

# Amplify2016



Engage the Power of **Cognitive Commerce**

May 16-19 Tampa, Florida





# Welcome

## 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



## Metrics (All Plus Packages)

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



## Packages Inclusions

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

## Function Co-Sponsorship

	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
<b>Co-Sponsor a Function</b>	Monday Welcome Reception	T - EXPO Reception before concert	Breakfast	Lunch	Dessert	-



# Turnkey Images



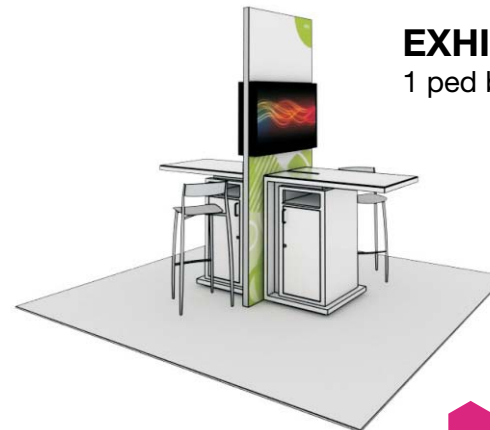
**GOLD**  
20 x 20 ft.



**SILVER**  
10 x 20 ft.



**BRONZE**  
10 x 10 ft.

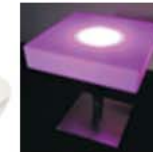


**EXHIBITOR**  
1 ped back to back with another Exhibitor



# Turnkey Images

## 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

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





## Marketing Promotional Opportunities (MPOs)

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





## Co-Marketing Details

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 EXPO) 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. EXPO ONLY Badges are not offered for this event/EXPO.



## 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.



## EXPO 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

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



## Contact Information

### FOR MORE INFORMATION

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

**Tony Donald, CEM**

EXPO Sales Manager

Global Conferences & Events

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