

## Sponsorship Prospectus



IBM's Enterprise Content Management (ECM) team is proud to once again partner with our local user groups<sup>1</sup> to host twelve (12) UserNet events across North America. Last year more than 1,100 IBM ECM customers and prospects attended the series. More than 80 percent of the IBM ECM client base is within a 3-hour drive of the various meeting locations. In addition, we are excited to announce expansion into Toronto, Canada and Albany, New York.

### Putting Content to Work: ECM UserNet 2011

City/State	Dates <sup>2</sup>	Event Format	Est. Attendance
Austin, Texas	April 12 & 13	Two Day	150
Chicago (Lombard), Illinois	April 19	Full Day	160
Washington, DC	April 26	Full Day	139
Seattle, Washington	May 4	Modified	100
New York City, New York	May 10	Full Day	190
Minneapolis, Minnesota	May 12	Full Day	200
Columbus, Ohio	May 17	Full Day	190
Orlando, Florida	May 19	Full Day	115
Albany, NY (exclusive to State of New York Government)	May 24	Modified	100
Boston, Massachusetts	June 2	Full Day	130
Long Beach, California	June 7	Full Day	146
Toronto, Canada	June 15	Modified	100

The events are presented in three formats:

**Full Day:** Event starts at 7:30 AM and ends at 7:30 PM. Full day includes keynote, 37 IT, Business or RIM & Legal breakouts with hands-on labs, sponsorship expo, breakfast, lunch, and networking reception.

**Two Day:** Event day one starts at 12:30 PM and ends at 7:30 PM. Event day two starts at 7:45 AM and ends at 3:15 PM. Two Day events include the same content and networking opportunities as the Full Day event, but are spread over two days to accommodate travel to the location.

**Modified:** Modified agenda includes keynote, six breakouts, lunch, very limited sponsor opportunities and a networking reception either at lunch or at the end of the event.

<sup>1</sup> IBM ECM local user groups are a collaboration of heritage IBM and FileNet customers within specific regions across North America. Their focus is on providing users with a forum for the exchange of information, learning and networking.

<sup>2</sup> Specific dates subject to change.

## 2010 Customer Attendees by Industry

Location	Financial Services	Government	Insurance	Manufacturing/ Utilities	Retail	Services	Transportation	Other
Atlanta	30%	15%	17%	9%	7%	2%	6%	14%
Austin	15%	38%	2%	25%	0%	0%	7%	12%
Boston	26%	2%	42%	2%	1%	4%	1%	8%
Chicago	32%	1%	37%	9%	0%	5%	0%	12%
Columbus	24%	30%	18%	4%	4%	1%	1%	11%
Minneapolis	40%	31%	10%	6%	1%	2%	0%	10%
New York	28%	8%	16%	16%	1%	4%	5%	12%
Seattle	12%	15%	17%	22%	0%	2%	3%	19%
Southern California	26%	23%	24%	4%	0%	1%	0%	16%
Washington DC	20%	50%	7%	7%	0%	4%	1%	11%

***We invite you to be a part of the most important IBM ECM event series in 2011!***

This year's sponsorship packages include incremental benefits at each sponsorship level (Diamond, Platinum, Gold or Silver), as well as brand new sponsorship opportunity targeted at the Line of Business attendees – all at the same price as 2010.

### All Sponsors Receive:

**Exhibit Space in the Partner Expo:** The exhibit area will be open all day and is the perfect opportunity to connect with attendees. To enhance participation and expo traffic, the general session, lunch and networking reception are all held in the exhibit area.

**Networking:** There will be ample opportunity throughout the day to establish business relationships with potential customers and with the local IBM ECM sales organization. The number of partner passes is dependent on sponsorship level. Please see the *Benefits at a Glance* section for further detail.

**NEW - 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 prospect attendance.

**Advertising:** Exhibitor description placed in the program guide with appropriate sponsorship designation.

**Reception:** Each event includes a reception within the exhibition area where applicable. Food and beverages are included.

**Raffle Participation:** Exhibitors have the opportunity to contribute raffle prizes for the end-of-event raffle. Previous donations have included: DVD players, scanners, iPods, gift certificates, digital cameras and sporting event tickets. **New** to this category is the opportunity to present your giveaway on stage to the winning customer. You and your company will be introduced and asked to pick the winning entry. Once the winner is selected, you will present your giveaway and have an opportunity to personally meet the winner.

## Core Partner Sponsorship Options

### **NEW - Diamond – Limited to one series sponsor – SOLD OUT!**

This sponsorship includes participation in all 12 locations.

Includes all the benefits of Platinum sponsorship plus...

- Inclusion of sponsor solution in the P8 and CM8 IT main breakouts (to be presented by an IBM representative)
- Premium placement of your full page ad on the outside back cover of all 12 event program guides
- Sponsors logo printed on the bag given to every attendee
- One bag insert included with attendee materials for free
- Reception to be designated as being sponsored by your organization

### **Platinum - Limited to three per city**

- **Exclusive speaking opportunity** – Increase your company's mindshare among event participants through a dedicated breakout session. Past sponsors have found the most successful presentations to be a case study jointly presented with a customer.
- **NEW -** Pre-recorded webinar incorporated into post UserNet Virtual event<sup>3</sup>
- One full-page advertisement in the program guide
- Your corporate logo on event signage
- Meal or break will be designated as being sponsored by your organization

### **Gold - Limited availability**

- **NEW -** Recorded podcast delivered during post UserNet Virtual event<sup>3</sup>
- One half-page advertisement placed in the program guide

### **Silver**

- Listing in the program guide designating Silver-level participation with a description of your organization

## **NEW - Business-Track Sponsorship Options**

*This sponsorship option is incremental to the core sponsorship packages above. You must be a Diamond, Platinum or Gold sponsor in order to sponsor the Business track.*

### **Business Track – 5 Tables per City**

**NEW -** Sponsor a topic roundtable and co-lead the discussion with IBM industry and product experts during the double-session breakout. This affords you valuable networking time in an intimate setting with Line of Business attendees most interested in your industry solution. Listen to the industry-specific problems they are facing and lead the discussion on how to overcome those challenges. (Sponsor may have a maximum of 2 executives at their sponsored table.)

<sup>3</sup> Webinar (slides with audio) and podcast (audio-only) recordings are the responsibility of the sponsor. IBM ECM will post the webinars and podcasts in the UserNet Virtual Event.

## Sponsor Benefits at-a-Glance

Benefits	Diamond	Platinum	Gold	Silver
<b>NEW</b> Inclusion of sponsor solution in P8 and CM8 IT main breakout	X	-	-	-
Exclusive speaking opportunity in IT track	X	X	-	-
Advertisement in the program guide	Full page placed on outside back cover	Full page inside guide	Half page inside guide	-
Logo on sponsored event signage	X	X	X	-
Sponsorship designation	Reception	Meal/Break	-	-
Number of partner attendee passes <sup>4</sup>	8	6 <sup>5</sup>	4 <sup>5</sup>	2 <sup>5</sup>
Exhibit space in the Expo	X	X	X	X
Exhibitor description in the program guide with sponsorship designation	X	X	X	X
<b>NEW</b> Opportunity to present giveaway during the event raffle (on stage)	X	X	X	X
<b>NEW</b> Opt-in customer attendance list	X	X	X	X
<b>NEW</b> Inclusion in the post-UserNet Virtual event	Webinar and IT Keynote Breakout Webinar	Webinar	Podcast	-

<sup>4</sup> Vendors wishing to attend the ECM UserNet series without purchasing a sponsorship package will be charged \$2,000 per attendee, per location.

<sup>5</sup> Sponsors may purchase up to 3 additional passes at \$500 per attendee, per location.

## Per City Pricing

Description	Diamond	Platinum	Gold	Silver
<b>FULL AND TWO DAY FORMAT</b>				
EARLY BIRD SPECIAL – sign up by March 3, 2011	\$ 79,000 <sup>A, D</sup>	\$5,000	\$4,000	\$3,000
After March 3, 2011	\$100,000 <sup>A, D</sup>	\$5,750	\$4,750	\$3,750
<b>MODIFIED FORMAT</b>				
EARLY BIRD SPECIAL – sign up by March 3, 2011	Included	N/A	\$2000	\$1500
After March 3, 2011	Included	N/A	\$2500	\$2000
<b>ADD-ONS (multi-city discount does not apply to these items)</b>				
Logo on Bag - DEADLINE: March 3, 2011	Included	\$1,750 <sup>A</sup>	\$1,750 <sup>A</sup>	\$1,750 <sup>A</sup>
Bag Insert <sup>B</sup>	Included	\$250 <sup>B</sup>	\$250 <sup>B</sup>	\$250 <sup>B</sup>
Logo on Lanyard - DEADLINE: March 3, 2011	\$1,500 <sup>A, C</sup>	\$1,500 <sup>A, C</sup>	\$1,500 <sup>A, C</sup>	\$1,500 <sup>A, C</sup>
Business Track Table (5 per city)	\$2,500	\$2,500	\$2,500	N/A

<sup>A</sup> Price includes all 12 locations.

<sup>B</sup> 1 item limit. Insert to be provided by sponsor and must arrive at event location no later than twenty-four hours prior to the event start. Limited to 5 sponsors per city.

<sup>C</sup> 1 sponsor limit.

<sup>D</sup> Multi-City discount does not apply.

## Multi-City Discounts (Discount does not apply to add-ons)

Increase your exposure and save money by signing up for multiple locations. Take advantage of these multi-city discounts:

Number of Cities	Discount
3 – 5	5%
6 – 11	10%
12	15%

### Registration

Online Registration will be available soon. If you'd like to secure your sponsorship before online registration is available, please contact the appropriate person below.

### Contacts

For events in **Austin, California, Chicago, Minneapolis, Seattle, and Toronto**, please contact Tawna Canhoto at [tcanhoto@us.ibm.com](mailto:tcanhoto@us.ibm.com)

For events in **Columbus, Orlando, New York City, New York State (Government), Boston and Washington, DC**, please contact Colleen Murphy at [comurphy@us.ibm.com](mailto:comurphy@us.ibm.com)