

Information On Demand 2012

IBM Information On Demand 2012 conference Customer Sign-up incentive

Registration Promotion Code Request Form for "Customer Sign-up Incentive"

The following information should be completed and submitted to request a registration Promotion Code for the Customer Sign-up Incentive. Please return completed form to Anthony Ramon, aramon@us.ibm.com. A Registration Promotion Code will be sent to you within 4 business days.

REQUESTER INFORMATION:

Date: _____

Business Partner Company Name: _____

Requester Name: _____

Requester Email: _____

Phone: _____

Announcement Letter Number 512-208

May 1, 2012

Value proposition

This program provides the Information On Demand EXPO participant the opportunity to receive up to five (5) different incentives based on their attainment of each level requirement. It also drives the overall conference attendance and participation.

The offer

For a limited time only, if End Users* of eligible IBM® Business Partners, who have a sponsorship in the 2012 EXPO, register to attend the IBM Information On Demand 2012 conference, the IBM Business Partner EXPO participant can receive any combination of the following benefits, up to the total number of the Business Partner's End Users that register:

- For ten (10) End-User registrants, receive a no-charge EXPO Only Badge (valued at \$650)
- For twenty (20) End-User registrants, receive a no-charge Full Conference Badge (valued at \$1,495)
- For thirty (30) End-User registrants, receive a no-charge Elite Exhibitor Booth (valued at \$13,500)
- For forty (40) End-User registrants, receive a no-charge Turnkey Pedestal (valued at \$14,500)
- For fifty (50) End-User registrants, receive a no-charge Gold Sponsorship (valued at \$40,000)

In order for your End User's registrations to qualify, they must register using a registration Promotion Code supplied by you. You can obtain a registration Promotion Code by submitting a Promotion Code Request Form to the EXPO sales manager. End User registrations completed without the registration Promotion Code will not qualify, and cannot be later updated to include the Promotion Code.

End Users registering with your registration Promotion Code will also receive \$100 off the price of the registration fee on the date they register.

Solution Provider and Reseller EXPO participants who accept a no-charge Gold Sponsorship upgrade award under the terms of the Information On Demand 2012 conference VAD incentive are not eligible to receive benefits under the terms of this incentive.

* as defined in the IBM Business Partner Agreement

Start and/or end dates

End-User conference registrations must be received by IBM on or after May 1, 2012, but no later than September 1, 2012.

Business Partners must obtain registration Promotion Codes prior to their End User's registration in the conference.

Who is eligible?

As long as the IBM Business Partner is an Information On Demand participant with sponsorship in the 2012 EXPO, the following IBM Business Partners are eligible for this incentive:

- Solution Providers and Resellers who acquire products directly from IBM
- Solution Providers and Resellers who acquire IBM products from IBM Business Partner -- Distributors
- Distributors for Workstation software
- Resellers for Workstation software
- Systems Integrators

IBM Business Partners who are operating under the Solution Provider – Complementary Marketing or Systems Integrator -- Complementary Marketing terms are eligible for this incentive.

Where is it available?

This incentive is available only in the United States and its territories.

Additional information/conditions

To obtain a registration Promotion Code, you must complete and submit a Promotion Code Request Form to the EXPO sales manager. You will receive your registration Promotion Code, via e-mail, within four (4) business days of submitting your request. You are responsible for ensuring that your End Users use the registration Promotion Code when registering for the conference.

IBM will notify all Business Partners of their attainment level no later than September 8, 2012.

IBM reserves the right to modify or withdraw this incentive at any time. This incentive is subject to the terms and conditions of any applicable Agreements.

Can this offer be combined?

Solution Providers and Resellers accepting benefits under the terms of this incentive cannot also receive a no-charge Gold Sponsorship upgrade under the terms of the Information On Demand 2011 conference VAD incentive.

Need help?

Questions pertaining to this incentive should be directed to Anthony Ramon at aramon@us.ibm.com, Tony Donald at tdonald@us.ibm.com, or PartnerWorld® Contact Services at 800-426-9990.