

IBM Software

Impact2013

Business. In Motion.

The Venetian, Las Vegas, NV | April 28–May 2



Exhibitor and Sponsorship Opportunities

Updated 1.9.13

Dear IBM Business Partner:

As outlined in the 2012 IBM CEO study, technology is the most important factor CEOs see affecting their business. They're not alone. Business and IT leaders cite mobile device proliferation, cloud platforms, analytics and interconnected systems as the top trends impacting their organizations' competitiveness. Yet with the opportunities that technology presents, they all felt unprepared to take advantage of those trends.

These concerns represent a significant opportunity for you. I invite you to become a key sponsor at Impact 2013 and take advantage of this unparalleled opportunity to sell to a captive and motivated audience.

Impact 2013 will deliver insight about the most critical technologies for developers, business and IT leaders; innovative, results-oriented Business Partner activities; and flexible sponsorship packages for even better return on investment before, during and after the conference, including:

- New marketing opportunities such as dedicated meeting rooms on the Solution Center floor, exclusive opportunities to meet with IBM executives, enhanced branding in the conference guide, persistent company ads on electronic signage and more
- Extended Solution Center hours, giving you more time each day to conduct business
- Expanded pre- and post-event social media coverage and outreach to attendees
- Increased lead generation activities
- More access to IBM executives, industry, business and technology thought leaders and experts
- Return of the Social Playground, networking areas and cyber cafes designed especially for Business Partners to get more social with attendees, bloggers, analysts and media

There's simply no better event than Impact 2013 to showcase your organization's solutions and synergies with IBM.

Don't delay securing your exclusive sponsorship opportunity. The deadline for early-bird sponsorship package requires purchase by **January 31, 2013**.

For more information about sponsorships and exhibitor packages, please contact Kevin Jackson at kevin@corcexpo.com or reserve your sponsorship through the Impact 2013 website at www.ibm.com/impact.

I look forward to your participation at Impact 2013 as we continue to innovate on ways we can gain incremental business value from this event.

Continued success,



Kristen Lauria
Vice President of Marketing, IBM Mobile and Application and Integration Middleware

Sponsorship Benefits and Enhancements:

NEW BENEFITS FOR 2013 SPONSORS

- Extended EXPO hours
- Rooms on the EXPO floor for meetings with clients
- Priority scheduling with IBM Executives
- Updated packages for increased exposure in the conference center
- Option to add touchscope technology to pedestal

CONTINUED BENEFITS FOR 2013 SPONSORS

- Turnkey packages include pedestal, signage, lead retrieval scanner, electricity and more
- Pre and post Impact communications to Impact audience
- Video reference sponsored by IBM for top level sponsors**
- Priority scheduling for breakout session for top level sponsors**
- 15% discount on any new order placed with Global WebSphere Community
- Social networking benefits for all sponsorship levels
- All sponsors will have the first right of refusal to upgrade or retain the same sponsorship level for Impact 2014
- Business Partner Café featured on the Exhibit Floor

CONFERENCE ACTIVITIES TO INCREASE TRAFFIC

- NEW scheduled Peer to Peer Networking activities on the EXPO floor
- NEW expansion of Social Playground activities including a mobile "touch zone"
- Morning break, Lunch and Afternoon breaks hosted in EXPO
- Networking receptions and Social Tweet hosted on EXPO floor
- Live stream interviews with subject matter experts and executives
- NEW focus on technology and hands on learning stations
- Many other scheduled activities during EXPO hours

*Contingent upon IBM's validation of sponsorship participation

**Limited time offer

EXPO Dates and Hours:

Sunday, April 28
5:00 p.m. - 7:30 p.m. Networking
Reception

Monday, April 29
10:00 a.m. - 4:00 p.m.
5:30 p.m. - 7:30 p.m. Networking
Reception

Tuesday, April 30
9:45 a.m. - 4:00 p.m.

Wednesday, May 1
9:45 a.m. - 2:15 p.m.



Why Impact?

- Exceptional opportunity to sell to a captive and motivated audience.
- Powerful networking opportunities with industry colleagues.
- Unprecedented press coverage for your company and your products.
- Expanded opportunities for brand awareness and lead generation

In 2012:

- Over 8,100 registrations,
- 1,500 companies participating from 70 countries worldwide.
- 1400 leads captured in the EXPO
- Over 17,000 visits to the EXPO floor
- 1370 Business Partners attending (up YTY, most ever)
- 840 at the Business Partner Summit (up YTY)
- Over 2,600 attendees to BP Summit sessions
- More than 68 BP-led sessions throughout the week - double from 2011
- Over 2,300 attendees at the opening Solution Center Welcome Reception

Why Book Today?

- Sign up today: Pay in 2013
- Prime pedestal locations for early signers
- Some benefits are only available to Early Bird sponsors
- Make sure to get your sessions confirmed and in the program book

For more information on the Sponsorship Packages, please contact:

Kevin Jackson
kevin@corcexpo.com
 P. 312.265.9638
 F. 312.541.0573
ibm.com/impact

"We have great conversations with customers, other IBM partners and IBM employees, which helps drive new revenue and stronger business relationships."
 Margaret Dawson, VP, marketing and product management, Hubspan Inc.



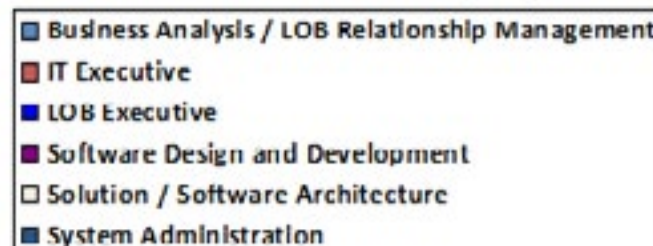
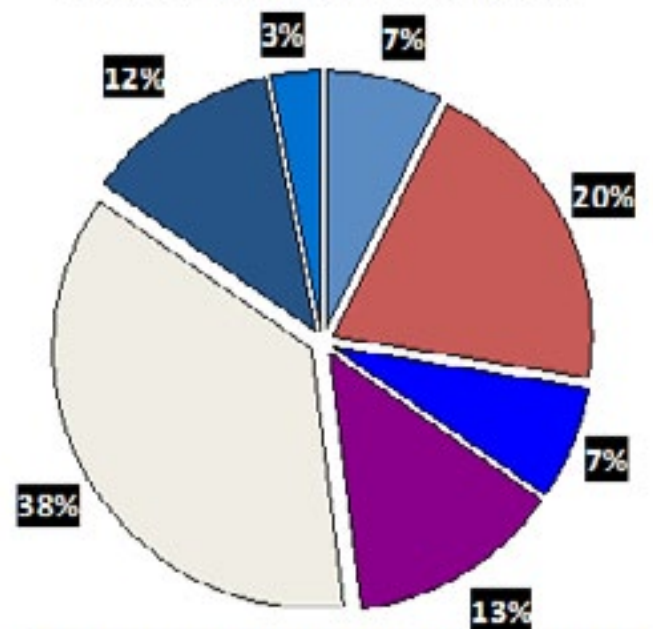
"Interacting with IBM customers at our booth generated solid business leads as well as allowed the RightScale team to solicit direct feedback unique to IBM customers and their needs."
 Uri Budnik, RightScale Evangelist



"IBM's Impact conference has continuously provided great value to Trident Services. Attending and exhibiting at Impact provides us with exceptional visibility to the executives and sales teams within IBM that work with our product, along with IBM's customers from a diverse spectrum of industries."
 Vanessa Molho, Trident Services, GM Software Sales & Channel Partner Sales



2012 Customer Attendance by Role



Important Dates:

- EARLY BIRD DISCOUNT requires purchase by January 31st, 2013.
- All content for sessions must be received no later than March 8th, 2013 to make the conference guide.
- The deadline for applications is **March 23, 2013**, and requires immediate payment. Applications received after this date are subject to rush charges.

Sponsorships and Pricing At A Glance

	Diamond	Platinum	Gold	Silver	Exhibitor	Zone
Full Conference Price	\$95,000	\$75,000	\$58,000	\$30,000	\$17,000	\$13,000
Early Bird Discount	\$80,000	\$65,000	\$53,000	\$25,000	\$14,000	\$13,000
# of Packages	1	2	10	20	20	Varies

Conference Registration	Cost	Time Period
Business Partner Full Conference Rate	\$1,875	November 12, 2012 - April 26, 2013
Onsite Full Conference Rate	\$2,300	April 28, 2013 - May 2, 2013
2-Day Full Conference Rate	\$975	November 12, 2013 - May 2, 2013
EXPO Only Rate	\$1,225	November 12, 2013 - May 2, 2013
EXPO Only Discounted Pass Rate based on package details	\$1,000	November 12, 2013 - May 2, 2013
Upgrade from Expo Only to Full Conference Pass	\$675	November 12, 2013- May 4, 2013

Impact Pass Type Description	Description
Business Partner or Customer Full Conference Pass	A full conference pass gives an attendee access to General Sessions, breakout sessions, hands-on labs, Solution Center, meals, breaks and receptions for the length of the conference.
2 Day Pass	A two day full conference pass gives an attendee access to General Sessions, breakout sessions, hands-on labs, Solution Center, meals, breaks and receptions for a consecutive two days of the conference.
EXPO Only Pass	An Expo-Only pass gives an attendee access to General Sessions, EXPO, meals, breaks and receptions.

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Sponsorship Packages 2013: DIAMOND	November 12 – January 31, 2013	February 1 – March 22, 2013
Price	\$80,000	\$95,000
Number of Packages Available	1	1
Exhibit Space*	20x30 Booth space	20x30 Booth space
Wireless Lead Retrieval Unit	4	4
Full Conference Business Partner Badges*	12	8
Exhibitor Badges for Business Partner*	12	8
EXPO Only Passes Available for Purchase (at discounted rate)	12	12
Sponsor Acknowledgement in General Session	Y - Days 1, 2, & 3	Y - Days 1, 2, & 3
Reserved Seats in General Session (M-W)	12	12
Sessions & Meetings		
60 minute Breakout Session published in the onsite and printed conference guide	3 with priority scheduling	3
Birds of a Feather Session	3	3
Dedicated Meeting Room on EXPO floor	Y	Y
Meeting Room within Convention Center		
Meeting with IBM Executive	Y with priority scheduling	Y
Signage & Promotion Opportunities		
Logo on EXPO Entrance Banner	Y	Y
Logo on signage at Registration	Y	Y
Company Name with Logo Hyperlink on website	Y	Y
Name, Logo and description included in conference guide	Y	Y
100 word description of presence in conference guide	Y	Y
Logo placed within kiosks and electronic signage	Y	Y
Logo and writeup in conference e-newsletter	Y	Y
Logo on conference giveaway	Y	
Special Offer		
Video Reference with Approved Client**	Y	
15% discount on any new order placed within GWC	Y	Y
IBM Redbook Sponsorship Offer	Y	Y
Post Event Opportunities		
Email to attendee list	Y	Y
Inclusion in pre-Impact email highlighting presence	Y	
Social Media Opportunities		
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel	Y	Y
Blog coverage on Impact Blog prior to event	Y	Y
Live stream interview on Impact channel	2	2

See our additional event sponsorship and entertainment options on page 11.

Additional charge for Turnkey for Diamond and Platinum Sponsorships. Touchscope technology option available

* Passes are non-transferable and must be used by sponsoring Business Partner

** See the Checklist in the Exhibit Kit for your deadlines.

Sponsorship Packages 2013: PLATINUM	November 12 – January 31, 2013	February 1 – March 22, 2013
Price	\$69,000	\$79,000
Number of Packages Available	2	2
Exhibit Space*	20x20 Booth space	20x20 Booth space
Wireless Lead Retrieval Unit	3	3
Full Conference Business Partner Badges*	10	10
Exhibitor Badges for Business Partner*	10	10
EXPO Only Passes Available for Purchase (at discounted rate)*	10	10
Sponsor Acknowledgement in General Session	Y - Day 1 & 2	Y - Days 1 & 2
Reserved Seats in General Session (M-W)	10	10
Sessions & Meetings		
60 minute Breakout Session published in the onsite and printed conference guide	2 with priority scheduling	2
Birds of a Feather Session	2	2
Dedicated Meeting Room on EXPO floor	Y	Y
Meeting Room within Convention Center		
Meeting with IBM Executive	Y with priority scheduling	Y
Signage & Promotion Opportunities		
Logo on EXPO Entrance Banner	Y	Y
Logo on signage at Registration	Y	Y
Company Name with Logo Hyperlink on website	Y	Y
Name, Logo and description included in conference guide	Y	Y
100 word description of presence in conference guide	Y	Y
Logo placed within kiosks and electronic signage	Y	Y
Logo and writeup in conference e-newsletter	Y	Y
Logo on conference giveaway		
Special Offer		
Video Reference with Approved Client**	Y	
15% discount on any new order placed within GWC	Y	Y
IBM Redbook Sponsorship Offer	Y	Y
Post Event Opportunities		
Email to attendee list		
Inclusion in pre-Impact email highlighting presence	Y	
Social Media Opportunities		
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel		
Blog coverage on Impact Blog prior to event		
Live stream interview on Impact channel	1	1

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Sponsorship Packages 2013: GOLD	November 12 – January 31, 2013	February 1 – March 22, 2013
Price	\$53,000	\$58,000
Number of Packages Available	10	10
Exhibit Space*	Turnkey 20x10 (4 peds)	Turnkey 20x10 (4 peds)
Wireless Lead Retrieval Unit	2	2
Full Conference Business Partner Badges*	5	5
Exhibitor Badges for Business Partner*	5	5
EXPO Only Passes Available for Purchase (at discounted rate)	8	8
Sponsor Acknowledgement in General Session	Y - Day 2	Y - Day 2
Reserved Seats in General Session (M-W)	5	5
Sessions & Meetings		
60 minute Breakout Session published in online and printed conference guide	1 with priority scheduling	1
Birds of a Feather Session	1	1
Dedicated Meeting Room on EXPO floor	1/2 Day M-W (priority to first signed)	1/2 Day M-W (priority to first signed)
Meeting Room within Convention Center		
Meeting with IBM Executive		
Signage & Promotion Opportunities		
Logo on EXPO Entrance Banner	Y	Y
Logo on signage at Registration		
Company Name with Logo Hyperlink on website	Y	Y
Name, Logo and description included in conference guide	Y	Y
100 word description of presence in conference guide		
Logo placed within kiosks and electronic signage		
Logo and writeup in conference e-newsletter		
Logo on conference giveaway		
Special Offer		
Video Reference with Approved Client**		
15% discount on any new order placed within GWC	Y	Y
IBM Redbook Sponsorship Offer	Y	Y
Post Event Opportunities		
Email to attendee list		
Inclusion in pre-Impact email highlighting presence	Y	
Social Media Opportunities		
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel		
Blog coverage on Impact Blog prior to event		
Live stream interview on Impact channel		

See our additional event sponsorship and entertainment options on page 11.

Additional charge for Turnkey for Diamond and Platinum Sponsorships. Touchscope technology option available

* Passes are non-transferable and must be used by sponsoring Business Partner

** See the Checklist in the Exhibit Kit for your deadlines.

Sponsorship Packages 2013: SILVER	November 12 – January 31, 2013	February 1 – March 22, 2013
Price	\$25,000	\$30,000
Number of Packages Available	20	20
Exhibit Space*	Turnkey 10x10 (2 peds)	Turnkey 10x10 (2 peds)
Wireless Lead Retrieval Unit	1	1
Full Conference Business Partner Badges*	2	2
Exhibitor Badges for Business Partner*	3	3
EXPO Only Passes Available for Purchase (at discounted rate)	4	4
Sponsor Acknowledgement in General Session	Y - Day 3	Y - Day 3
Reserved Seats in General Session (M-W)		
Sessions & Meetings		
60 minute Breakout Session published in online and printed conference guide		
Birds of a Feather Session		
Dedicated Meeting Room on EXPO floor		
Meeting Room within Convention Center	1/2 Day M-W	1/2 Day M-W
Meeting with IBM Executive		
Signage & Promotion Opportunities		
Logo on EXPO Entrance Banner	Y	Y
Logo on signage at Registration		
Company Name with Logo Hyperlink on website	Y	Y
Name, Logo and description included in conference guide		
100 word description of presence in conference guide		
Logo placed within kiosks and electronic signage		
Logo and writeup in conference e-newsletter		
Logo on conference giveaway		
Special Offer		
Video Reference with Approved Client**		
15% discount on any new order placed within GWC	Y	Y
IBM Redbook Sponsorship Offer	Y	Y
Post Event Opportunities		
Email to attendee list		
Inclusion in pre-Impact email highlighting presence	Y	
Social Media Opportunities		
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel		
Blog coverage on Impact Blog prior to event		
Live stream interview on Impact channel		

See our additional event sponsorship and entertainment options on page 11.

Additional charge for Turnkey for Diamond and Platinum Sponsorships. Touchscope technology option available

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** See the Checklist in the Exhibit Kit for your deadlines.

Sponsorship Packages 2013: EXHIBITOR	November 12 – January 31, 2013	February 1 – March 22, 2013
Price	\$14,000	\$17,000
Number of Packages Available	30	30
Exhibit Space*	Turnkey Ped	Turnkey Ped
Wireless Lead Retrieval Unit	1	1
Full Conference Business Partner Badges*	1	1
Exhibitor Badges for Business Partner*	1	1
EXPO Only Passes Available for Purchase (at discounted rate)	2	2
Sponsor Acknowledgement in General Session		
Reserved Seats in General Session (M-W)		
Sessions & Meetings		
60 minute Breakout Session published in the onsite and printed conference guide		
Birds of a Feather Session		
Dedicated Meeting Room on EXPO floor		
Meeting Room within Convention Center		
Meeting with IBM Executive		
Signage & Promotion Opportunities		
Logo on EXPO Entrance Banner		
Logo on signage at Registration		
Company Name with Logo Hyperlink on website	Y	Y
Name, Logo and description included in conference guide		
100 word description of presence included in conference guide		
Logo placed within kiosks and electronic signage		
Logo and writeup in conference e-newsletter		
Logo on conference giveaway		
Special Offer		
Video Reference with Approved Client**		
15% discount on any new order placed within GWC	Y	Y
IBM Redbook Sponsorship Offer		
Post Event Opportunities		
Email to attendee list		
Inclusion in pre-Impact email highlighting presence		
Social Media Opportunities		
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel		
Blog coverage on Impact Blog prior to event		
Live stream interview on Impact channel		

See our additional event sponsorship and entertainment options on page 11.

Additional charge for Turnkey for Diamond and Platinum Sponsorships. Touchscope technology option available

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** See the Checklist in the Exhibit Kit for your deadlines.

Impact 2013 is happy to announce our Business Partner zone packages. These packages are designed specifically for Partners that want to demonstrate their solutions in the following areas:

zSeries software	4 opportunities
Mobile applications	8 opportunities
Expert Integrated Systems	8 opportunities
Industry solutions	4 opportunities
Cloud solutions	8 opportunities

Sponsorship Packages 2013: Zones	November 12 – January 31, 2013	February 1 – March 22, 2013
Price	\$13,000	\$13,000
Number of Packages Available	32	32
Exhibit Space*	Turnkey Ped	Turnkey Ped
Wireless Lead Retrieval Unit	1	1
Full Conference Business Partner Badges*	1	1
Exhibitor Badges for Business Partner*	1	1
EXPO Only Passes Available for Purchase (at discounted rate)	2	2
Sponsor Acknowledgement in General Session	Y	Y
Reserved Seats in General Session (M-W)	1	1
Sessions & Meetings		
60 minute Breakout Session published in the onsite and printed conference guide	First to sign in each zone	First to sign in each zone
Birds of a Feather Session	Second 2 to sign in each zone	Second 2 to sign in each zone
Dedicated Meeting Room on EXPO floor		
Meeting Room within Convention Center	1 hour, scheduled by order signed	1 hour, scheduled by order signed
EXPO Theatre Session	3rd to sign in zZone and industry zone & 3-5 in mobile, EIS and Cloud zone	3rd to sign in zZone and industry zone & 3-5 in mobile, EIS and Cloud zone
Reception with IBM Executives exclusively for zone partners	Y	Y
Signage & Promotion Opportunities		
Logo on EXPO Entrance Banner	Y	Y
Logo on signage at Registration		
Company Name with Logo Hyperlink on website	Y	Y
Name, Logo and description included in conference guide		
100 word description of presence included in conference guide		
Logo placed within kiosks and electronic signage	Y	Y
Special Offer		
30 second ad placed on digital signage	Y	Y
15% discount on any new order placed within GWC	Y	Y
IBM Redbook Sponsorship Offer		
Post Event Opportunities		
Email to attendee list		
Inclusion in pre-Impact email highlighting presence	Y	Y
Social Media Opportunities		
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
interview on Impact channel	First to sign in each zone	First to sign in each zone

Additional Marketing Opportunities at a Glance

Locations / Events	Opportunities Available	Cost
Business Partner Cafe	2	\$8,000
Attendee Networking Lounges (Choice floor 4 or 5)	2	\$10,000
Smart Connect & CyberCafe	1	\$10,000
Social Playground or Hands on Touch Lab**	2	\$15,000
Private Cabana at Conference Hotel *	10	\$3,000 M-W or \$1,000/day
Mobile Charging Station	4	\$5,000
Mobile Charging Lockers	1	\$5,000
Meeting Room M-W with AV on EXPO Floor	2	\$6,000
Dedicated Meeting Room M-W with AV in Convention Center	2	\$5,000
Breakfast or Lunch Sponsorship *	2	\$8,000
EXPO Networking Sponsorship* (One Sunday and One Monday evening)	2	\$8,000
Morning or Afternoon Break Sponsorship	2	\$3,000
Upgrade to Conference Hotel Suite *	3	\$2,000
Business Partner Summit Luncheon	1	\$15,000
Sessions / Content		
Birds of a Feather Session	10	\$3,000
EXPO Theatre Session (limit of 2 per Partner)	10	\$2,000
Marketing / Exposure		
Hotel Door Drop	2	\$3,000 per 1,000 guest rooms
Ad displayed on digital signage & video wall***	5	\$2,000

Pass Discounts	
Discounted Full Conference Business Partner Pass	\$1,875
Discounted EXPO Only Business Partner Pass	\$1,000

Customer Pass Discounts*	
Xlarge Group Discount - bring your clients! 20 passes	\$33,000
Large Group Discount - bring your clients! 10 passes	\$17,000
Small Group Discount - bring your clients! 5 passes	\$8,750

* These options are not eligible for Comarketing reimbursement from IBM.

** Limited Opportunity. IBM reserves the right to decide if sponsorship will be approved.

*** Full page ad to be approved by IBM

Business Partner Cafe Sponsorship



- Exclusive table location within the BP Cafe
- Access to a private area for meetings and discussions (limited to 6 hours for the duration of the conference)
- Sponsor logo placement in the online show guide
- Sponsor logo signage on the outside of the café (clings to wall)
- Sponsor logo signage on the inside of the cafe (table clings, easel)
- Mention in BP Summit Keynote
- Sponsor logo placement on the Solution Center page on the Impact website
- 2 EXPO Only Passes included (4 EXPO only passes for \$10,000 sponsorship)
- Discount on Full Conference Pass offered at \$1,875/each