

Lotusphere Comes To You 2010 Sponsor proposal

About Lotusphere Comes To You

- Lotusphere Comes To You (LCTY) is IBM's flagship conference on collaboration and portal solutions in India where we bring our key experts , technology updates and strategic directions to our clients at one single location. LCTY is held in India every year and is very popular among IBM clients.
- LCTY 2010 promises to add more punch in ISA covering 12 cities by June '10
- With '**Power of Community**' as its main theme, the event will target approx 1500 clients that include
 - Decision makers – IT & LOB from various Industries
 - Senior IT Professionals
 - Developers
 - Business Partners
 - ISV Partners
 - IBM Software Sellers
 - Business Analyst
- Event is expected to touch over 15000 targeted individuals through its messaging & communication

LCTY 09 memories

Event Video

In 2009, IBM Lotus Software successfully hosted its 5th annual conference in 8 cities in India with over 1000 participants from the IT Community



Lotus software

IBM

IBM Lotusphere Comes to You 2009

Platinum Sponsor

AVAYA
GLOBALCONNECT
INTELLIGENT COMMUNICATIONS

Gold Sponsor

BlackBerry

Silver Sponsor

teamstudio
Just Enough Governance for Notes

Why should you partner with LCTY 2010

- Reach out to targeted 1500 Lotus and WebSphere Portal software enthusiasts – from users, developers, administrators, project managers to IT/LOB executives and IBM Business Partners & ISVs
- A platform to address IBM clientele & prospects
- For thought leadership : Industry and product/technology experts from IBM and other organizations will present viewpoints on Collaboration, Portal and cloud computing based Solutions
- Unique opportunity to interact face-to-face with users & experts to gain insights into the different scenarios in which collaborations solutions can be deployed
- Unique branding and promotion opportunities at various stages of the event
- Build brand awareness, loyalty and preference with our customers & prospects
- Strengthen your positioning and messaging in the marketplace

Event Dates & Cities – Phase I (Feb-Mar 2010)

City	Date	Expected audience nos.
Hyderabad	Feb 16	100
Bangalore	Feb 19	125
Chennai	Feb 23	100
Colombo	Feb 24	100
Mumbai	Mar 2	500
Delhi	Mar 5	125

Event Dates & Cities – Phase II (Apr-May 2010)

City	Date	Expected audience nos.
Pune	Apr	100
Ahmedabad	Apr	80
Chandigarh	Apr	100
Kolkata	May	125
Bangladesh	May	80

** Proposed & Tentative*

Event agenda overview

Mumbai (10:00 am – 4:30 pm)

- Main Tent (4 sessions, including Sponsor session & Client testimonial & Lotus IDOL award presentation for best Lotus deployment)
- Solution Tracks for Clients and IBM Business Partners (Technology bake-off session + Client session)
- Certifications
- Demo Solution Showcase

Other Cities (10:00 am – 3:30 pm)

- Main Tent (3 sessions)
- Solution track (3 session + Hands on session)
- Certifications
- Demo Solution Showcase

Sponsorship Details

Sponsorship & Investments	Platinum INR 12,00,000	Gold INR 8,00,000	Silver INR 6,00,000	Solution Kiosk INR 100,000
No of cities covered	All	All	All	Per city
PRE-EVENT				
Branding in the conference 'Invite'	Y	Y	Y	X
URL Posting	Logo/Link	Logo/Link	Logo/Link	Logo/Link
Branding in conference promotions	Y	Y	Y	X
Branding on conference collateral	Y	Y	Y	X
Branding on conference guide	Y	Y	Y	X
AT REGISTRATION				
Branding in registration area	Y	Y	Y	X
Company logo on event kit	Y	Y	Y	X
Company collateral included in event kit	Y	Y	Y	X
AT CONFERENCE				
20-Minute speaker session	Y	X	X	X
Video/Slide Show play during the conference	Y	Y	X	X
Onsite promotions	Y	Y	Y	X
Branding on conference Badges	Y	Y	X	X
No. of conference badges	10	7	5	2
Exhibit Space badges	6	4	3	2
Exhibit space	24 sq feet	18 sq feet	9 sq feet	1 Kiosk
Branding at certification area	Y	Y	X	X
Product Showcase	Y	Y	Y	X
Lamppost Banners	Y	Y	Y	X
Slide in Opening General Session	Y	Y	Y	X
Sponsor Signage on Pedestal	Y	Y	Y	X
POST EVENT				
Attendee database	Y	X	X	X
Post event communication for promos (email + web)	Y	Y	X	X

For further clarification & confirmations, please contact :

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