

Amplify2016



outthink ordinary

May 16-19 Tampa, Florida





Welcome

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You are invited!

The IBM Amplify conference is taking place May 16-19, 2016 in Tampa, FL. It is the premier IBM conference targeted at both practitioners and business executives who specialize in Marketing and Commerce. With over 4,800 expected attendees from around the globe, this conference represents a great opportunity to showcase your integrated solutions and demonstrate how we are driving cognitive innovation around customer, partner and supplier engagement.

The conference will feature over 200 breakout sessions combined with a Demo Lounge and Business Partner Pavilion featuring both IBM and Business Partner solutions. During breaks, this will be the prime location for attendees to network and learn more about featured solutions.

This type of dynamic and personal interaction makes IBM Amplify invaluable to our customers. Your presence at the conference will give you the opportunity to develop relationships and grow your business. We encourage you to invest in one of our sponsorship packages so that your expertise and capabilities will be highly visible and promoted throughout the conference.

Thank you for continuing to help deliver the most complete portfolio of industry-leading software and services that give you the power to build a synchronized, predictive value chain and delight your customers with perfect moments that create unbreakable bonds.

Harriet Green
IBM Commerce
General Manager

John Mesberg
IBM Commerce
Offerings & Strategy

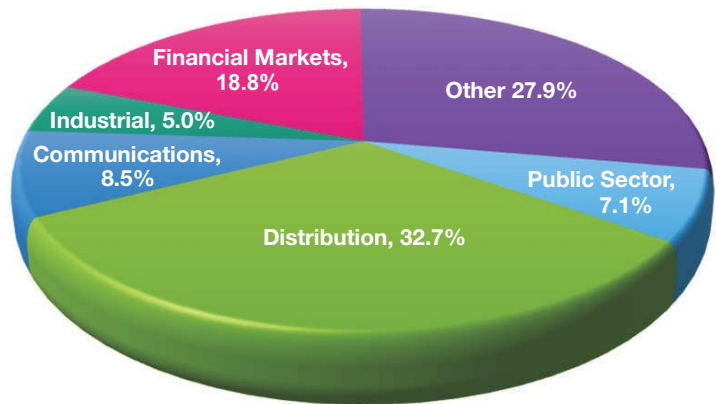
Melinda Matthews Clarkson
IBM Commerce
Channel Sales & Alliances



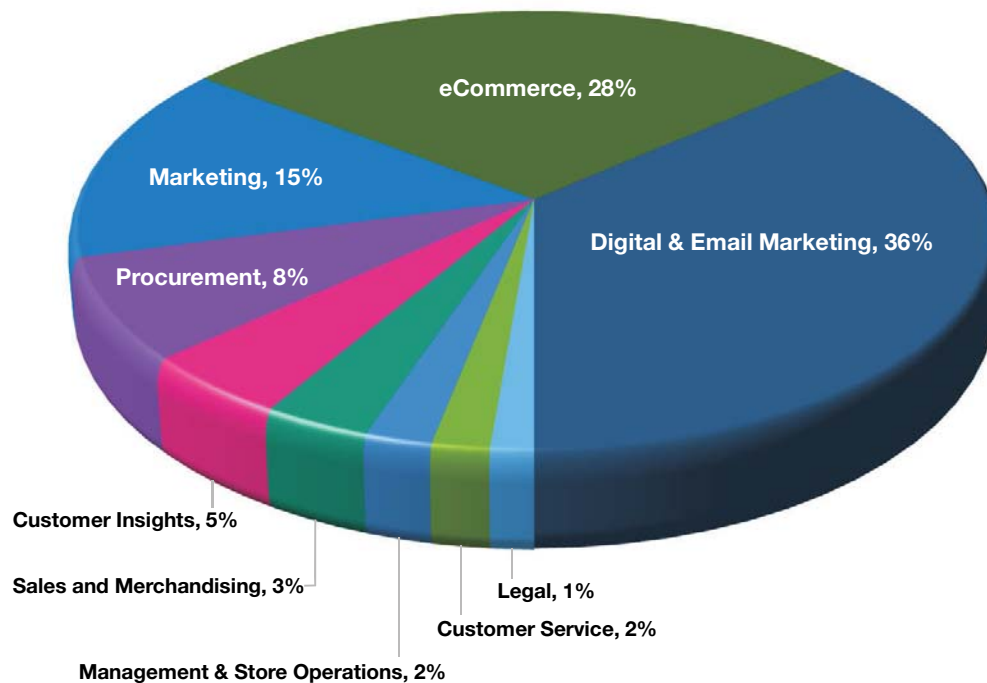
Client Demographics

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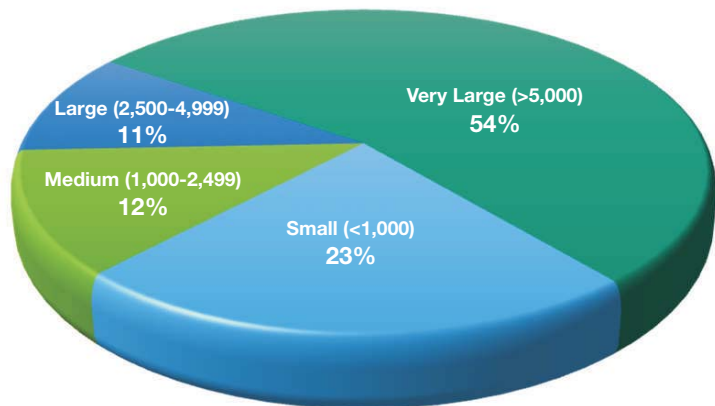
CLIENT SECTOR



CLIENT JOB FOCUS



CLIENT COMPANY SIZE





Metrics (All Plus Packages)

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	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
Quantity (All Plus Offerings)	1	2	4	22	16	24
Pre-Commit Price <i>Available to 2015 Sponsors & Exhibitors through March 31st</i>	\$85,000	\$65,000	\$40,000	\$32,000	\$19,000	\$15,000
Early Bird Price <i>Available through April 30th</i>	\$90,000	\$70,000	\$45,000	\$33,500	\$21,000	\$16,500
Standard Price	\$95,000	\$75,000	\$50,000	\$35,000	\$23,000	\$17,500
Footprint	20x30	20x30	20x20	10x20	10x10	BTB

Packages Inclusions

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for Sample
Photo
Images

	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
Full Conference Badges	10+2	8	5	4	3	2
Breakout Presentation: 60-Min	2	1	1	-	-	-
Solution Showcase Theater Presentation	2	1	-	-	-	-
Meeting Room on Solution Showcase Floor	Yes - Large	Yes - Large	Shared	-	-	-
Access to Special Event	Yes	Yes	Yes	Yes	Yes	Yes
Booth Property Provided	Yes	Yes	Yes	Yes	Yes	Yes
Wireless Internet Access	Yes	Yes	Yes	Yes	Yes	Yes
Hard-Wired Drops	4	4	3	3	2	2
Electrical Drops - Up to 500W	Yes	Yes	Yes	Yes	Yes	Yes
Lead Retrieval Units/Scanners	2	2	1	1	1	1

Function Co-Sponsorship

	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
Co-Sponsor a Function	Monday Welcome Reception	T - Solution Showcase Reception before concert	Breakfast	Lunch	Dessert	-



Turnkey Images

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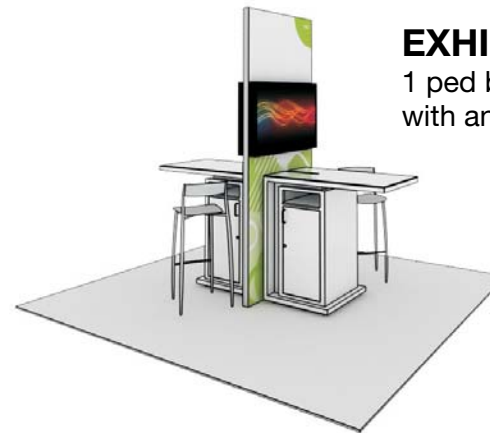
GOLD
20 x 20 ft.



SILVER
10 x 20 ft.



BRONZE
10 x 10 ft.



EXHIBITOR
1 ped back to back with another Exhibitor



OPTIONAL DEMO PEDESTAL SIGN

(The image alongside is for reference only. This is an add-on if you elect)

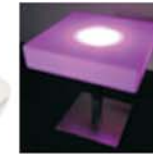
Statement and 3 bullet points
Optional cost – \$300/sign



Turnkey Images

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Platinum/Diamond Furniture Upgrades



- Platinum
- Diamond

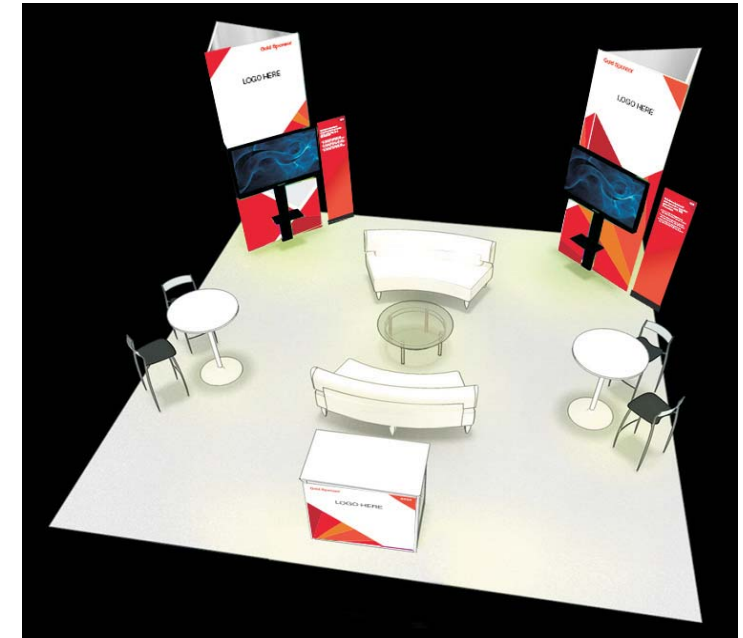
PLATINUM

- Additional 10' wider (20x30)
- Coffee table (1) – recharge and light up
- Oversized chairs (4) to replace 2 loveseats
- Highboys (2) - recharge and light up
- Barstools 4 (teal and smoke... 2 @ each table)

DIAMOND

- Additional 10' wider (20x30)
- Coffee table (1) – recharge and light up
- Oversized chairs (4) to replace 2 loveseats
- Highboys (1) - recharge and light up w/ 2 barstools (teal & smoke)
- Farm table (1) – recharge w/ 4 color barstools (teal & smoke)

Using Gold booth elements, Increasing space to 20x30 and upgrading seating as detailed on bottom left





Branding and Promotion

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	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
Ad in 'TODAY' Newspaper	Yes - Medium	Yes - Small	-	-	-	-
Thank you to Sponsors List (Thank you to sponsors section)	Logo	Logo	Logo	Logo	Logo	Company Name
Rotating Logo - IBM Events Mobile App	Yes	Yes	Yes	-	-	-
Company Description on Conference Website & Mobile App (WORDS)	75	75	50	50	50	50
Company Listed on Conference Website	Logo	Logo	Logo	Logo	Logo	Name
Hyperlink	Yes	Yes	Yes	Yes	Yes	Yes
Thank you slide in General Session	Logo	Logo	Logo	Name	-	-
eLiterature Uploads	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor/Exhibitor Emblem for sponsor use	Yes	Yes	Yes	Yes	Yes	Yes
Lanyard	Yes	-	-	-	-	-
EXCLUSIVE! Escalator	Yes	-	-	-	-	-
Street Light Banner	1	1	-	-	-	-
Digital Thank you	Logo	Logo	-	-	-	-
Thank you to sponsor sign outside Solution Showcase	Logo	Logo	Logo	Logo	Logo	Name



Grammy Nominated

Elle King



Elle King is an American recording artist whose musical style encompasses country, soul, folk, rock, and blues. She was spotlighted as an “Artist to Watch” by Esquire Magazine and Refinery 29. She has garnered favorable press from Entertainment Weekly, Esquire, Teen Vogue, Perez Hilton, and Vanity Fair.

Her full-length debut album Love Stuff was the highest new artist entry on Billboard and was released to great reviews in early 2015. The first single “**Ex’s & Oh’s**” was the #1 Most Added in its format — Billboard described the track as “catchy and clever” — it continues to be added to a growing number of playlists.

Tuesday,
May 17th
7:30pm



Marketing Promotional Opportunities (MPOs)

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MPO Add-Ons	Quantity Available	Selling Price	Description
Ad in the Newspaper - Large	4	\$2,500	5.33" Wide x 7.5" High (Vertical)
Ad in the Newspaper - Medium	4	\$2,000	5.33" Wide x 4" High (Horizontal)
Ad in the Newspaper - Small	4	\$1,500	2.5" Wide x 4" High (Vertical)
Banner on Street Lights	Multiple	\$3,000	Logo and Tagline or Booth #
Breakout session (50min)	2	\$9,000	Includes 1 Badge
Business Partner Café	1	\$10,000	Logo on Café Signage, 1 Full Conf. Badge, Use of Meeting Room, Logo listed on Thank you page in Newspaper
Charging Station-Inside Solution Showcase	1	\$4,000	In the Solution Showcase
Charging Station-Outside Solution Showcase	2	\$4,000	In the Conference Area
Coffee Breaks - Exclusive	1	\$5,000	Plexi Sign on Coffee Break Carts (AM & PM)
DJ Sponsorship	1	\$6,000	1 available in high traffic conference area; Meterboard sign; DJ Sponsor - thank you page
Escalator Area Sponsorship	1	\$5,000	Branding applied on the flat surface
Key-Card	1	\$8,000	Logo Featured on the Key Card at the Conference Hotels
Logo Item Advertising	Multiple	\$1,500	Sponsor provides giveaway items, we distribute at Solution Showcase entrance during Receptions
Solution Showcase Bag	1	\$3,500	Sponsor provides bag, we distribute at Solution Showcase Info desk area
Solution Showcase Theater Session	1	\$2,000	Does NOT include a speaker badge
Special Event Sponsor	1	Call	Logo on event promotion/ability to provide cocktail napkins/ co-branding on digital screen
Tissue Boxes	4	\$4,000	4-sided sign structure placed in high traffic areas of the conference
T-Shirt Sponsorship (Staff/Ask Me)	1	\$8,000	Brightly colored t-shirt worn by directional staff; Sponsor logo/ Tagline on back



Co-Marketing Details

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All 2016 Amplify sponsorship packages are eligible for Software Co-Marketing Funding.

Co-Marketing Funds may be available for items listed in this prospectus with the exception of the Special Event, BP Café and DJ Sponsorship offerings (unless the DJ is placed inside of the Solution Showcase) and additional purchase of conference badges.

The Co-Marketing Program is a reimbursement Program. The sponsor pays up front and submits the appropriate forms for reimbursement after the conference. All requests for Co-marketing funds require IBM approval and are subject to available funding. Please contact your Co-Marketing focal person for more information. Solution Showcase ONLY Badges are not offered for this event/ Solution Showcase.



Conference Badges

The badges included in the sponsorship packages are for your employees and staff ONLY. They cannot be used for your customer or clients with the exception of the (+2) badges in the Diamond Sponsorship Package. This exclusive sponsorship will receive a registration code good for two uses. That code can be given to a customer, customer speaker or client.

Presentations that are included in a sponsorship package DO NOT come with a speaker badge. If your speaker is an employee or staff, they can use one of the badges that comes with your sponsorship. If your speaker is a customer or client, and you are not a Diamond Sponsor you will have to purchase a regular conference badge for your speaker.



Solution Showcase Hours

Registration / Info Hours: Monday: 10:00 AM – 8:00 PM, Tuesday: 7:00 AM – 6:30 PM, Wednesday: 7:00 AM – 6:30 PM

Solution Showcase Hours: Monday: 6:30 PM – 8:30 PM, Tuesday: 9:45 AM – 7:30 PM, Wednesday: 8:15 AM – 5:15 PM



Contact Information

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Photo
Images

FOR MORE INFORMATION

To learn more on the Sponsorship opportunities for IBM Connect 2016, please contact:

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Solution Showcase Sales Manager
Global Conferences & Events
IBM Corporation
1-847-284-3480 | tdonald@us.ibm.com

