

# Sponsorship Opportunities

Increase your brand awareness – and sales opportunities with IBM® Tivoli® customers

## Pulse2012

Meet the Experts. Optimise your infrastructure.

**May 31 - June 1**

Sheraton on the Park Hotel, Sydney

[ibm.com/au/pulse](http://ibm.com/au/pulse)



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## Introduction

Continuing the success of previous Pulse ANZ conferences, Pulse 2012 will showcase service infrastructure best practice and solutions to help organisation's speed the delivery of innovative products and services through:

- Cloud computing
- Mobility and intelligent endpoints
- Smarter physical infrastructure
- Security and compliance analytics
- Data centre and storage optimisation.

The Pulse 2012 Exhibition is the hub of the conference, featuring the newest technology and next-generation solutions from IBM and IBM Business Partners. Join a network of more than 700 peers at Pulse 2012, the perfect environment for building deeper relationships, developing new connections and expanding into new markets. The following prospectus details the full range of opportunities you'll enjoy as an exhibitor. Don't miss this unique opportunity to leverage the power of IBM Service Management for increased success in your business agenda. We look forward to seeing you at Pulse 2012.

## Why Sponsor

Participation at Pulse 2012 can provide you the opportunity to:

- Create awareness and activate your brand
- Reach a target market of IBM software installed and committed customers
- Have an audience generated for you, IBM will be driving attendance of new prospects
- Participate in a sponsorship with IBM
- Drive demand by showcasing your deployment and consulting expertise directly to attendees so you can identify leads
- Participate in scheduled networking opportunities so you can provide delegates some valuable insights on the topic of choice
- Receive recognition through the event guide, sessions, website and social media



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## Pulse 2012 Overview

For the seventh successive year in Australia, Pulse 2012 offers a dynamic environment for attendees to take advantage of:

- More than 60 sessions over two days aimed at technical and business leaders
- Keynote presentations from industry thought-leaders
- Real-world local customer case studies
- Hands-on technology demonstrations in the Demo theatre
- Perfect networking environment with IBM and clients from various roles, industries and locations

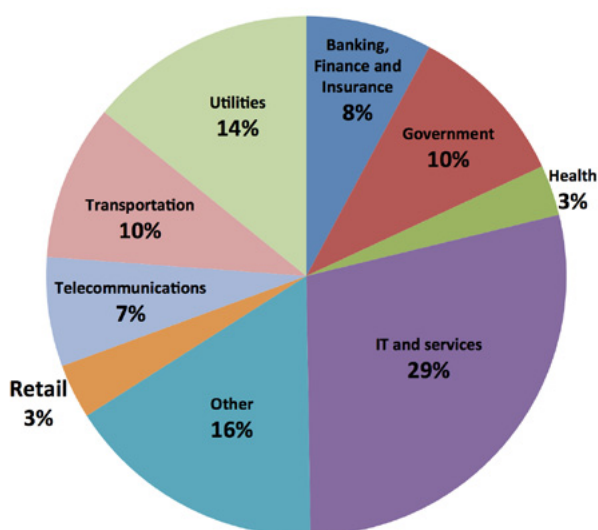
## Target Audience

Pulse 2012 will offer business value for our clients, whether they manage transportation systems, facilities, production equipment, telecommunications infrastructure, or IT hardware and software. Benefit from two days of networking opportunities with delegates which in the past have included:

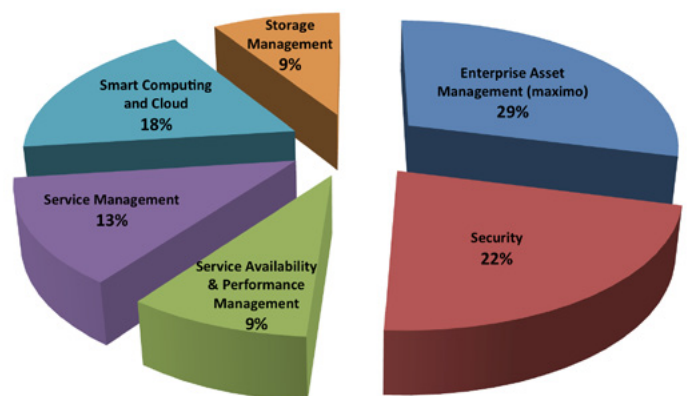
- Installed Tivoli® Customers and Prospects
- Executives and Senior Business Managers
- Technical Professionals and Influencers
- Line of Business Professionals
- IBM Business Partners

## Pulse 2011 Demographics

2011 Attendees by Industry



Attendee Primary Interest at Pulse 2011



**Don't miss out on this exciting event !**

Reserve your sponsorship early to avoid missing out.

[ibm.com/au/pulse](http://ibm.com/au/pulse)



## Event Sponsor

2 Available > \$13,000 inc GST

Sponsors of this package will receive the following benefits:

*(subject to the terms and conditions)*

- One speaking slot in a 50-minute breakout session\*
- Track sponsorship: Opportunity to welcome attendees to the track in the track kickoff
- Placement of one (1) pull-up banner in a prominent location
- Seat drop in main plenary for keynote session (Day one)\*
- Logo and link to website on <http://www.ibm.com/events/au/pulse/> main landing and sponsor pages
- The sponsor logo on all conference PowerPoint holding slides in plenary sessions
- One page advertisement in the Conference Guide\*
- Sponsorship of the conference satchel OR conference lanyard (to be supplied by IBM)
- One full Exhibiting Event Partner package
- Option to participate in the additional Integrated Marketing Opportunities

The two spots will be decided on a first in, first served basis, subject to the terms and conditions.

*\* Contents of the speech and other material provided by the Event Sponsor will be subject to review and approval by the Pulse event committee prior to the conference.*

## Exhibiting Event Partner

> \$3,500 inc GST



*\*Please note this image is to be used as a guideline only and is subject to change*

The exhibition area is the dynamic hub of the conference and the single best opportunity to attract and interact with conference delegates outside of the sessions. Last year's exhibition sponsorship sold out, so get in your early to avoid missing out.

### Inclusions:

- Lounge Networking space including 2 x long seats, 1 coffee table, 1 x lockable cabinet and brochure stand (approximately 2m x 3m)
- 1 x monitor
- Logo and organisation name on single signage tower
- Wireless internet access
- Morning and afternoon tea and lunch for up to 4 people
- Inclusion of logo and website link in conference guide
- Logo and link to website on IBM Pulse 2012 sponsors page
- Pulse 2012, I'm exhibiting e-button to include on your email signature (IBM to supply)
- Option to run a lead capture competition at your own cost
- 1 x power board
- Option to participate in the additional Integrated Marketing Opportunities

## Integrated Marketing Opportunities

In addition to becoming an exhibitor at Pulse 2012, you have the opportunity to participate in the additional Integrated Marketing Opportunities. The following optional activities are designed to help you maximise your return for investment at Pulse and are only offered to Business Partners who have chosen to be an Event Sponsor or Exhibiting Event Partner. Where opportunities are limited, they will be offered on a first in, first served basis.

	Price A\$ incl GST
<p><b>Barista</b> for two days. Espresso style coffee machine, coffee and all consumables including equipment and baristas for the duration of the event. Company messaging or logo branding on coffee cart provided. Opportunity to supply branded coffee cups and apparel for barista.</p> <p><i>This sponsorship opportunity is limited to one (1) Business Partner.</i></p>	\$3500
<p><b>Juice Bar</b> for two days. Juice machine, equipment and staff to operate the area for duration of conference, includes all fresh fruit and ingredients. Company messaging or logo branding on juice cart. Opportunity to supply branded juice cups and apparel for staff.</p> <p><i>This sponsorship opportunity is limited to one (1) Business Partner.</i></p>	\$3000
<p><b>Pulse 2012 co-branded notepad and pen.</b> Each delegate will receive at the time of registration a quality notepad and pen co-branded with your logo. This item has extended lifespan beyond the conference.</p> <p><i>This sponsorship opportunity is limited to one (1) Business Partner.</i></p>	\$3500
<p><b>Company video at conclusion of track kickoff.</b> Video is limited to a maximum of 3 minutes in length. Video must be provided to IBM by the Business Partner in high resolution, 14 days in advance of the conference commencement.</p> <p><i>This sponsorship opportunity is limited to one (1) Business Partner per track.</i></p>	\$750
<p><b>Seat drop (Option 1)</b> as provided by your company, in one only of the track kickoff session of your choice.</p> <p><i>This sponsorship opportunity is limited to one (1) Business Partner seat drop per session.</i></p>	\$1000
<p><b>Seat drop (Option 2)</b> as provided by your company, in the breakout session of your choice.</p> <p><i>This sponsorship opportunity is limited to one (1) Business Partner seat drop per session, and excludes track kickoff and main plenary sessions.</i></p>	\$500
<p><b>Theatrette session</b> on the exhibition floor in networking lounges. Presentation demos are limited to 12 minute durations and will be scheduled throughout duration of conference. Timeslots to be allocated based on order of commitment to this sponsorship.</p> <p><i>This sponsorship opportunity is limited to five (5) Business Partners.</i></p>	\$900
<p><b>Delegate Scanners</b> are available to be hired for the duration of the event to capture attendee details. These will be downloaded into a spreadsheet and sent directly following the event.</p>	\$500

## Sponsorship Application

Please complete the following Sponsorship Agreement and email to Kasey Paul at **kasey.paul@gpj.com** no later than 5pm AEST on Friday 20 April 2012. Upon approval of the sponsorship by IBM, a tax invoice will be issued by George P. Johnson for sponsorship fees.

Company Name ("Sponsor"):

*(as will appear in all conference material)*

Company URL:

*(as will appear in all conference material)*

ABN:

Company Address:

Contact Name:

Purchase order number:

Telephone

Mobile:

Email:

## EVENT SPONSORSHIP

(select and add totals)

		Price A\$ incl GST
<input type="checkbox"/>	<b>Event Sponsor package</b> Please select one option only: <input type="checkbox"/> Conference satchel <input type="checkbox"/> Conference lanyard	\$13,000
<input type="checkbox"/>	<b>Exhibiting Event Partner</b>	\$3500
<input type="checkbox"/>	<b>Barista</b>	\$3500
<input type="checkbox"/>	<b>Juice Bar</b>	\$3000
<input type="checkbox"/>	<b>Pulse 2012 co-branded notepad and pen</b>	\$3500
<input type="checkbox"/>	<b>Track kickoff video:</b> Nominated track area: <input type="checkbox"/> Enterprise Asset Management ( <i>Maximo</i> ) <input type="checkbox"/> Cloud Computing <input type="checkbox"/> Network Service Assurance <input type="checkbox"/> Storage <input type="checkbox"/> IT Service Management <input type="checkbox"/> Security	\$750
<input type="checkbox"/>	<b>Seat drop (Option 1)</b> as provided by your company, in one only of the track kickoff sessions. Nominated track area: <input type="checkbox"/> Enterprise Asset Management ( <i>Maximo</i> ) <input type="checkbox"/> Cloud Computing <input type="checkbox"/> Network Service Assurance <input type="checkbox"/> Storage <input type="checkbox"/> IT Service Management <input type="checkbox"/> Security	\$1000
<input type="checkbox"/>	<b>Seat drop (Option 2)</b> as provided by your company, in the breakout session of your choice. Please nominate track area, actual session to be advised once the agenda is available. <input type="checkbox"/> Enterprise Asset Management ( <i>Maximo</i> ) <input type="checkbox"/> Cloud Computing <input type="checkbox"/> Network Service Assurance <input type="checkbox"/> Storage <input type="checkbox"/> IT Service Management <input type="checkbox"/> Security	\$500
<input type="checkbox"/>	<b>Theatrette session</b>	\$900
<input type="checkbox"/>	<b>Delegate scanners</b>	\$500
<b>TOTAL INVESTMENT</b>		<b>\$</b>

## Sponsorship Application Agreement:

- Should my sponsorship be approved by IBM, I agree to abide by the below Terms and Conditions outlined in this document.

Print Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

ABN: \_\_\_\_\_

Signature: \_\_\_\_\_ Date:     /     /

### Important Privacy Statement

Thank you for completing this form. This data may be used by IBM or selected organisations for promotional purposes or to provide you with information about other offerings and may be stored on servers located overseas.

If you or your organisation would prefer not to receive further information on IBM products, please advise us on: 132 426 (Australia) or 0800 801 800 (New Zealand).

**E-mail:** Stay informed about IBM products, services, and other offerings! If you want to stay informed by e-mail, please let us know by checking the box below:

- e-mail: Yes, please have IBM or an affiliate send me information about other offerings via e-mail

**Other communications:** IBM or an affiliate or selected organisations may keep you informed about IBM related products, services and other offerings through ways other than e-mail, for example, by telephone or postal mail. If you do not want us to use the information you provided here to keep you informed through other ways, please indicate in the box below:

- Other communications: Please do not use this data to send me information about other offerings.

You can request access to or correction of your details by calling IBM on: 132 426 (Australia) or 0800 801 800 (New Zealand).

### Payment details

- Once IBM has confirmed your sponsorship status, please re-complete this form ensuring you include a purchase order number and read and sign the accompanying terms and conditions.
- Fax or email the application form and the signed terms and conditions to George P. Johnson +61 2 8569 7610 or email [kasey.paul@gpj.com](mailto:kasey.paul@gpj.com)
- Once the fax or email is received and processed, George P. Johnson will send you an invoice for the amount stated above.
- Please pay the invoice as per the details outlined in the invoice.
- We note that George P. Johnson's payment terms are 7 days from the date of the invoice.
- We note that George P. Johnson can only accept credit card payment in AUD. George P. Johnson can accept payment via EFT, company or bank cheque, credit card or direct deposit. If the payment is made by credit card, George P. Johnson will charge the following credit card processing fee: 3.30% for AMEX and 1.71% for all other credit cards.

## We accept Mastercard, Visa or Amex

NAME ON CARD

Card Type

Card Number:

Card Expiry Date:

(Month / Year)

Security Code:

Amount:

*(incl Credit Card  
Merchant fee)*

Signature of Cardholder:

I authorise George P. Johnson (Australia) Pty Limited to charge the above amount to the credit card details provided on this form.

Email Address:

### Schedule of merchant fees:

AUD

Amex	3.30% (incl GST)
Mastercard	1.71% (incl GST)
Visa	1.71% (incl GST)



## IBM Pulse 2012 Terms and conditions

In addition to the terms and conditions outlined in the application form and prospectus above, the following terms and conditions apply to sponsorship of the IBM Pulse 2012 Conference ("Event") by you, the Business Partner, and collectively form the agreement between IBM Australia Limited ("IBM") and the Business Partner in respect of that sponsorship ("Agreement"). The Agreement will commence on the date IBM notifies the Business Partner of its acceptance as an Exhibiting Event Partner or Event Sponsor of the Event and conclude one week after the conclusion of the Event, unless extended or terminated in accordance with this Agreement ("Sponsorship Term").

### General:

1. IBM appoints the Business Partner as an Exhibiting Event Partner and Event Sponsor of the Event and grants to the Business Partner the sponsorship benefits set out under section A ("Sponsorship Benefits"), during the Sponsorship Term in accordance with this Agreement.
2. In consideration of IBM granting the Business Partner the Sponsorship Benefits and other rights on the terms of this Agreement, the Business Partner will pay IBM the Sponsorship Fee by 4 May 2012, in accordance with the procedure outlined above.
3. IBM reserves the right to accept or decline sponsorship applications. Exhibiting Event Partner sponsorship applications and applications for Integrated Marketing Opportunities will be assessed on a "first come, first served" basis.
4. By completing and submitting this application, you agree to be bound by the Terms and Conditions below.
5. Applications are subject to acceptance by IBM. Exhibition space will not be confirmed without your organisation's acceptance and execution of these Terms and Conditions.
6. Sponsoring Business Partners will have access to the Exhibition Area for the duration of the event.

### A. Sponsorship Benefits:

#### The Event Sponsor Package entitles you to the following:

- One speaking slot in a 50-minute breakout session\*
- Track sponsorship: Opportunity to welcome attendees to the track in the track kickoff
- Placement of one (1) pull-up banner in a prominent location
- Seat drop in main plenary for keynote session (Day one)\*
- Logo and link to website on <http://www.ibm.com/events/au/pulse/> main landing and sponsor pages
- The sponsor logo on all conference PowerPoint holding slides in plenary sessions
- One page advertisement in the Conference Guide\*
- Sponsorship of the conference satchel OR conference lanyard (to be supplied by IBM)
- One full Exhibiting Event Partner package
- Option to participate in the additional Integrated Marketing Opportunities

#### General Sponsorship as an Exhibiting Event Partner at the Event entitles you to the following:

- Lounge Networking space including 2 x long seats, 1 coffee table and brochure stand (approximately 2m x 3m)
- 1 x plasma
- Logo and organisation name on single signage tower
- Wireless internet access
- Morning and afternoon tea and lunch for up to 4 people
- Inclusion of logo and website link in conference guide
- Logo and link to website on IBM Pulse 2012 sponsors page
- Pulse 2012, I'm exhibiting e-button to include on your email signature (IBM to supply)
- Option to run a lead capture competition at your own cost
- 1 x power board
- Option to participate in the additional Integrated Marketing Opportunities

### B. Criteria for exhibiting:

7. Business Partners must focus their exhibition on their applications/solutions.
8. Business Partners must be able to show how their applications/solutions are used, what features are available and how customers will benefit from their applications/solutions.
9. Business Partners must only exhibit applications/solutions that are based on IBM Software.
10. Set-up at each event must be completed prior to arrival time of clients and within recommended bump in times advised by IBM.
11. Business Partners are responsible for arranging their

own accommodation, meals (if this exceeds the 4 meals provided as part of your Exhibiting Event Partner package) and travel to and from the Event at their own cost.

12. Business Partners shall only promote their products/services at the Event and shall not promote the products/services of third parties unless authorised by IBM.

### C. Cancellation Policy:

13. IBM has the sole right and discretion to change the Event programme(s), date(s) of the Event venue, or cancel the Event.
14. In the event that IBM changes the Event date(s) or the Event venue, or cancels the Event for any reason, IBM's sole liability to participating Business Partners is limited to the following:
  - a) providing notification as far in advance as possible of such changes or cancellation; and
  - b) in the event that IBM cancels or terminates the Event, payment to the Business Partner in the amount that the Business Partner has paid to IBM in respect of its sponsorship of the Event, pro-rated to take into account the Sponsorship Benefits (if any) received by the Business Partner up to the cancellation or termination.
15. Should IBM change or cancel the Event for any reason, the Business Partner waives any claim, damage, loss or liability whatsoever arising from such change or cancellation.
16. IBM will not be liable for any additional costs resulting from cancellation of the Event.
17. In the event that the Business Partner cancels or fails to use its exhibition space at the Event, the Business Partner is liable to pay IBM Australia Limited the full and total amount of the sponsorship that the Business Partner contracted to partake in. For example, if sponsoring as an Exhibiting Event Partner, the Business Partner will be liable to pay IBM \$3500 (incl GST).
18. IBM may terminate this agreement immediately by giving written notice to the Business Partner:
  - a) at any time if IBM decides to cancel or postpone the Event for any reason;
  - b) if the Business Partner breaches any term of this Agreement and fails to remedy the breach within 14 days of receiving written notice from IBM to remedy the breach; or
  - c) if the Business Partner is insolvent.

### D. Other Terms and Conditions:

19. IBM reserves the right to accept or decline applications from Business Partners to be an Event Sponsor, Exhibiting Event Partner or for Integrated Marketing Opportunities. IBM may refuse to display any exhibition at its absolute discretion, or if it is not compliant with these Terms and Conditions.
20. Applications for sponsorship close at 5pm AEST on Friday 24th June 2012, or when the maximum number of sponsorship packages has been accepted, whichever comes first.
21. Payment of sponsorship monies must be paid by credit card, EFT or company or bank cheque cleared by the bank nominated by IBM by 5pm AEST on Friday 4 May 2012. It is the Business Partner's responsibility to ensure all monies are in the nominated account by the cut-off date and time. Any Business Partner failing to do so will lose the right, at IBM's discretion, to the sponsorship or exhibition space at the Event.
22. Business Partners are responsible for the activities of their employees, contractors and agents and for the proper use and acceptable return of equipment hired from the venue and/or IBM.
23. Business Partners must provide a high resolution copy of its logo or trade mark and website URL (the "Intellectual Property") for the purposes of providing the branding recognition set out in this Agreement, by sending this information to [kasey.paul@gpj.com](mailto:kasey.paul@gpj.com) no later than Monday 30 April 2012 after notification by IBM of their acceptance as a sponsor. Logos must be provided in eps file format only.
24. Business Partners grant to IBM a non-exclusive, royalty free, worldwide licence to use the Business Partner's name and the Intellectual Property during the Sponsorship Term in accordance with this Agreement, solely for the purpose of complying with its obligations under this Agreement, and for promoting the Event.
25. Each party warrants that:
  - a) it has full legal capacity and power to enter into this Agreement;
  - b) it has taken all corporate action that is necessary or desirable to authorise its entry into this Agreement

and to carry out the transactions and grant the rights contemplated under this Agreement;

- c) its entry into this Agreement does not breach any existing agreement or arrangement with any other person or infringe the rights, including the Intellectual Property rights, of a third party; and
  - d) it will comply with all applicable laws, codes of conduct and industry standards when exercising its rights or complying with its obligations under this Agreement.
26. The Business Partner warrants to IBM that:
    - a) it owns, or is entitled to use and licence to IBM, the Intellectual Property; and
    - b) IBM's exercise of its rights and performance of its obligations in accordance with this Agreement will not infringe the rights, including the intellectual property rights, of any person, or breach any law.
  27. The Business Partner agrees to indemnify, defend and hold IBM, its employees, contractors, directors and agents harmless from and against all losses, damages, liabilities and claims relating to its use of the exhibition space and/or any negligence or willful misconduct on the part of the Business Partner, its employees or agents, or breach of this Agreement by the Business Partner.
  28. To the extent permitted by law, the Business Partner acknowledges that IBM will bear no liability for (i) bodily and/or personal injury or death or property damage caused to the Business Partner, its employees or agents or to others by the Business Partner, its employees, contractors or agents in connection with the Event or its exhibition stand, (ii) medical expenses or injuries sustained by the Business Partner, its employees or agents, or (iii) loss, destruction or theft of any property of the Business Partner or any third party brought to the Event by the Business Partner.
  29. To the extent that liability of IBM to the Business Partner under or in connection with the Business Partner's sponsorship of the Event, whether in contract, tort (including negligence and breach of statutory duty) or otherwise cannot be excluded at law, IBM limits its liability to the amount paid by the Business Partner to IBM in sponsorship fees for this Event.
  30. To the extent permitted by law, in no circumstances will IBM be liable in contract, tort (including negligence or breach of statutory duty) or otherwise, and whatever the cause, to compensate the Business Partner for any special, indirect or consequential loss or damage of any nature.
  31. The Business Partner must at all times effect and keep a current public risk insurance policy with a reputable insurer in an amount not less than AU\$10 million, and will provide evidence of such policy if requested by IBM.
  32. The Business Partner must keep the exhibition area clear of rubbish, must not obstruct common areas and must not do anything which, in IBM's reasonable opinion, may be a nuisance or annoyance to Event attendees or other Business Partners.
  33. The Business Partner must ensure that its employees, directors, agents and contractors do not engage in any conduct that will or is likely to harm IBM's name, reputation, products or services, or may bring IBM or the Event into disrepute, scandal or ridicule.
  34. The security of all items displayed or stored at the Event by the Business Partner is the responsibility of the Business Partner. IBM is not liable for any loss or damage to any of the Business Partner's items, equipment and personal belongings during the Event.
  35. The Business Partner must comply with all reasonable directions of IBM and Event organisers.
  36. No items may be nailed or in anyway affixed to the walls or fixtures of the venue, without the prior written approval of IBM and the Event venue/s.
  37. The Business Partner must arrange for the removal or return of all items and equipment from its exhibition space at the conclusion of the Event.
  38. IBM is not liable for any items not removed by the Business Partner after the conclusion of the Event.
  39. The delivery of any equipment or item prior to the Event must be by arrangement directly between the Business Partner and the venue organiser.
  40. The Business Partner may not assign, sub-licence, novate or otherwise deal with their Agreement with IBM without IBM's prior written consent.
  41. The terms of this Agreement are governed by the laws of New South Wales and the parties submit to the jurisdiction of the courts of New South Wales.



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