

# InterConnect2016

The Premier Cloud & Mobile Conference

Sponsorship and Exhibit  
Opportunities

**February 21–25**

Mandalay Bay & MGM Grand | Las Vegas

#ibminterconnect



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# Why Invest?

InterConnect 2016 Solution EXPO

**Increase your visibility among clients, grow your business and cultivate new leads by becoming a sponsor or exhibitor in the Solution**

**EXPO at InterConnect 2016.** The Solution EXPO is the hub for networking, collaboration and engagement at InterConnect – providing you with an unparalleled opportunity to share your expertise with more than 22,000 attendees from over 100 countries.

InterConnect 2016 will deliver an enhanced EXPO experience. The Solution EXPO will evolve from a traditional tradeshow into a destination where attendees want – and have a reason – to spend time during the event.

InterConnect 2015 had over

 **87 K**  
EXPO visits

**88%** of all attendees visited the  
Solution EXPO at InterConnect 2015

 we anticipate  
**22,000+**  
attendees at InterConnect 2016

## EXHIBIT

Take advantage of unique sponsorship opportunities to increase your visibility among 22,000 prospective attendees – at InterConnect 2015, over 88% of all attendees visited the Solution EXPO!

## ENGAGE

Leverage networking and collaboration opportunities to forge new partnerships, build stronger relations and grow your business.

## DEVELOP

Immerse yourself in sessions that build the skills you need to create competitive advantage and help your business succeed.

## INSPIRE

Strengthen attendee knowledge of your products and services, and demonstrate leadership in your industry.

## INITIATE

Turn opportunities into outcomes with the leads you capture at InterConnect 2016.



# Solution EXPO Dates & Hours



**Monday  
February 22**  
  
 Solution EXPO Open  
**4:00pm–7:30pm**  
  
 Reception/Staffed  
**5:30pm–7:30pm**

**Tuesday  
February 23**  
  
 Solution EXPO Open  
**8:00am–7:00pm**  
  
 Staffed  
**11:30am–7:00pm**  
  
 Reception  
**5:00pm–7:00pm**

**Wednesday  
February 24**  
  
 Solution EXPO Open  
**8:00am–6:00pm**  
  
 Staffed  
**11:30am–6:00pm**  
  
 Reception  
**5:00pm–6:00pm**

**Thursday  
February 25**  
  
 Solution EXPO Open  
**8:00am–1:00pm**  
  
 Staffed  
**10:30am–1:00pm**

**The Solution EXPO must be fully staffed at the hours listed.**  
  
**The Solution EXPO Hall will be accessible Monday starting at 4:00pm, Tuesday and Wednesday starting at 8:00am until close; however, your staff is only required to be available during the hours listed.**





- Why Invest?
- Sponsorships
- Diamond
- Platinum
- Gold
- Silver
- Exhibitor
- All Levels
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- Featured MPOs
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# Sponsorship Packages



# Sponsorship Packages

Participation is subject to review and approval

	Diamond	Platinum	Gold Plus	Gold	Silver Plus	Silver	Exhibitor Plus	Exhibitor
<b>Early Bird Discounted Price</b> Available through January 15, 2016	\$95,000	\$70,000	\$42,000	\$35,000	\$31,000	\$24,000	\$18,500	\$14,500
<b>Standard Price</b>	\$100,000	\$75,000	\$47,000	\$40,000	\$36,000	\$29,000	\$22,500	\$18,500
<b>Exhibit Space Size</b>	30' x 30'	20' x 30'	20' x 20'	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'

The Plus packages are all-inclusive and have the following elements:



**Diamond, Platinum, Gold, Silver and Exhibitor** allow you to bring your own booth architecture to be located on the show floor perimeter.

+ By selecting a **Gold Plus, Silver Plus or Exhibitor Plus Package**, your floor presence will be upgraded to a full-service experience, including pedestal, monitor(s), electrical, etc. This choice allows you to reduce your shipping, drayage and set-up/tear-down expenses. The new Gold Plus and Silver Plus options give you a larger booth space to accommodate more attendees and a greater return for this nominal investment. They also afford you a premium location in the Solution EXPO.

Note: Diamond, Platinum, Gold, Silver and Exhibitors – Bring your own booth property.

All amounts are in U.S. dollars.



# Diamond Sponsorship



As one of our top-level opportunities, the Diamond Sponsorship **drives major awareness** through branding, promotion and onsite presence. In addition to a prominent space and **priority placement on the show floor**, this is the only level that includes multiple session opportunities and reception co-sponsorships to generate maximum impact. Opportunities are limited, so secure your space today!



# Diamond Sponsorship

## PACKAGE INCLUSIONS†

Full Conference Badges <sup>1</sup>	<b>14</b>
Conference Breakout Session (60 min.) All presentations are subject to review/approval; submission due dates apply	<b>2</b>
Diamond Breakout Sessions Promoted on digital signage	<b>✓</b>
Diamond Breakout Sessions Highlighted in InterConnect TODAY newspaper	<b>✓</b>
Solution EXPO Theater Presentation (20 min.) Presentation subject to approval; sign up is first-come, first-served	<b>2</b>
Meeting Room on Solution EXPO Floor	<b>Dedicated</b>
Meeting Room in Delano Hotel	<b>1</b>
Networking Event Access for all Full Conference Badges	<b>✓</b>
Booth Property Provided	<b>-</b>
Wireless Internet Access	<b>✓</b>
Hardwire Internet Booth Drop	<b>4</b>
Lead Retrieval Unit	<b>2</b>
Electrical Drop (500w)	<b>4</b>

† Please Note: This list is just a subset of the sponsorship package inclusions. **Please reference pages 17-19** for a complete list of Diamond inclusions.

Note: Diamond, Platinum, Gold, Silver and Exhibitors – Bring your own booth property.

1. Full Conference badge includes access to entire conference.

## NEW SOCIAL INCLUSIONS

One (1) Blog Post IBM Tumblr	<b>Including interview with Sponsor</b>
6 Week pre-promotional flight	<b>2x tweets per week from InterConnect account</b>
Cross promotion during InterConnect	<b>5x retweets of sponsor brand social handle content</b>





# Platinum Sponsorship



The Platinum Sponsorship is a **high-exposure opportunity for Business Partners** who want to bring their own booth property and have a strong onsite presence. **Establish leadership** and **raise awareness** with a prime space on the show floor and numerous branding, promotion and presentation inclusions.

# Platinum Sponsorship

## PACKAGE INCLUSIONS†

Full Conference Badges <sup>1</sup>	11
Conference Breakout Session (60 min.) All presentations are subject to review/approval; submission due dates apply	1
Solution EXPO Theater Presentation (20 min.) Presentation subject to approval; sign up is first-come, first-served	1
Meeting Room on Solution EXPO Floor	Dedicated
Networking Event Access for all Full Conference Badges	✓
Booth Property Provided	–
Wireless Internet Access	✓
Hardwire Internet Booth Drop	3
Lead Retrieval Unit	1
Electrical Drop (500w)	3

† Please Note: This list is just a subset of the sponsorship package inclusions. **Please reference pages 17–19** for a complete list of Platinum inclusions.

Note: Diamond, Platinum, Gold, Silver and Exhibitors – Bring your own booth property.

1. Full Conference badge includes access to entire conference.

**All badges that are included in the packages are for IBM Business Partner employees and staff ONLY and not for customers or clients. Please contact the EXPO Team if you want to purchase Client Badges.**

## NEW SOCIAL INCLUSIONS

One (1) Blog Post IBM Tumblr	✓
6 Week pre-promotional flight	<b>2k tweets per week from InterConnect account</b>
Cross promotion during InterConnect	<b>5x retweets of sponsor brand social handle content</b>





# Gold Plus Sponsorship

The Gold Plus sponsorship is our largest **all-inclusive package**, featuring a spacious booth as well as access to shared meeting spaces to conduct conversations. Additionally, gain further **exposure to attendees** as a co-sponsor of our breakfasts on Monday–Thursday.

# Gold Plus Sponsorship

## PACKAGE INCLUSIONS†

Full Conference Badges <sup>1</sup>	8
Conference Breakout Session (60 min.) All presentations are subject to review/approval; submission due dates apply	*
Solution EXPO Theater Presentation (20 min.) Presentation subject to approval; sign up is first-come, first-served	*
Meeting Room on Solution EXPO Floor	1-Hour Time Slots
Networking Event Access for all Full Conference Badges	✓
Booth Property Provided	✓
Wireless Internet Access	✓
Hardwire Internet Booth Drop	3
Lead Retrieval Unit	1
Electrical Drop (500w)	3

† Please Note: This list is just a subset of the sponsorship package inclusions. **Please reference pages 17–19** for a complete list of Gold Plus inclusions.

+ By selecting a **Gold Plus, Silver Plus or Exhibitor Plus Package**, your floor presence will be upgraded to a full-service experience, including pedestal, monitor(s), electrical, etc. This choice allows you to reduce your shipping, drayage and set-up/tear-down expenses. The new Gold Plus and Silver Plus options give you a larger booth space to accommodate more attendees and a greater return for this nominal investment. They also afford you a premium location in the Solution EXPO.

Note: Diamond, Platinum, Gold, Silver and Exhibitors – Bring your own booth property.

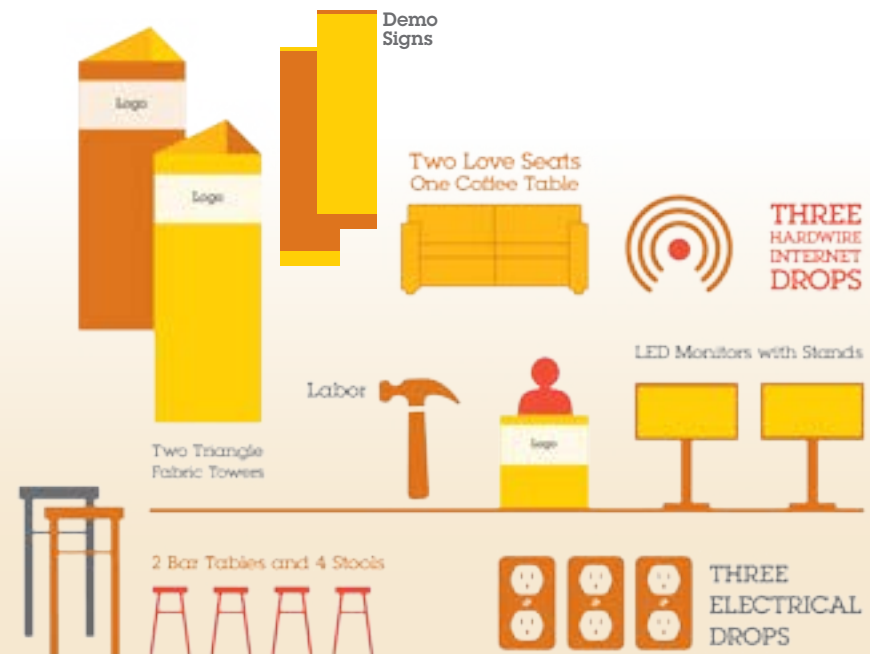
1. Full Conference badge includes access to entire conference.

**All badges that are included in the packages are for IBM Business Partner employees and staff ONLY and not for customers or clients. Please contact the EXPO Team if you want to purchase Client Badges.**

\* Can be purchased for an additional fee

## BOOTH INCLUSIONS

- 20' x 20' Carpet
- Info Counter w/Logo
- 2 Triangle Fabric Towers with Logos
- 2 LED Monitors w/Stands
- 2 Demo Signs
- 2 Bar Tables, 4 Stools & Wastebasket
- 2 Love Seats, 1 Coffee Table
- Labor





# Silver Plus Sponsorship



The Silver Plus sponsorship is an all-inclusive package that is a **great value** for Business Partners looking to have a comfortable space to network with attendees. **High-visibility advertising is also included**, as your logo (instead of name only) will be featured on the event website and signage at both Registration and the Solution EXPO entrance.

# Silver Plus Sponsorship

## PACKAGE INCLUSIONS<sup>†</sup>

Full Conference Badges <sup>1</sup>	5
Conference Breakout Session (60 min.) All presentations are subject to review/approval; submission due dates apply	*
Solution EXPO Theater Presentation (20 min.) Presentation subject to approval; sign up is first-come, first-served	*
Meeting Room on Solution EXPO Floor	*
Networking Event Access for all Full Conference Badges	✓
Booth Property Provided	✓
Wireless Internet Access	✓
Hardwire Internet Booth Drop	3
Lead Retrieval Unit	1
Electrical Drop (500w)	3

<sup>†</sup> Please Note: This list is just a subset of the sponsorship package inclusions. **Please reference pages 17–19** for a complete list of Silver Plus inclusions.

+ By selecting a **Gold Plus, Silver Plus or Exhibitor Plus Package**, your floor presence will be upgraded to a full-service experience, including floor space, pedestal, monitor(s), electrical, etc. This choice allows you to reduce your shipping, drayage and set-up/tear-down expenses. The new Gold Plus and Silver Plus options give you a larger booth space to accommodate more attendees and a greater return for this nominal investment. They also afford you a premium location in the Solution EXPO.

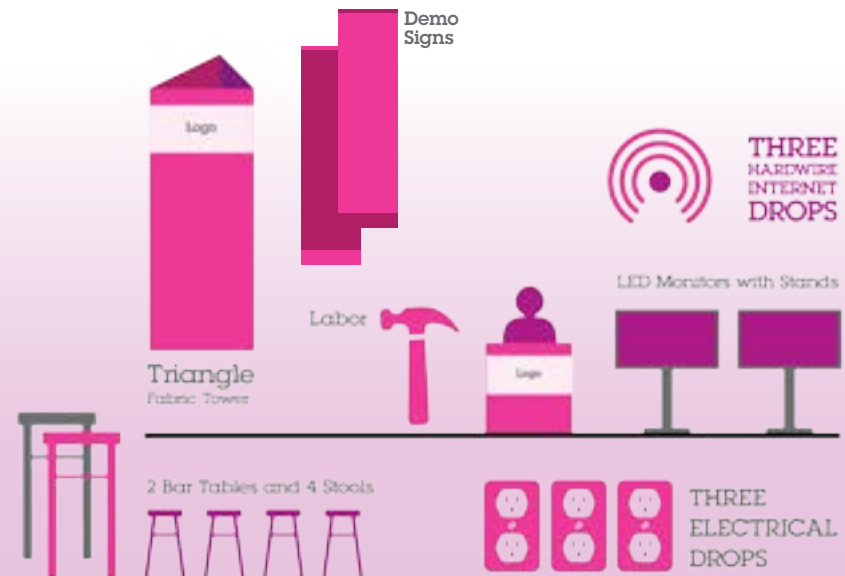
Note: Diamond, Platinum, Gold, Silver and Exhibitors – Bring your own booth property.

1. Full Conference badge includes access to entire conference.

**All badges that are included in the packages are for IBM Business Partner employees and staff ONLY and not for customers or clients. Please contact the EXPO Team if you want to purchase Client Badges.**

## BOOTH INCLUSIONS

- 10' x 20' Carpet
- Info Counter w/Logo
- Triangle Fabric Tower with Logo
- 2 LED Monitors w/Stand
- 2 Demo Signs
- 2 Bar Tables, 4 Stools & Wastebasket
- Labor





# Exhibitor Plus Sponsorship



The Exhibitor Plus sponsorship **upgrades our entry-level opportunity to an all-inclusive package** that reduces your shipping, drayage and set-up/tear-down expenses – all for a nominal fee.

# Exhibitor Plus Sponsorship

## PACKAGE INCLUSIONS†

Full Conference Badges <sup>1</sup>	3
Conference Breakout Session (60 min.) All presentations are subject to review/approval; submission due dates apply	*
Solution EXPO Theater Presentation (20 min.) Presentation subject to approval; sign up is first-come, first-served	*
Meeting Room on Solution EXPO Floor	*
Networking Event Access for all Full Conference Badges	✓
Booth Property Provided	✓
Wireless Internet Access	✓
Hardwire Internet Booth Drop	2
Lead Retrieval Unit	1
Electrical Drop (500w)	2

## BOOTH INCLUSIONS

- 10' x 10' Carpet
- Info Counter w/Logo
- Triangle Fabric Tower with Logo
- LED Monitor w/ Stand
- 1 Demo Sign
- Bar Table, 2 Stools & Wastebasket
- Labor

† Please Note: This list is just a subset of the sponsorship package inclusions. **Please reference pages 17–19** for a complete list of Exhibitor Plus inclusions.

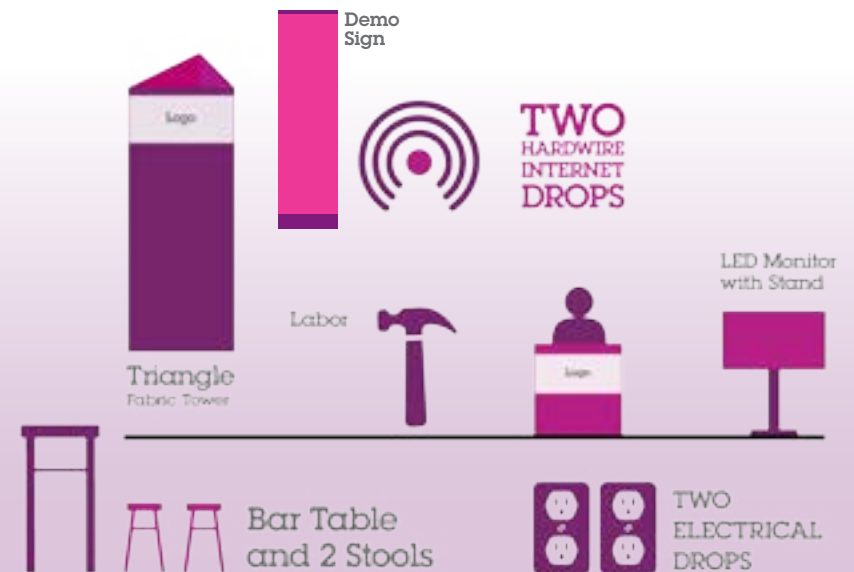
+ By selecting a **Gold Plus, Silver Plus or Exhibitor Plus Package**, your floor presence will be upgraded to a full-service experience, including pedestal, monitor(s), electrical, etc. This choice allows you to reduce your shipping, drayage and set-up/tear-down expenses. It also affords you a premium location in the Solution EXPO.

Note: Diamond, Platinum, Gold, Silver and Exhibitors – Bring your own booth property.

1. Full Conference badge includes access to entire conference.

**All badges that are included in the packages are for IBM Business Partner employees and staff ONLY and not for customers or clients. Please contact the EXPO Team if you want to purchase Client Badges.**

\* Can be purchased for an additional fee





# Sponsorship Levels & Packages

PACKAGE INCLUSIONS	Diamond	Platinum	Gold Plus/ Gold	Silver Plus/ Silver	Exhibitor Plus/ Exhibitor
Full Conference Badges <sup>1</sup>	14	11	8	5	3
Conference Breakout Session (60 min.) All presentations are subject to review/approval; submission due dates apply	2	1	*	*	*
Diamond Breakout Sessions Promoted on digital signage	✓	N/A	N/A	N/A	N/A
Diamond Breakout Sessions Highlighted in InterConnectTODAY newspaper	✓	N/A	N/A	N/A	N/A
Reserved Seats at General Sessions (Mon–Wed)	15	12	9	3	N/A
Solution EXPO Theater Presentation (20 min.) Presentation subject to approval; sign up is first-come, first-served	2	1	*	*	*
Meeting Room on Solution EXPO Floor	Dedicated	Dedicated	1-Hour Time Slots	*	*
Meeting Room in Delano Hotel	1	N/A	N/A	N/A	N/A
Networking Event Access for all Full Conference Badges	✓	✓	✓	✓	✓
Booth Property Provided	–	–	✓ / –	✓ / –	✓ / –
Wireless Internet Access	✓	✓	✓	✓	✓
Hardwire Internet Booth Drop	4	3	3/1	3/1	2/1
Lead Retrieval Unit	2	1	1	1	1
Electrical Drop (500w)	4	3	3/1	3/1	2/1
First Right of Refusal for 2017 Sponsorship	✓	✓	✓	✓	✓

# Sponsorship Levels & Packages (continued)

FUNCTION CO-SPONSORSHIPS	Diamond	Platinum	Gold Plus/ Gold	Silver Plus/ Silver	Exhibitor Plus/ Exhibitor
Co-sponsor a Function	<b>Solution EXPO Receptions Tues-Wed</b>	<b>Lunch Mon-Wed</b>	<b>Breakfast Mon-Thurs</b>	<b>N/A</b>	<b>N/A</b>
Logo on Function Signage	✓	✓	✓	<b>N/A</b>	<b>N/A</b>
<b>BRANDING/PROMOTIONS</b>					
Printed Ad in Guide	✓	✓	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Diamond Logo Featured in Select Print Deliverable	✓	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Logo on Digital Signage	✓	✓	*	*	*
Logo on Social Lounge Video Wall	✓	✓	✓	*	*
Rotating Logo on Event Connect Tool	✓	✓	*	*	*
Rotating Logo on "Highlights" Tab of Event Connect Tool	✓	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Logo on Diamond/Platinum Sponsorship Signage	✓	✓	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>



# Sponsorship Levels & Packages (continued)

<b>BRANDING/PROMOTIONS (continued)</b>	<b>Diamond</b>	<b>Platinum</b>	<b>Gold Plus/ Gold</b>	<b>Silver Plus/ Silver</b>	<b>Exhibitor Plus/ Exhibitor</b>
Sponsor Logos in Select Print Deliverable	✓	✓	✓	✓	N/A
Company Description Online	<b>100 words</b>	<b>100 words</b>	<b>100 words</b>	<b>75 words</b>	<b>50 words</b>
Company Listed on Conference Website	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Name only</b>
Hyperlink <sup>2</sup>	✓	✓	✓	✓	✓
Logo prominently displayed in two high traffic conference areas.	✓	✓	✓	✓	N/A
One-Minute Video on Digital Signage	✓	*	*	*	*
Logo Item Advertising <sup>3</sup> Sponsor Provides Items	✓	✓	✓	*	*
Thank-You Slide Featuring Sponsor Logo in General Session	<b>3 Days</b>	<b>2 Days</b>	<b>1 Day</b>	<b>N/A</b>	<b>N/A</b>
eLiterature Upload eLiterature collateral	✓	✓	✓	✓	✓
Sponsor/Exhibitor Emblem for Your Website	✓	✓	✓	✓	✓

<sup>2</sup>. Hyperlink will be from conference website to your URL, provided on your Solution EXPO application.  
<sup>3</sup>. Sponsor provides 300 items that include sponsor logo. Items to be placed on tables in Solution EXPO for attendees.

\* Can be purchased for an additional fee  
 Note: Diamond, Platinum, Gold, Silver and Exhibitors - Bring your own booth property.

# Badge Prices & Incentive Offers

## SPECIAL BADGE PRICES FOR SOLUTION EXPO PARTICIPANTS\*

All sponsors with a booth presence on the Solution EXPO floor may take advantage of these special badge fee prices:

- Purchase additional Full Conference Badge for **\$1,595**
- Purchase a Solution EXPO Only Badge for **\$599** (*Access ONLY to EXPO and EXPO Functions. No access to sessions or special events*)
- Purchase a Conference One-Day Badge valid Monday, Tuesday or Wednesday for **\$895 per day** (*No access to the special event Wednesday evening*)

\* Special badge fee prices valid through end of conference

## NEW SPONSOR INCENTIVE

Earn a \$500 credit for being a first time sponsor to InterConnect!

All amounts are in U.S. dollars.







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# Marketing and Promotional Opportunities (MPOs)



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# Entertainment

## Call for Quote

### Tier 1

One exclusive, all-inclusive opportunity offered to a single IBM Business Partner – includes a booth presence on the show floor, high visibility during the concert, exposure pre-/during/post-event and high-value amenities.

### Tier 2 – Available to IBM Internal Sponsors and B2C businesses

Multiple opportunities that offer high visibility during the concert, increased exposure and amenities – including a build-out on the concourse surrounding the arena.

Call for quote.

### Tier 3 – Available to B2C businesses

Multiple opportunities offered to B2C businesses who will receive access and exposure to 14,000 attendees – plus branding at the concert.

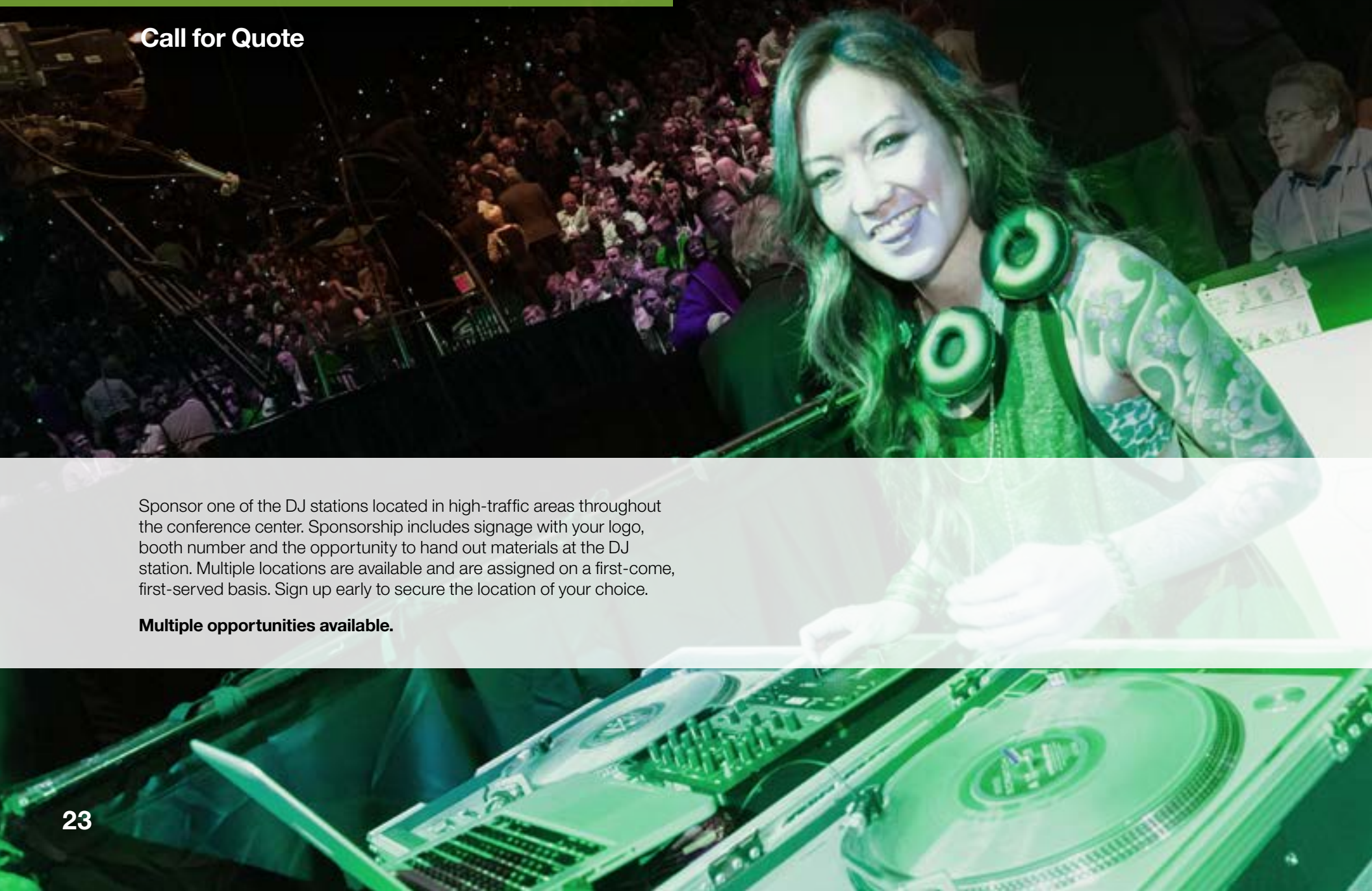




# DJ Station

Call for Quote

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Sponsor one of the DJ stations located in high-traffic areas throughout the conference center. Sponsorship includes signage with your logo, booth number and the opportunity to hand out materials at the DJ station. Multiple locations are available and are assigned on a first-come, first-served basis. Sign up early to secure the location of your choice.

**Multiple opportunities available.**





# Aroma Coffee Bar

\$40,000

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Be the hit of the conference with the exclusive sponsorship of the Aroma Coffee Bar. This Aroma Coffee Bar will be located in the Mandalay Bay Convention Center. It is sure to be the hub of the conference as a convenient 'meet me' location. Complimentary specialty coffee available to attendees Mon–Wed is sure to be a big draw. Coupled with café-style seating and a Recharge bar where attendees can recharge their devices while enjoying their choice of premium coffee.

This is a high traffic location convenient for all attendees near the 2nd floor Social Lounge, Executive Center and just up the escalators from the Expo. You will receive acknowledgment of your sponsorship onsite through multiple promotions and drive-to for the Aroma Coffee Bar.

## Exclusive Opportunity

- Acknowledgment in conference guide
- Customize the menu with your company "lingo"
- Print your logo on cup sleeves
- Your branding featured throughout the space
- Customized signage cards on tabletops
- Space allocated at Recharge bar to distribute collateral (brochure holder)
- Acknowledgment in General Session Thank you Slide (Mon)
- Promotion in Daily Newspaper M/T/W
- Location and Sponsored by Logo on Floor plan map in Guide (exclusive sponsorship)





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# “Stop Hunger Now”

\$15,000



Join IBM and Stop Hunger Now, a global humanitarian organization, to sponsor this Charity Event and pack 200K meals to feed hungry children around the world. Located within the Solution EXPO and open during EXPO hours, a big participation draw in the past has been “team challenges” where groups compete to determine who can pack the most meals! Traditionally, 15% of attendees volunteer at least 30 minutes to pack meals at an IBM conference.

**Two (2) opportunities available.**

**Sponsorship includes logo/sponsor acknowledgment on:**

- Conference website
  - Conference guide
  - Printed Solution EXPO map
  - General Session walk-in screens
  - Stop Hunger Now onsite signage
  - Stop Hunger Now onsite promotions
  - Stop Hunger Now (SHN) Logo Mark provided for your own promotional use
- \* Additionally, you will have the ability to provide a T-shirt or other giveaway with your logo to thank participating attendees.







# Social

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## Social GO – Premier Sponsorship

\$20,000

IBM provides the platform to showcase your brand with Industry experts. The content created is broadcast on the GO channel and in digital, and amplified by high-value blog and CrowdChat activations.

### Key components:

- theCube Interview.
- External Blog Post – The interview will be written into a blog post for additional reach and influence.
- CrowdChat – The sponsor will get branding and moderation of a CrowdChat, a new way to chat with a large group of people on Twitter. Sponsor will choose a topic, keynote or streamed general session and encourage a live discussion to generate impressions, reach and knowledge of their solutions regarding the topic.
- Social Promotion – 1 post each (Twitter, Tumblr, Facebook) promoting CrowdChat and theCube Interviews.
- 1 piece of Featured Content – whitepaper, solution brief, infographic or 1-minute video featured on the front page of IBMGO (available for attendees to download).
- Landing Page – The front page will have banners vertically and/or horizontally with sponsor logo.

**One (1) opportunity available.**

## Social Influencer Sponsorship

\$6,000

IBM provides the networking opportunities for key influencers to come together, network and share InterConnects. With access to the VIP Influencer Lounge, influencer events, to network in person and digital space to showcase your leading InterConnects.

### Key components:

- Featured Influencer – IBM solicits industry influencers to be part of the social conversation. We'll feature your influencer and give her/him access to the VIP Influencer Lounge, special influencer events and promotion/interviews.
- 1 piece of Featured Content – whitepaper, solution brief, infographic or 1-minute video featured on the front page of IBMGO (available for attendees to download).

**Two (2) opportunities available.**





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# Social

## Social Lounge Sponsor

Call for Quote

- Social perspectives screen (dedicated panel – real-time information)
- Social Influencer VIP Lounge access (2 VIP access passes)
- Sponsorship of breaks served in VIP Lounge
- Logo on tabletops
- Digital still ad on Social Wall
- 1-minute video ad on Social Wall

**SOLD**

## Social Lounge Video Wall

\$15,000

Be the exclusive sponsor of the Social Wall. Sponsorship includes print name/logo on the shroud on the walkway side of the wall. It also includes two 1-minute videos to appear on the wall.

**SOLD**

## Social – Owned Media

IBM provides your entrance into promoting your brand in social, or providing the amplification for your presence and your brand at IBM InterConnect.

Tweet Package **\$2,500**  
**Two (2) opportunities available.**

Tumblr Package **\$2,000**  
**One (1) opportunity available.**

Elite Social Package –  
Twitter, Tumblr Combined, 1 Instagram post, 1 LinkedIn post **\$5,000**  
**One (1) opportunity available.**



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# Daily Newspapers

## Sponsorship of InterConnectTODAY Daily Newspaper

**New to InterConnect 2016!** Increase your visibility with attendees by sponsoring an edition of the conference daily newspaper, InterConnectTODAY. Your logo will be placed on the masthead of the newspaper and on the newspaper racks used for distribution throughout the conference venue. Also included is a sponsor-provided ad to be placed on an inside page of the paper.

**EXPO Edition \$6,000**

**SOLD**

**Monday, Tuesday or Wednesday Edition \$5,000**

**SOLD**

**Thursday Edition \$4,000**

**One (1) sponsorship available per newspaper edition.**

## Advertisement in InterConnectTODAY Daily Newspaper

Advertisement in InterConnectTODAY Daily Newspaper (Monday, Tuesday OR Wednesday)

**Large (Approx. 5" x 7.5") \$2,500**

### Large Bundle Pack

(Includes all three days)

- Same Ad **\$6,750** (10% savings)
- Different Ad **\$7,125** (5% savings)

**Medium (Approx. 5" x 4") \$2,000**

### Medium Bundle Pack

(Includes all three days)

- Same Ad **\$5,400** (10% savings)
- Different Ad **\$5,700** (5% savings)

**Small (Approx. 2.5" x 4") \$1,500**

### Small Bundle Pack

(Includes all three days)

- Same Ad **\$4,050** (10% savings)
- Different Ad **\$4,275** (5% savings)



# Additional MPOs

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conferences



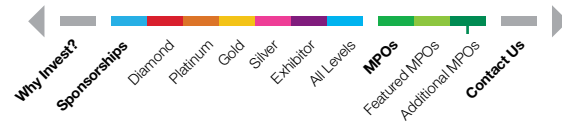
## PRINT ADVERTISING OPPORTUNITIES

<b>Advertisement in Guide</b> <small>(full page; subject to availability)</small>	<b>Outside Back Cover</b> <b>SOLD</b>	<b>\$4,000</b>
	<b>Inside Front Cover</b>	<b>\$3,500</b>
	<b>Inside Back Cover</b> <b>SOLD</b>	<b>\$3,500</b>
<b>Banner within Conference Area Foyer</b>	Attendees will take notice of your presence at the conference when they view your sponsor banner located in the foyer/entrance to the Mandalay Bay South Convention Center or the MGM Conference Center. Banner to include your logo prominently alongside conference branding.	<b>\$5,000</b>
<b>Multiple opportunities available.</b>		
<b>Charging Station</b>	Drive traffic to your booth and provide a valuable service to your clients and prospects by sponsoring a charging station for smart devices. Display and front of unit can be customized with your branding, including your logo, company name or booth number. Invite your guests to charge their phone while you network or give them a demo.	<b>\$3,500</b>
Locations for placement in the Solution EXPO include: <ol style="list-style-type: none"> <li>1) Inside your EXPO space, which requires an area of three square feet</li> <li>2) Next to a support column on the Solution EXPO Floor.</li> </ol> You will receive acknowledgment of your sponsorship onsite.		
<b>Ten (10) opportunities available.</b>		
<b>Conference Lanyard for Attendee Badges</b>	Feature your logo on the conference lanyards to be distributed to all attendees!	<b>\$12,000</b>
<b>One (1) opportunity available.</b> <b>SOLD</b>		



# Additional MPOs (CONTINUED)

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## PRINT ADVERTISING OPPORTUNITIES (CONTINUED)

<b>Column Sign Inside Solution EXPO</b>	Your company name will be printed on two sides of a Solution EXPO column.  <b>Limited number of opportunities available.</b>	<b>\$5,000</b>
<b>Column Sign Inside Conference Area</b>	Your company name will be printed on two sides of a column in Mandalay Bay or MGM Conference Center.  <b>Limited number of opportunities available.</b>	<b>\$7,500</b>
<b>Door Cling at MGM Grand</b>	Your logo, along with conference branding, will be prominently displayed on two of the large doors at the MGM Grand located near the conference center entrance on the first floor.  <b>Multiple opportunities available.</b>	<b>\$3,500</b>
<b>Elevator Wrap</b>	Take advantage of this opportunity at the conference. Attendees will take notice of your logo incorporated with conference branding on a set of elevator doors at the Mandalay Bay Convention Center or MGM Conference Center. First-come, first-served on location preference!  <b>Multiple opportunities available.</b>	<b>\$5,000</b>
<b>Escalator Cling</b>	Increase your brand awareness! Place your logo and booth number on one of the prime escalator locations carrying attendees between floors at the Mandalay Bay or MGM Conference Center. Escalator locations will be assigned on first-come, first-served basis – get your prime location by signing up today!  <b>Multiple opportunities available.</b>	<b>\$7,500</b>

# Additional MPOs (CONTINUED)

## PRINT ADVERTISING OPPORTUNITIES (CONTINUED)

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### Hand Sanitizers – NEW ITEM!

Be the “cleanest” hit of the show with this new opportunity of branding the hand sanitizers. Your logo will be placed on the surround of hand sanitizers placed throughout the conference.

#### Four (4) opportunities available at Mandalay Bay

<b>FL 1, South Convention Center (including EXPO). Approximately eighteen (18) units</b>	<b>\$5,000</b>
<b>FL 2, South Convention Center. Approximately ten (10) units</b>	<b>\$4,000</b>
<b>FL 3, South Convention Center. Approximately ten (10) units</b>	<b>\$4,000</b>
<b>FL 0, North Convention Center. Approximately five (5) units</b>	<b>\$2,000</b>

### Hotel Room Drop at Mandalay Bay and/or MGM Signature

Take advantage of this opportunity to have your piece of printed material delivered to a random selection of IBM or customer attendees. Hotel charges will apply in addition to the cost of the sponsorship fee.

**\$2,000**

### Logo Item Advertising

This is a great way to get your name and logo into the hands of attendees. Sponsor provides 300 items that include sponsor logo. Items to be placed on tables near the Solution EXPO Information Desk.

**\$2,000**

#### Multiple opportunities available.

### “People Mover” T-shirts

Your company name, and booth number or URL, to be printed on the back of our brightly colored T-shirt worn by the many event ambassadors directing attendees throughout the conference. This is a very high-visibility sponsorship!

**\$12,000**

#### One (1) opportunity available.


**SOLD**



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# Additional MPOs (CONTINUED)

## PRINT ADVERTISING OPPORTUNITIES (CONTINUED)

<b>Solution EXPO Bag</b> <small>(sponsor to provide bags)</small>	Looking for extra exposure at the conference? Sponsorship of the Solution EXPO bags is a great way to get noticed! Sponsor provides 5,000 bags to be made available to attendees in the Solution EXPO. Showcase your logo and messaging on the bags. Bag design is subject to review and approval.	<b>\$5,000</b>
<b>Two (2) opportunities available.</b>		
<b>Water Coolers in Solution EXPO</b>	Sponsor the water coolers located throughout the Solution EXPO floor. A wrapper with your logo and booth number will be placed on each cooler, bringing added exposure to your presence on the EXPO floor!	<b>\$10,000</b>
<b>One (1) opportunity available.</b>		
<b>Window Cling</b>	Increase your brand exposure by purchasing a window cling with your message along with conference branding to be placed prominently in the busy walkways at the Mandalay Bay or MGM.	<b>\$3,500</b>
<b>Multiple opportunities available.</b>		

# Additional MPOs (CONTINUED)

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## DIGITAL ADVERTISING OPPORTUNITIES

### Advertising on Conference Digital Signage (subject to availability)

Promote your company and solutions through this dynamic channel! Leverage the LCD screens, located throughout the conference, to deliver your digital message to attendees. Rotating content can include logos, digital still ads and video promotional spots.

<b>One-minute Video (up to 60 seconds max)</b>	<b>\$2,500</b>
<b>Digital Still Ad</b>	<b>\$2,000</b>
<b>Logo</b>	<b>\$1,500</b>

### Advertising on Event Connect Tool

The Event Connect tool is where attendees go to find sessions, build their agenda and network with other attendees. Increase your company exposure by advertising on the Event Connect tool and get noticed!

<b>Rotating Logo on Log-in Banner (5 opportunities)</b>	<b>\$2,000</b>
<b>Logo on Specialty Tabs (2 opportunities per tab)</b> <small>Choose from: Sessions, Information, Social or Now tabs</small>	<b>\$1,500</b>

### Advertising on Social Lounge Video Wall (rotating content provided by sponsors)

Don't miss this opportunity to showcase your digital message on the Social Lounge Video Wall for all to see! Rotating content can include logos, digital still ads and videos.

<b>One-minute Video (up to 60 seconds max)</b>	<b>\$4,000</b>
<b>Digital Still Ad</b>	<b>\$3,000</b>
<b>Logo</b>	<b>\$2,000</b>



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# Additional MPOs (CONTINUED)

## DIGITAL ADVERTISING OPPORTUNITIES (CONTINUED)

<b>Front Desk Video Wall at MGM</b>	Be the first to welcome Attendees on the large video wall at Check-in at the MGM Grand! Reserve a 30 second spot that will loop with other content throughout the conference dates. Sponsor provides the video.	<b>\$8,000</b>
	<b>Limited number available.</b>	<b>SOLD</b>
<b>Grand Garden Arena Plasmas at MGM Grand</b>	Increase your brand exposure by advertising on the plasmas located in the foyer leading to the Grand Garden Arena in the MGM Grand. Your 30 second video will rotate with other sponsor/hotel content. Sponsor provides the video. No audio available on these screens.	<b>\$5,000</b>
	<b>Multiple opportunities available.</b>	
<b>Hotel In-Room Guest Voice Message at Mandalay Bay and/or MGM Signature</b>	Additional hotel charges apply; random delivery to IBM or customer attendees.	<b>\$5,000</b>
	<b>Two (2) opportunities available.</b>	

## PRESENTATION OPPORTUNITIES

<b>Breakout Session Presentation</b> (60 minutes)	Generate buzz around your brand by delivering a presentation during one of our breakout sessions! All you have to do is submit the topic and content to IBM for approval. For 60 minutes, you've got the floor! One Full Conference Badge is included. Additional speakers must have a Full Conference Badge. Limited number of presentations available. Submission due dates apply. Available only to sponsors/exhibitors.	<b>\$12,500</b>
	<b>Limited number available.</b>	

# Additional MPOs (CONTINUED)

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## PRESENTATION OPPORTUNITIES (CONTINUED)

### Solution EXPO Theater Presentation

Take “center stage” for 20 minutes in the Solution EXPO theater! This is your opportunity to present your solution, product or innovative leading edge technology to attendees. Topic and content are subject to approval. Scheduling is first come, first served – so sign up for the optimum slot quickly. Available only to sponsors/exhibitors.

**\$2,500**

**Multiple opportunities available.**

## SPONSORSHIP OPPORTUNITIES

### Business Partner Reception Sponsorship

The Business Partner Reception will take place on Sunday.

**\$15,000**

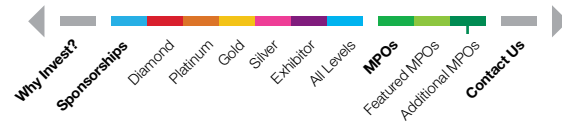
- 2 Full Conference Badges
- Recognition as a sponsor with company name and logo on signage at the Business Partner Reception
- Recognition during General Session: company name or logo displayed on screen
- Recognition with company name or logo in Summit Guide
- Sponsor name or logo with hyperlink from main conference website to sponsor’s website
- Your company name and logo on tabletop signs placed on bars in reception
- Opportunity to participate with an IBM Executive in a short (1–2 minute) welcome at the reception
- Small table at the reception made available for collateral or giveaway items provided by sponsor
- Dedicated meeting room on the Solution EXPO floor

**One (1) opportunity available.**



# Additional MPOs (CONTINUED)

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## SPONSORSHIP OPPORTUNITIES (CONTINUED)

### Business Partner Café Sponsorship

The Business Partner Café is the place to meet with IBM program and product experts, as well as a central location for IBM Business Partners to gather, network and host meetings.

**\$16,000**

**This sponsorship includes:**

- 5 Full Conference Badges
- Sponsor logo featured on signage inside of Business Partner Café
- Sponsor logo placement in guide
- Sponsor logo on Business Partner Café page on conference website
- Dedicated sponsor table in Business Partner Café
- 2 hi-boy tables with 6 stools for sponsor use
- Access to 6 hours of dedicated time in available meeting room

**1 SOLD**

**Two (2) opportunities available.**

### Certification Testing Area (signage acknowledgment only)

This area is one of the most popular destinations at the Conference and is a fantastic opportunity to get your company noticed! Sponsorship includes signage in the certification area and acknowledgment onsite. You can also place a promotional brochure in the certification room.

**\$3,000**

\*Be the exclusive sponsor for \$8,500

**SOLD**

**Three (3) opportunities available.\***

### Coffee Breaks – Entire Conference

Sponsor the coffee breaks for the entire Conference and put the focus on your brand! Your company name will appear on signage and you will receive acknowledgment of your sponsorship onsite.

**\$3,500**

\*Be the exclusive sponsor for \$6,500

**SOLD**

**Two (2) opportunities available.\***

### Conference Breakout Session Program Track

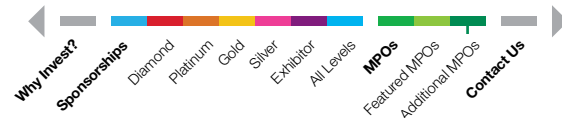
Gain more exposure by sponsoring a Conference Program Track of your choice. Your logo will be displayed on the digital room signage for all of the sessions in your track and you will receive sponsorship acknowledgment onsite. This sponsorship does not include a speaking opportunity.

**\$3,000**

**Multiple opportunities available.**

# Additional MPOs (CONTINUED)

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## SPONSORSHIP OPPORTUNITIES (CONTINUED)

### Dessert in Solution EXPO – Tuesday and Wednesday

Gain premier name recognition by sponsoring the desserts served in the Solution EXPO after lunch on Tuesday and Wednesday! Your logo will appear on signage in the Solution EXPO and you will receive sponsorship acknowledgment onsite.

**\$1,500**

\*Be the exclusive sponsor for \$3,000

**Two (2) opportunities available.\***

### Lab Center

Get the focused attention of the technical community by sponsoring the Lab Center during the Conference. These labs continue to be among the most popular sessions at the conference. You will receive appropriate signage in the area and sponsorship acknowledgment onsite. Your collateral can also be placed in the area.

**\$3,000**

\*Be the exclusive sponsor for \$8,500

**Three (3) opportunities available.\***

### Meeting Room on Solution EXPO Floor

Have your own meeting room on the Solution EXPO floor for your exclusive use. Meet with clients, plan strategy with teammates, etc. Your private meeting room will be available during EXPO hours from Monday 4pm –Thursday 1pm.

**10’x10’ Meeting Room**

**\$5,000**

**12’x12’ Meeting Room**

**\$7,500**

**Limited number available.**

### Solution EXPO Welcome Reception

This exclusive option provides a unique promotional and brand awareness opportunity. The Welcome Reception in the Solution EXPO will be held on Monday, February 22, 2016. Your logo will be printed on signage and placed at the entrance of the Solution EXPO. Sponsors may also provide (at their own cost) napkins with their logo/branding as a giveaway. **New to InterConnect 2016! Flair Bartenders included in this sponsorship!**

**\$15,000**

**One (1) opportunity available.**

**SOLD**



# Additional MPOs (CONTINUED)

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## SPONSORSHIP OPPORTUNITIES (CONTINUED)

### Women's Luncheon Sponsorship

The Women's Luncheon provides attendees with a great opportunity to learn from industry leaders, engage in discussion and network with other attendees. This exclusive sponsorship opportunity includes:

**\$15,000**

- Acknowledgment in conference guide and on website
- Company description in the conference agenda tool
- 2 Full Conference Badges
- Opportunity to participate with an IBM Executive in a short (1-2 minute) welcome address prior to the luncheon
- Logo on slide during luncheon
- 2 Dedicated/reserved tables available to host prospects
- Sponsor logo on shoe bag for high-end slippers each attendee receives

**One (1) opportunity available.**

## SPONSORSHIP AND CO-MARKETING FUNDS

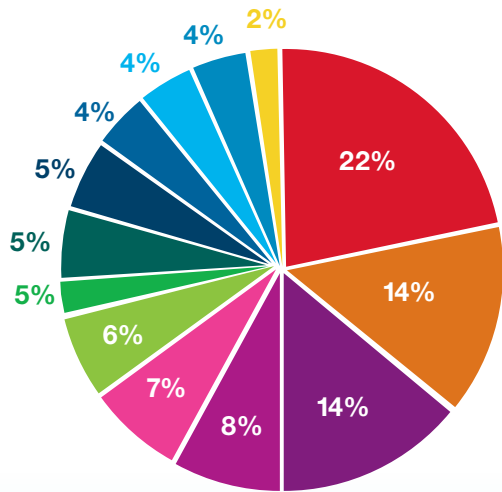
Co-marketing funds may be available for items listed with a few exceptions such as the Business Partner Café, the Business Partner Reception and Entertainment. The Logo Advertising items must not exceed the per-person gift limits defined in the Co-marketing Terms & Conditions.

All requests for Co-marketing funds require IBM approval, and are subject to available funding. Questions can be addressed by your local Co-marketing contact.

# InterConnect 2015

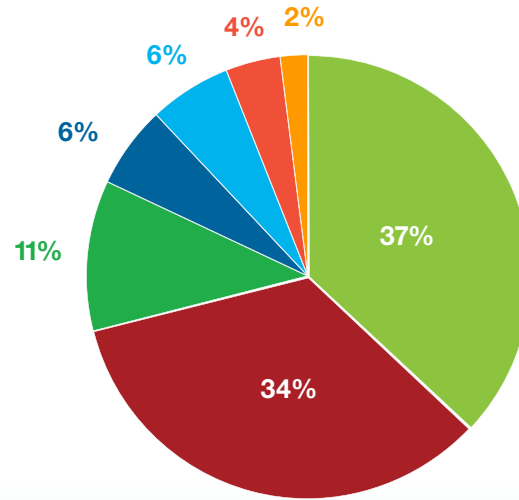
## Customer Demographics

### Customer Registration by Industry Type



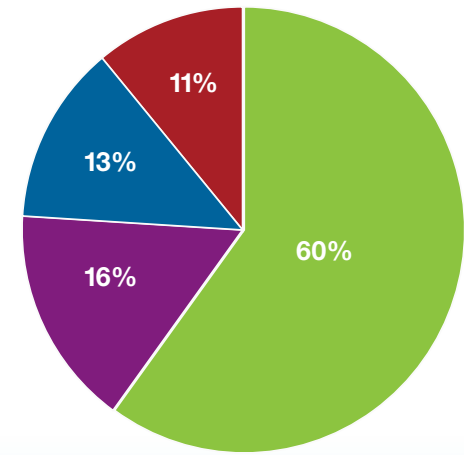
- Banking & Financial Markets
- Information Technology & Services
- Insurance
- Healthcare & Life Sciences
- Automotive, Travel & Transportation
- Media & Entertainment & Telecom
- Government (State/Provincial/Local)
- Retail
- Energy & Utilities
- Consumer & Industry Products
- Aerospace & Defense
- Others
- Education

### Customer Registration by Job Role



- IT Manager/Executive
- IT Professional
- Line of Business
- C-Level Executive
- Other
- Line of Business Manager/Executive
- Consultant

### Customer Registration by Company Size



- 5,000 or more
- 2,500-4,999
- 1,000-2,499
- Less than 1,000



# InterConnect 2015

Our Sponsors

## MARQUEE ENTERTAINMENT



## DIAMOND



## PLATINUM



services.avnet.com



## GOLD





## Contact Us

For more information about Solution EXPO sponsorship opportunities, visit:

[ibm.com/software/events/InterConnect/expo/info/](http://ibm.com/software/events/InterConnect/expo/info/)

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For custom or multi-event opportunities, contact:

**Tony Donald**, *Solution EXPO Sales Manager*

[tdonald@us.ibm.com](mailto:tdonald@us.ibm.com) | (847) 284-3480

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