

The logo for Impact 2013, featuring the word "Impact" in a bold, black, sans-serif font, followed by "2013" in a blue, sans-serif font.

**Impact**2013

Business. In Motion.

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



# Conference Overview for IBM Business Partners

# Impact2013

Business. In Motion.

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



Mobile, the interconnected world, and globalizing customers have caused organizations to rethink their approaches to better understand, interact with, and serve their customers and citizens.

**Optimized processes and applications enable us** to get the right data to anyone, anywhere, anytime.

At Impact, tap into information and activity across the entire network – including **mobile, cloud, process, integration, business process and decision management, big data and social business** – to serve customers better, resolve problems and operate more efficiently.

## The Impact conference will deliver:

- A Technology Program with over 400 sessions
- 40+ session Business Program
- Business Partner Summit & Networking
- A 1 day Unconference for development professionals
- A Solution Center showcasing the latest solutions, demos & Social Playground
- Training, certifications and opportunities to build your expertise on a wide range of topics
- A Women in Technology panel to discuss solutions for the future
- A Tuesday night concert event to network, be entertained and absorb the day's content

# Impact2013

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## 5 Reasons To Attend Impact

- 1 GET AN EARLY START AT IMPACT**  
Attend the Business Partner Summit and learn how to maximize your sales and marketing initiatives with Mobile, Cloud, BPM, SOA, Expert Integrated Systems, WebSphere solutions and more! Meet with product and program experts at the breakout sessions. Accelerate your business in motion.
- 2 ACQUIRE THE SKILLS TO SUCCEED**  
Grow your technical skills with lectures, hands-on labs, meet-the-experts sessions and an expanded Developer Unconference. Take advantage of free and discounted certification tests. Become authorized across WebSphere and other Software Value Plus product groups.
- 3 LEARN FROM TECHNOLOGY INNOVATORS**  
Learn from IBM clients, analysts and thought leaders how today's outperforming organizations are succeeding by leveraging innovative solutions to forge new relationships and drive deeper engagements. Connect with the IBM leadership team and network with your peers at the Business Partner Café.

- 4 ACHIEVE GREATER BUSINESS VALUE**  
Meet with clients and prospects interested in optimizing their applications and processes with Mobile, Cloud, BPM, SOA, Expert Integrated Systems and WebSphere-based IBM solutions combined with **your** expertise and offerings. Set up client meetings at the Business Partner Café. Communicate your solutions via our social platforms - #ibmimpact and more!
- 5 SHOWCASE YOUR SOLUTION**  
Become an Impact 2013 sponsor to increase your brand awareness. Showcase your solutions at the Solution Center and engage with new client prospects. Have the IBM teams see your demos in action -- they can bring your solutions to engagements. Broaden your presence by being active at the Social Playground, and learn about making your solutions mobile with the new Solution Center 'touch labs'.

Register Today!  
[ibm.com/impact](http://ibm.com/impact)  
#ibmimpact



# Week at a Glance

| Sunday, April 28   | Monday, April 29   | Tuesday, April 30                                  | Wednesday, May 1                                | Thursday, May 2                                   |
|--|--|--|---|---|
|  | General Session<br>8:30am – 10am   | General Session & Session 6<br>8:30am – 9:45am     | General Session & Session 12<br>8:30am – 9:45am | Session 18<br>8:45am – 9:45am                     |
|  |  | Break<br>9:45am – 10:15am                          | Break<br>9:45am – 10:15am                       | Break<br>9:45am – 10:15am                         |
| Business Partner Forum<br>9:30am – 4:00pm<br><br>Major changes:<br><ul style="list-style-type: none"> <li>• End on Thursday</li> <li>• Sessions reduced to 60 mins</li> <li>• Shortened General Session</li> <li>• Longer EXPO hours</li> <li>• Dedicated networking time</li> </ul> | Break<br>10:00am – 10:30am   | Session 7<br>10:15am – 11:15am                     | Session 13 / Unconference<br>10:15am – 11:15am  | Session 19<br>10:15am – 11:15am                   |
|  | Session 1 / Track Keynote / Forbes<br>10:30am – 11:45am                                  | Break<br>11:15am – 11:30am                         | Break<br>11:15 – 11:30pm                        | Break<br>11:15am – 11:30am                        |
|  | Lunch 11:45am – 1:00pm<br>BoF 12pm – 12:45pm   | Peer to Peer Networking<br>11:30am – 12:00pm       | Peer to Peer Networking<br>11:30am – 12:00pm    | Peer to Peer Networking<br>11:30am – 12:00pm      |
|  | Track Keynotes / Session 2 / Break Free Forum / Inner Circle Kick off<br>1:00pm – 2:15pm | MMT / Track Keynote / Session 8<br>1:00pm – 2:15pm | Session 14 / Unconference<br>1:00pm – 2:00pm    | Session 20<br>1:00pm – 2:00pm                     |
|  | Break<br>2:15pm – 2:30pm   | Break<br>2:15pm – 2:30pm                           | Break<br>2:00pm – 2:15pm                        | Break<br>2:00pm – 2:15pm                          |
|  | Session 3<br>2:30pm – 3:30pm   | Session 9<br>2:30pm – 3:30pm                       | Session 15 / Unconference<br>2:15pm – 3:15pm    | Session 21<br>2:15pm – 3:15pm                     |
|  | Break<br>3:30pm – 4:00pm   | Break<br>3:30pm – 4:00pm                           | Break<br>3:15pm – 3:45pm                        | Break<br>3:15pm – 3:45pm                          |
|  | Session 4<br>4:00pm – 5:00pm   | Session 10<br>4:00pm – 5:00pm                      | Session 16 / Unconference<br>3:45pm – 4:45pm    | Session 22<br>3:45pm – 4:45pm                     |
|  | Break<br>5:00pm – 5:15pm   | Break<br>5:00pm – 5:15pm                           | Break<br>4:45pm – 5:00pm                        | End of Conference                                 |
|  | Session 5<br>5:15pm – 6:15pm   | Session 11<br>5:15pm – 6:15pm                      | Session 17<br>5:00pm – 6:00pm                   | Tentative Inner Circle Session<br>5:00pm – 6:00pm |
| Welcome Reception<br>5:00pm – 7:30pm   | Solution Center Reception<br>5:30pm-7:30pm   | Live from Impact<br>7:00pm – 10:00pm               | Inner Circle Gala<br>7:00pm – 11:00pm           |   |

# Impact 2013 Curriculum Structure

## Business Program

### Tracks

- Real Trends or Buzzwords?  
What IT Can Really Do  
for Your Business
- Breakthrough Technologies  
Business Leaders Can't Ignore
- Industry Success Stories  
You Can't Miss
- Forward Thinking: Innovation,  
Leadership and Creativity

## Technology Program

### Tracks

- Current Trends and Future  
Directions in Technology
- Application Infrastructure
- Mobile Enterprise
- Expert Integrated Systems
- Messaging, SOA  
Integration & Governance
- BPM, Case & Operational  
Decision Management
- Implementing Industry Solutions  
for Improved ROI

## Inner Circle

### Tracks

- Future Directions in Technology
- Cloud: Delivering Platforms and  
Applications
- Mobile Enterprise
- Decision and Business Process  
Management
- Integration Through SOA and  
Connectivity
- Application Infrastructure
- Customer Feedback

## Sample Virtual Curriculum / Roadmaps

### Roadmaps

- Cloud
- Mobile
- Expert Integrated Systems
- Smarter Computing
- Business & IT Alignment

### Roadmaps

- By Role
- Workload Optimization
- System z
- Appliances
- Social Media

### Roadmaps

- Industry Specific
- Product Specific
- Business Analytics
- Smarter Commerce
- Virtualization

## Two Day Business Program & Two-Day Pass

New tracks focusing on Mobile and  
Expert Integrated Systems

Build your agenda by role, industry or  
specialty area

Additional roadmaps will be created as needed

ImpactRocks! Special Tuesday Night Event



Introducing  
**Matchbox 20**

**INTRODUCING**  
MATCHBOX TWENTY

**FOR AND ABOUT BUSINESS  
PARTNERS**

## Business Partner Summit At a Glance Sunday April 28

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|                   |   |
|-------------------|---|
| 8:00AM            | Registration Opens for Business Partners                                    |
| 9:30AM - 11:30AM  | 2 Morning Sessions running in parallel                                      |
| 12:00PM – 1:30 PM | Keynote over Lunch<br>(including Impact Awards Ceremony & Panel Discussion) |
| 1:45 PM - 2:45 PM | 1st Set of 5/6 Afternoon Break-out Sessions running in parallel             |
| 3:00 PM – 4:00 PM | 2nd Set of 5/6 Afternoon Break-out Sessions running in parallel             |
| 5:00 PM – 7:30 PM | Solution Center Welcome Reception   |

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# Investing in Sponsorship Opportunities

## **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**

- 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
- All sponsors with have the right of first refusal to upgrade or retain the same sponsorship level for Impact 2014

## Sponsorship & Promotion Opportunities

|                       | 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     |

# 2013 Impact Business Partner Awards

Nominations open *February 1<sup>st</sup>* & close *March 8th*



IBM Business  
Partner Awards

2013  
WebSphere  
Software



## ***Announce - April 28***

- Best Customer Integration Award
- Smarter Process Award
- Mobile Innovation Award
- Cloud Innovation Award
- PureApplication System Award
- Distributor Excellence Award

## ***Announce - April 29***

- Impact Best of Show

## ***Submit your Nominations!***

*[https://www-304.ibm.com/events/wwe/impact/impactawards2013.nsf/\\$StaticContent/Welcome](https://www-304.ibm.com/events/wwe/impact/impactawards2013.nsf/$StaticContent/Welcome)*

# 2013 Impact Business Partner Awards

New!

## Best Customer Integration Award

This award recognizes the IBM Business Partner solution that delivers the best Integration solution which helps customers create sustainable differentiation, achieve agility and realize business value. Using WebSphere Application Infrastructure , Application Integration and solutions build for the Cloud, the solution must demonstrate exploitation of IBM's Integration capabilities to solve traditional business challenges in non-traditional ways.

New!

## Smarter Process Award

This award recognizes the IBM Business Partner solution that utilizes Business Process Management (BPM) to help customers improve their efficiency, flexibility, and control of their key business processes across the enterprise. The solution also demonstrates discovering insights that enable innovation, provides maximum value of business interactions, and optimizes productivity and resources. A key ingredient for recognition is how broadly the solution has been adopted by its users, and their testimonials of its engaging experience

New!

## Mobile Innovation Award

This award recognizes the IBM Business Partner solution utilizing IBM Mobile software component(s) that has enabled customers to extend their existing applications and create new applications for access by mobile devices

## Cloud Innovation Award

This award recognizes the IBM Partner that exhibits the most innovative solution that either utilizes WebSphere offerings to deliver that solution via the Cloud, or utilizes WebSphere offerings to create a cloud-based solution delivery on behalf of a customer. The solution should demonstrate the value that WebSphere offerings provide in the solution.

New!

## PureApplication System Award

This award recognizes the IBM Partner that utilizes the PureApplication System platform to help customers build solutions which consolidate workloads, simplify infrastructure and deliver services rapidly using built-in expertise.

## Distributor Excellence Award

The Distributor Excellence Award recognizes High Value-Add Distributors who are leading the charge in building their Business Partners' ability to leverage IBM SOA and WebSphere software capabilities in creative, leading-edge, exciting ways.

## Impact Best of Show Award

The Impact 2013 Best of Show Award is specifically for sponsors of the IMPACT Conference – Exhibitor level and above. The award recognizes the best demonstration of a solution that illustrates the unique power of using IBM Service Oriented Architecture (SOA) and WebSphere components. The solution being demonstrated must be currently offered to customers. Final evaluation takes place at the IMPACT Expo in Las Vegas, Nevada.

# PROMOTIONS

# Conference Passes Pricing for IBM Business Partners

\$1875

- Regular Rate
- Valid until end of conference

\$1775

- Alumni Rate
- Valid until February 15<sup>th</sup> for previous Impact attendees

\$1600

- Business Partner Company Pass Volume Discounted Rate
- Requires **5** passes to be purchased

\$1575

- Business Partner Company Pass Volume Discounted Rate
- Requires **10** passes to be purchased

\$1550

- Business Partner Company Pass Volume Discounted Rate
- Requires **35** passes to be purchased

\$1375

- “Bring your customers, and you attend for less”
- Requires **5 Clients** to register with your promotional code (email [ibm](mailto:ibm) to receive it)

\$1225

- **Exhibit** Only
- Access to everything except the break-out sessions

\$975

- **2-Day** Pass
- Monday-Tuesday, Tuesday-Wednesday or Wednesday-Thursday

**Note: The Business Partner Summit on Sunday April 28, 2013 is included at no charge**

# Business Partner Company Pass Volume Discounts

Bring more people, save more money! Many companies are looking for cost effective ways to bring their Business and IT stakeholders together for annual planning workshops and meetings. The Company Pass program allows your company to host a private planning meeting/workshop, as well as receive best in class BPM, WebSphere & SOA education and certification at IMPACT 2013. Only ONE company can use these passes.

**35**

**For only \$1550 per pass, that's \$11,375 off regular price!**

**Includes: 35 Full conference passes**, private meeting room for one (1) full day which includes light food & beverages for attendees (standard menu applies).  
Total cost = \$54,250

**10**

**For only \$1575 per pass, that's over \$3,000 off regular price!**

**Includes: 10 Full conference passes** and private meeting room for half day at the Venetian Hotel. Total cost = \$15,750

**5**

**For only \$1600 per pass, that's almost \$1,375 off regular price!**

**Includes: 5 Full conference passes.** Total cost = \$8,000

*Additional passes can be purchased for \$1,600 each after the purchase of a group discount. Company Passes can be purchased through the form which can be downloaded from the Impact website: [www.ibm.com/impact](http://www.ibm.com/impact). Once payment is complete, you will receive a promotion code to enter during registration.*

*For more information, send an email to [impactregistration@MaritzTravel.com](mailto:impactregistration@MaritzTravel.com)*

# Business Partner Volume Discount for Clients

Purchase a volume discount pass package and bring your clients and team together at Impact. This program allows you and your client receive best in class business and technical education. This pass option can be used for multiple companies!

**20**

**For only \$1650 per pass, that's \$10,900 off regular price!**

**Includes: 20 Full conference passes** for your team to allocate to customers.  
Total cost = \$33,000

**10**

**For only \$1700 per pass, that's \$4,950 off regular price!**

**Includes: 10 Full conference passes** for your team to allocate to your customers. Total cost = \$17,000

**5**

**For only \$1750 per pass, that's \$2,225 off regular price!**

**Includes: 5 Full conference passes** for your team to allocate to your customers.  
Total cost = \$8,750

*Additional passes can be purchased for \$1,650 each after the purchase of a group discount. BP Customer Passes can be purchased through the form which can be downloaded from the Impact website: [www.ibm.com/impact](http://www.ibm.com/impact). Once payment is complete, you will receive a promotion code to enter during registration. Offer not valid when purchasing with co-marketing dollars.*

*For more information, send an email to [impactregistration@MaritzTravel.com](mailto:impactregistration@MaritzTravel.com)*



# Special Limited Time Offer for IBM Business Partners

**Purchase this package for your customers and receive a Full Conference Pass for your company and a VIP Package! Promotion expires March 1<sup>st</sup>, 2013.**

Purchase one of these volume discount pass package and bring your clients and team together at Impact. **Be one of the first THREE BPs to purchase this pass option and receive special incentives.** This program allows you and your client receive best in class business and technical education. This pass option can be used for multiple companies!

**10**

**For only \$1700 per pass, that's \$4,950 off regular price!**

**Includes: 10** Full conference passes for your team to allocate to your customers. Total cost = \$17,000

**20**

**For only \$1650 per pass, that's \$10,900 off regular price!**

**Includes: 20** Full conference passes for your team to allocate to customers. Total cost = \$33,000

*VIP Package Includes one of each:*

- Complimentary Pass\*
- Meal with Software Group Business Partner Executives
- Limo transportation to/from the Las Vegas McCarran Airport
- Meet and Greet with Matchbox 20

*Complimentary Pass is pending IBM legal approval. Additional passes can be purchased for \$1,650 each after the purchase of a group discount. BP Customer Passes can be purchased by contacting [impactregistration@MaritzTravel.com](mailto:impactregistration@MaritzTravel.com). Once payment is complete, you will receive a promotion code to enter during registration. Offer is not valid when paying with co-marketing dollars.*

# Bring your customers, and you attend for less!

Help us promote the educational benefits of attending Impact and for every 5 customers registered with your BP promo code, your company receives \$500 off of a BP full conference pass. Every 5 registrations gives your company another pass at \$500 off! Promotion expires March 15<sup>th</sup>!

## **STEP 1:**

- Register for the contest by sending an email to [impact13@us.ibm.com](mailto:impact13@us.ibm.com)
- Please include your company name, contact name and phone number

## **STEP 2:**

- You will receive a promotion code that your clients will need to use to register for Impact
- We will include a logo for your website and invitation materials

## **STEP 3:**

- Promote Impact! Ask clients to use the promotion code so they receive \$100 off registration AND the registration is credited to you!\*

## **STEP 4:**

- Once your registration code hits 5, you will be sent a promotion code for your discounted pass.

*\* Discount not applied if registration is part of an already discounted pass..*

# Join the conversation

Join the Impact social community and take advantage of daily updates, real-time discussion topics, and networking opportunities.



Make an Impact.  
**Get Social.**



**@IBMImpact | #IBMImpact**

Follow the conference on twitter for news and use the hashtag to connect with experts and speakers



**ibm.com/impact/blog**

Subscribe to the Impact blog to read about hot topics, breaking news and previews



**flickr.com/photos/tags/ibmimpact | #IBMImpact on Instagram**

Use flickr and instagram to view and share interesting photos from Impact conference tagged "ibmimpact"



**facebook.com/ibmimpact**

Follow Impact on facebook to be the first to receive updates from experts and share your experience



**youtube.com/ibmimpact**

Subscribe to ibmimpact on youtube and view speaker videos and previews



**bit.ly/ibmimpactli**

Join the official conference LinkedIn group to join discussions with other attendees and IBMers



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# Impact 2013

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April 28 - May 2 • Venetian Hotel & Resort, Las Vegas

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Register **today!**

- Join **9500+** leaders!
- Connect with clients, prospects and IBM leaders
- See game-changing technology in the **Solution Center**
- Raise your visibility with sponsorship & promotional opportunities
- **Take advantage of valuable promotions – for you & clients!**

