayala2@us.ibm.com

Phone: (512) 286-2080

Fax: (512) 286-2109

CANCELLATION OR CHANGE BY IBM

In the event that IBM, in its sole discretion, changes the Event Date, or cancels the *IBM Performance event(s)*, the sole liability of IBM shall be to notify the Sponsor as far in advance as possible of such changes or cancellation. In the event that the *IBM Performance event(s)* is cancelled, or the Exhibitor cannot attend the *IBM Performance event(s)* on the rescheduled date, the sole responsibility of IBM shall be to refund all deposits/payments previously paid by the Sponsor. If this agreement is terminated pursuant to this section, the Sponsor waives claims for damage arising there from.

CANCELLATION BY SPONSOR

In the event that the Sponsor must cancel their participation in the *IBM Performance event(s)*, the Sponsor must provide notice in writing to IBM. If written notice of cancellation is received by IBM by **April 15, 2011** the Sponsor shall pay a cancellation fee equal to 50% of the total sponsorship cost. If cancellation occurs after, **April 15, 2011** the Sponsor shall pay a fee equal to 100% of the total sponsorship cost.

LIMITATION OF LIABILITY

The Sponsor is solely responsible for its own demonstration materials and products, and should insure products from loss or damage from any cause whatsoever. It is understood that all property of Sponsor is in its care, custody and control in transit to, or from, or within the confines of the demonstration hall. IBM shall bear no responsibility for the safety or the Sponsor, its personnel, employees, agents or representatives, or its personal property. The Sponsor agrees to make no claim for any reason whatsoever against IBM for loss, theft, damage, or destruction of goods; nor for any injury, including death, to itself, its employees, agents, or representatives; nor for any damage of any nature, including damage to its business or personal property. The Sponsor assumes the entire responsibility and hereby agrees to protect, indemnify, defend and save IBM and its employees, officers, directors and agents harmless against all claims, losses and damages to persons or property, charges or fines which may be assessed or levied, and attorney fees arising out of or caused by Sponsor's installation, removal, maintenance, occupancy or use of the premises or part thereof, excluding any such liability caused by the sole negligence of the property operators.