



IBM Smarter Content 2013

New insights. Better outcomes.

Sponsorship Prospectus



We invite you to be a part of the most important ECM series in 2013!

IBM's Enterprise Content Management (ECM) team is proud to announce the eleven Smarter Content Summit events across North America. Last year more than 1,000 IBM ECM customers, prospects and business partners attended the series. More than 70 percent of the IBM ECM client base is within a 3-hour drive of the various meeting locations so this is a great opportunity to reach a number of your prospects.

**Space is limited!
Please sign up early.**

Date	City	Location	Summit Type
April 30	Chicago, IL	Hilton Chicago	Full Day Summit
May 3	Columbus, OH	Hilton Columbus Downtown	Full Day Summit
May 14	San Francisco, CA	Hyatt Regency San Francisco	½ Day Summit
May 16	New York City, NY	Sheraton Times Square	Full Day Summit
May 30	Dallas, TX	The Westin Galleria	Full Day Summit
June 4	Hartford, CT	The Hilton Hartford	½ Day Summit
June 4	Washington, DC	Marriott Wardman Park	½ Day Summit
June 6	Minneapolis, MN	The Hilton Minneapolis	Full Day Summit
June 13	Toronto, ON	Toronto Hilton	½ Day Summit
June 13	Long Beach, CA	Westin Long Beach	Full Day Summit

Events are presented in two formats:

Summit Full Day: The full day format includes a keynote, with 12 breakouts centered on LOB and IT. The agenda is filled with business or information presentations, hands-on labs, and a sponsorship expo along with breakfast, lunch, and food breaks. There are two sponsorship levels: Gold and Silver.

Summit Half Day: These industry targeted events kick off with a breakfast keynote then moves seamlessly into a single-track format ending right before lunch. There is one sponsorship level: Summit Package.



This year's sponsorship packages include incremental benefits at each sponsorship level.

All Sponsors Receive:

- **Exhibit Space in the Partner Expo:** The exhibit area is the perfect opportunity to connect with attendees. To enhance participation and expo traffic, the general session, and lunch are all held in the exhibit area where venue space will allow.
- **Networking:** There will be ample opportunity throughout the day to establish business relationships with potential customers and with the local IBM ECM sales organization. With your sponsorship you will receive three passes (BPs in A2V program) and two passes (non-A2V participating partners) to the event. Please see the Benefits at a Glance section for further detail.
- **Customer List:** Sponsors will receive a customer/prospect attendee list, including complete contact information, for all attendees who opt in to have their information shared.
- **Access:** These events will be aggressively marketed to the IBM ECM installed base as well as to prospects within North America. IBM will also be engaging third-party marketing tactics to increase Line of Business attendance.
- **Advertising:** Logo included in your exhibitor description placed in the program guide with appropriate sponsorship designation.

Core Partner Sponsorship Benefits:

Summit full day:

- Business partners involved in the Accelerate to Value (A2V) program have exclusive first right refusal to speaking opportunity – Increase your company's mindshare among conference participants through a dedicated breakout session. The most successful presentations are case studies jointly presented with a customer
- Panel discussion inclusion
- One full-page, 4-color ad in the program guide for BPs participating in the A2V program and one 4-color, half-page ad placed in the program guide for Non-A2V participating business partners
- Listing in the program guide designating with a description of your organization

Summit half day:

- Panel discussion inclusion
- One full-page, 4-color ad in the program guide for participating A2V business partners
- One 4-color, half-page ad placed in the program guide program guide designating with a description of your organization for nonparticipating A2V business partners

Additional Opportunities:

- Maximize your exposure by placing a flyer or promotional item in the Welcome Kit materials that all attendees will receive at the conference registration. Cost: \$250.00



Benefits at a Glance:

Smarter Content Summit- full day event

Benefits	Participating Partners in A2V Program (Gold)	Partners not participating in A2V Program (Silver)
Exclusive speaking breakout opportunity (Gold level only)	X ¹	X ²
Main stage panel inclusion	X	N/A
Company logo on conference website	X	X
Number of sponsor attendee passes	3 ³	2 ³
Exhibit space in expo	X	X
Opt-in attendee list	X	X
Inclusion in the post-Summit web presence	X ⁴	X ⁴

Event Type	Sponsorship package
Full Day Summit	\$6,240 (Gold) \$5200 (Silver)
½ Day Summit	\$4160 (Solution Summit Package) ⁶ \$3000 (Washington DC only) ⁶

Smarter Content Summit - half-day event

Benefits	Participating Partners in A2V Program (Summit Package)	Partners not participating in A2V Program (Summit Package)
Main stage panel inclusion	X	N/A
Company logo on conference website	X	X
Number of sponsor attendee passes	3 ⁵	2 ⁵
Exhibit space in expo	X	X
Opt-in attendee list	X	X
Inclusion in the post-Summit web presence	X	X

Number of Cities	Discount
3-5	5%
6-10	10%
All	15%

¹BPs participating in A2V program have first right of refusal to participate in speaking opportunity

²BPs not participating in A2V program may fill speaking slot if breakouts are open

³Sponsors may purchase up to 3 additional passes for \$500 per attendee, per location

⁴ Webinar (slides with audio) recording are the responsibility of the sponsor.

IBM ECM will post the webinars in the post-Summit web presence

⁵ Sponsors may purchase up to 3 additional passes for \$500 per attendee, per location

⁶ Washington DC sponsorship package will have a special rate of \$3000 due to it being a targeted government event

