



#ibminnovate

Innovate2014

The IBM Technical Summit

June 1–5 | Orlando, Florida

IBM Business Partner
Exhibitor and Sponsorship Package





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The IBM Technical Summit

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If you're interested in learning how you can build your business, grow top-line revenue and increase bottom-line profitability, attend Innovate 2014!

Dear Valued IBM Business Partner,

On behalf of IBM, I cordially invite you to participate as a sponsor for Innovate 2014, which will be held at the Walt Disney World Swan and Dolphin Resort in Orlando, Florida, June 1 – 5. I truly hope you will join us for this premier Software and Product Delivery event, which will provide you with valuable industry information, as well as exclusive educational and networking opportunities.

Innovate 2013 let the world know that software innovation is becoming synonymous with business innovation, and that innovation will continue at Innovate 2014. Innovate 2014 offers a fantastic opportunity to showcase your company's solutions, alongside IBM, where attendees will learn more about delivering and managing the smarter products and services that will interconnect our intelligent world.

With anticipated attendance of more than 4,000 attendees, Innovate 2014 will be the perfect environment for building stronger relationships, cultivating new leads and expanding into new markets.

The following prospectus details the full range of benefits you'll enjoy as an exhibitor. Don't miss this unique opportunity to use the power of IBM solutions for increased success in your business. We look forward to seeing you at Innovate 2014.

Sincerely,
Kristof Kloeckner
IBM Software, Rational





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Innovate 2014 will attract more than 4,000 attendees in an environment designed to be perfect for building deeper relationships, developing new leads and expanding into new markets.

Innovate 2013 Highlights

Over 3,900 people from 58 countries worldwide attended Innovate 2013, including approximately 600 Business Partners. Attendees had access to more than 400 technical sessions in 18 different technical and solution tracks with focus on IT, systems, security and customer stories. In addition, attendees enjoyed 26 hands-on/technical workshops, IBM Certification Testing, the Executive Summit Event, a high energy Solution EXPO featuring technology demonstrations, Inspiring and Informative Keynote Speakers, and a multitude of networking and Business Partner Activities, including Business Partner Development Day, the Business Partner Cafe and the Rational Business Partner Awards.

2014 IBM Business Partner Benefits

Why you don't want to miss Innovate 2014:

Innovate 2014 will be bigger and better than ever before. It's the must-attend event for the influential software practitioner audience. Don't miss this opportunity to showcase your products and solutions to the developers, testers, administrators, architects, engineers and managers who influence purchasing decisions and to close deals with on-site executives.

- Gain visibility for your company, its products and solutions with exhibit and demonstrations in a high-traffic Solution EXPO
- Reap more value with sponsorship offerings that address your company's individual needs
- Enjoy an unmatched opportunity to network with peers, customers and new prospects
- Benefit from one -on-one access to top subject matter experts, visionary leaders and executives
- Attend multiple tracks offering the best in developer education, including tracks that address today's hottest topics such as cloud, mobility, agile, big data, and social business
- Generate leads and increase sales
- Close and develop existing deals with managers, directors, c-level executives and other decision makers
- See demonstrations of IBM's latest solutions and upcoming products
- Attend confidential disclosure sessions where future product road maps will be outlined
- Learn about best practices from IBM clients and Business Partners from around the world!

Benefits at-a-glance

You've spoken—we've acted. Innovate 2014: The IBM Technical Summit will be better than ever because it's designed to meet the needs and requests of our valued Business Partners:

- Business Partner Café where you can meet with subject-matter experts
- Breaks and receptions strategically located in the Solution EXPO to drive more traffic
- Exciting updated sponsorship opportunities to add more value to your Innovate experience
- Exclusive Business Partner Day on Sunday with more compelling content and sessions than ever before
- The same benefits and experience you have come to expect from Innovate:
 - An estimated audience of over 4,000 attendees
 - An expanded curriculum that focuses on key industry topics such as Mobile, Cloud, DevOps, Social Business and Big Data
 - The latest in thought leadership, solution deep dives and real-world experiences for those managing IT, service delivery and operational infrastructures of almost every kind, in almost every major industry
 - Redesigned Solution EXPO for both visibility, better flow and ease of navigation
 - Many marketing opportunities available to sponsors and exhibitors to help you make your presence known
 - A full spectrum of high-quality business opportunity and technical content at almost every level—in both General Sessions and breakouts
 - Case study speaking opportunities
 - Motivational speakers
 - World-class entertainment





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External Sponsorship Tiers and Pricing

Diamond Level Investment

Early Bird: \$55,000*
Standard: \$60,000
Number Available: 1

Platinum Level Investment

Early Bird: \$45,000*
Standard: \$49,000
Number Available: 2

Gold Level Investment

Early Bird: \$35,000*
Standard: \$40,000
Number Available: 4

Silver Level Investment

Early Bird: \$18,000*
Standard: \$20,000
Number Available: 6

Exhibitor Level Investment

Booth Space: \$7,000
Turnkey Pedestal: \$7,500

RFR Investment

Booth Space: \$6,500**
Turnkey Pedestal: \$7,000**

* Early Bird is before March 31, 2014

** Must be Ready for Rational certified for this pricing.

The Week's Agenda

Saturday, May 31

2:00 pm – 7:00 pm Conference Registration/Information Desk

Sunday, June 1

7:00 am – 8:00 pm Conference Registration/Information Desk

8:00 am – 5:00 pm Business Partner Day

8:00 am – 3:00 pm Solution EXPO Set Up

6:00 pm – 8:30 pm Solution EXPO Grand Opening Reception

Monday, June 2

7:00 am – 7:00 pm Conference Registration/Information Desk

7:00 am – 8:00 am Breakfast

8:00 am – 5:30 pm Opening General Session; Breakout Sessions; Lunch and Networking

12:00 pm – 7:00 pm Solution EXPO Open – Dessert served

4:00 pm – 4:30 pm Afternoon Break Served

5:30 pm – 7:00 pm Solution EXPO Reception

Tuesday, June 3

7:00 am – 7:00 pm Conference Registration/Information Desk

7:00 am – 8:00 am Breakfast

8:00 am – 6:00 pm General Session; Breakout Sessions; Lunch and Networking

12:00 pm – 7:00 pm Solution EXPO Open – Dessert Served/Afternoon Break Served

4:00 pm – 4:30 pm Afternoon Break Served

5:30 pm – 7:00 pm Solution EXPO Reception

Wednesday, June 4

7:00 am – 6:30 pm Conference Registration/Information Desk

7:00 am – 8:00 am Breakfast

8:00 am – 4:30 pm Breakout Sessions; Lunch and Networking

12:00 pm – 4:30 pm Solution EXPO Open – Dessert Served

4:30 pm Solution EXPO Concludes

7:00 pm – 10:00 pm Innovate Special Event

Thursday, June 5

7:00 am – 1:00 pm Conference Registration/Information Desk

7:00 am – 8:00 am Breakfast

8:00 am – 11:30 am Breakout Sessions

11:30 am Conference Concludes





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Investment

\$55,000 if purchased by
March 31, 2014

\$60,000 after March 31, 2014

Solution Center Exhibitor Space

- 30' x 30' booth space
- Booth property to be provided by the exhibitor
- Two (2) wireless lead-retrieval units
- Five (5) Ethernet drops included
- 1000 watts Electrical power

(Refer to your Exhibitor Service Kit for instructions on purchasing additional electrical power)

Ten Full Conference Badges

Six Exhibitor Badges

Ten Reserved Seats at General Sessions

Diamond Sponsorship

Conference Inclusion

- Ten (10) Full Conference Badges for your employees
- Six (6) Exhibitor Badges for your employees (includes access to everything except breakout sessions)
- Dedicated meeting time with an IBM executive for you and your client
- For extra badges and additional pricing, refer to page 12

Speaking Opportunity

- Two (2) 60-minute breakout sessions. Sponsor provides speaker title, abstract and session (topic and presentation require Innovate Team approval) Customer speaker will receive a free Full Conference Badge.
- Executive Summit sponsorship, two (2) passes to the Executive Summit, inclusion in program guide and one (1) 5-minute speaking opportunity. Limited opportunities available.

Meeting Space

- Private meeting space in Solution EXPO. Pipe and draped area—exclusive use by your company—Monday, June 3 through Wednesday, June 5 at 12:30 pm. Food, beverages and any special audiovisual needs are at the expense and responsibility of the sponsor

Brand Awareness

- Logo at registration and Solution EXPO entrance signage
- Logo on signage in the main dining area
- Logo on two (2) conference lamp post banners between the Walt Disney World Swan and Dolphin hotels
- Company name, logo and 100-word company description in conference directory
- Logo on back cover of conference guide
- Company name, logo and hyperlink from Innovate website to sponsor's website
- Video Spotlight which includes up to three (3) of your 30–60-second video spots playing throughout the conference, before the opening keynote and on the conference website
- Conference Insert which can be 8.5" x 11" or CD — subject to IBM approval
- Conference track sponsor with a logo in one (1) track of your choice and in conference guide
- Logo and link on SmartSite Agenda Builder

Marketing

- Four-color, full-page ad in conference guide (inside front cover)
- Sponsor acknowledgement at General Sessions with your logo shown during the morning keynote
- Promotional material on the e-literature kiosk
- Company logo and link on pre-Innovate email to attendees sent by IBM
- Company logo featured as Diamond Sponsor on promotional emails
- Company featured in Innovate 2014 pre-show press announcement as Diamond Sponsor





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Investment

\$45,000 if purchased by
March 31, 2014

\$49,000 after March 31, 2014

Solution Center Exhibitor Space

- 20' x 20' booth space
- Booth property to be provided by the exhibitor
- Two (2) wireless lead-retrieval units
- Four (4) Ethernet drops included
- 1000 watts Electrical power

(Refer to your Exhibitor Service Kit for instructions on purchasing additional electrical power)

Eight Full Conference Badges

Four Exhibitor Badges

Eight Reserved Seats at
General Sessions

Platinum Sponsorship

Conference Inclusion

- Eight (8) Full Conference Badges for your employees
- Four (4) Exhibitor Badges for your employees (includes access to everything except breakout sessions and certification labs)
- For extra badges and additional pricing, refer to page 12

Speaking Opportunity

- One (1) 60-minute breakout sessions. Sponsor provides speaker title, abstract and session (topic and presentation require Innovate Team approval) Customer speaker will receive a free Full Conference Badge.
- Executive Summit sponsorship, one(1) pass to the Executive Summit and inclusion in program guide.

Meeting Space

- Private meeting space in Solution EXPO. Pipe and draped area—exclusive use by your company Monday, June 3 through Wednesday, June 5 at 12:30 pm. Food, beverages and any special audiovisual needs are at the expense and responsibility of the sponsor

Brand Awareness

- Logo at registration and Solution EXPO entrance signage
- Logo on signage in the main dining area
- Logo on one (1) conference lamp post banner between the Walt Disney World Swan and Dolphin hotels
- Company name, logo and 100-word company description in conference directory
- Logo on back cover of conference guide
- Company name, logo and hyperlink from Innovate website to sponsor's website
- Video Spotlight which includes up to two (2) of your 30–60-second video spots playing throughout the conference, before the opening keynote and on the conference website
- Conference Insert which can be 8.5" x 11" or CD, subject to IBM approval
- Conference track sponsor with a logo in 1 track of your choice and in conference guide
- Logo and link on SmartSite Agenda Builder

Marketing

- Four-color, full-page ad in conference guide (premium location depending on availability)
- Sponsor acknowledgement at General Sessions with your logo shown during the morning keynote
- Promotional material on the e-literature kiosk
- Company logo featured as Platinum Sponsor on promotional emails





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Investment

\$35,000 if purchased by
March 31, 2014

\$40,000 after March 31, 2014

Solution Center Exhibitor Space

- 20' x 10' booth space
- Booth property to be provided by the exhibitor
- One (1) wireless lead retrieval unit
- Two (2) Ethernet drops included
- 1000 watts Electrical power

(Please refer to your Exhibitor Service Kit for instructions on purchasing additional electrical power)

Six Full Conference Badges

Three Exhibitor Badges

Six Reserved Seats at
General Sessions

Gold Sponsorship

Conference Inclusion

- Six (6) Full Conference Badges for your employees
- Three (3) Exhibitor Badges for your employees (includes access to everything except breakout sessions)
- For extra badges and additional pricing, refer to page 12

Brand Awareness

- Logo on Solution EXPO entrance signage
- Logo on one (1) conference lamp post banner between the Walt Disney World Swan and Dolphin hotels
- Company name, logo and 75-word company description in conference directory
- Company name, logo and hyperlink from Innovate website to sponsor's website
- Video Spotlight which includes up to two (2) of your 30–60-second video spots playing throughout the conference, before the opening keynote and on the conference website
- Conference Insert which can be 8.5" x 11" or CD, subject to IBM approval
- Logo and link on SmartSite Agenda Builder

Marketing

- Four-color, full-page ad in conference directory
- Sponsor acknowledgement at General Sessions with your logo shown during the morning keynote
- Promotional material on e-literature kiosk
- Company logo featured as Gold Sponsor on promotional emails
- Company logo and link on pre-Innovate email to attendees sent by IBM





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Investment

\$18,000 if purchased by
March 31, 2014

\$20,000 after March 31, 2014

Solution Center Exhibitor Space

- 10' x 10' booth space
- Booth property to be provided by the exhibitor
- One (1) wireless lead-retrieval unit
- One (1) Ethernet drop included
- 1000 watts Electrical power

(Please refer to your Exhibitor Service Kit for instructions on purchasing additional electrical power)

Two Full Conference Badges

Three Exhibitor Badges

Silver Sponsorship

Conference Inclusion

- Two (2) Full Conference Badges for your employees
- Three (3) Exhibitor Badges for your employees (includes access to everything except breakout sessions)
- For extra badges and additional pricing, refer to page 12

Brand Awareness

- Logo on Solution EXPO entrance signage
- Company name, logo and 75-word company description in conference directory
- Company name, logo and hyperlink from Innovate website to sponsor's website
- Sponsor acknowledgement at General Sessions with your logo shown during the morning keynote





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Investment

\$7,000

Solution Center Exhibitor Space

- 10' x 10' booth space
- Booth property to be provided by the exhibitor
- One (1) Ethernet drop included
- 1000 watts Electrical power*

One Full Conference Badge

Two Exhibitor Badges

Investment

Turnkey pedestal—\$7,500

Solution Center Exhibitor Space

- Pedestal and signage with your logo (Booth property provided by IBM)
- One (1) electrical power drop
- One (1) wired Internet connection
- One (1) monitor
- Carpet
- 150 pounds of drayage
- One (1) stool

One Full Conference Badge

One Exhibitor Badge

Investment

Booth space—\$6,500**

Turnkey Pedestal—\$7,000**

Exhibitor Sponsorship

Conference Inclusion

- One (1) Full Conference Badge for your employee
- Two (2) Exhibitor Badges for your employees (includes access to everything except breakout sessions)
- For extra badges and additional pricing, refer to page 12

Brand Awareness

- Company name, 50-word company description and booth number in conference directory
- Company name on the Innovate website

Turnkey Pedestal Sponsorship

Conference Inclusion

- One (1) Full Conference Badge for your employee
- One (1) Exhibitor Badge for your employee (includes access to everything except breakout sessions)
- For extra badges and additional pricing, refer to page 12

Brand Awareness

- Company name, 50-word company description and booth number in conference directory
- Company name on the Innovate website

Ready for Rational (RFR)** Sponsorship

Conference Inclusion

- One (1) Full Conference Badge for your employee
- Two (2) Exhibitor Badges for your employees (includes access to everything except breakout sessions)
- For extra badges and additional pricing, refer to page 12

Brand Awareness

- Company name, 50-word company description and booth number in conference directory
- Company name on the Innovate website

* Please refer to your Exhibitor Service Kit for instructions on purchasing additional electrical power

** Must be Ready for Rational certified for this pricing. Please contact Bob Melton at bmelton@us.ibm.com for more details





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Investment

Accessory Package A

Ideal for 10' x 20' booth space
\$3,000

Accessory Package B

Ideal for 10' x 10' booth space
\$2,000

Accessory Package C

Ideal for 10' x 10' booth space
\$1,500

Booth Accessory Packages

Accessory Package A

- (1) - 8' Black Draped Table
- (1) - Wastebasket
- (1) - Euro Black Bar Stool
- (1) - Black Sausalito Loveseat
- (1) - Princeton Coffee Table
- (1) - Black Storage Pedestal
- (2) - Euro Black Chair—no arms
- (2) - Black Cube
- (1) - Floor Logo/Booth Number Sticker (10" x 12")
- 1000 watts of power
- Daily vacuuming and garbage removal

Accessory Package B

- (1) - 8' Black Draped Table
- (1) - Wastebasket
- (2) - Euro Black Chair—no arms
- (1) - Black Storage Pedestal
- (1) - Floor Logo/Booth Number Sticker (10" x 12")
- 1000 watts of power
- Daily vacuuming and garbage removal

Accessory Package C

- (1) - 8' Black Draped Table
- (1) - Wastebasket
- (2) - Euro Black Chair—no arms
- (1) - Floor Logo/Booth Number Sticker (10" x 12")
- 1000 watts of power
- Daily vacuuming and garbage removal





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Event-Related Marketing Opportunities

Track Sponsorship

(Includes signage and literature in entire track)

\$4,000 per track

Breakout Room Sponsorship

(Includes signage and literature in one room)

\$1,500 per day

IBM® Rational® Hands-on Lab Room Sponsorship

(5 rooms maximum)

\$1,500 per room

Sponsor the Executive Summit

(Includes one pass)

(One sponsorship available)

\$15,000

A La Carte Marketing Opportunities

Advertising in the Conference Directory

Four-Color, Full Page Ad (limited number available) \$2,000

Other Advertising Opportunities

Promotional material on e-literature kiosk \$2,000

Hyperlink from Innovate website \$500

Company logo on SmartSite Agenda Builder \$2,000

Conference walkway double-sided banner (limited number available)

— one (1) \$3,500

— two (2) \$6,000

Video Spotlight program \$4,000

Company logo at conference water stations \$2,500

Conference insert (subject to IBM approval) \$2,000

Escalator runner to the Solution EXPO \$5,000

Signs on revolving doors leading to conference walkway \$5,000

Hotel Promotions

Swan and Dolphin room keycard \$10,000

Swan and Dolphin room drop—under room door only \$2,000*

Fun and Food Related

Special Event Sponsorship \$25,000

Morning and afternoon break sponsorship—
Monday, Tuesday, or Wednesday \$2,000/day

* Additional hotel charges apply.

Continued...





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A La Carte Marketing Opportunities (continued)

Conference Access

Sponsor Full Conference Badge	\$1,595
Sponsor Exhibitor Badge (includes access to everything except breakout sessions)	\$895
Sponsor Exhibitor upgrade to Full Conference	\$700
One (1) Day Full Conference Badge—Business Partner use only	\$800

Client Connections Lounge Opportunities

Lounge Sponsorship—Includes signage, literature or giveaway placement and two (2) Solution EXPO passes for lounge access for entire conference	\$3,000
Lounge food and beverage sponsorship—Monday, Tuesday or Wednesday	\$1,000/day

BP Cafe Sponsorship

BP Cafe Sponsorship plus three (3) Exhibitor Badges	\$8,500
BP Cafe Sponsorship plus three (3) Exhibitor Badges plus one (1) Full Conference Badge	\$10,000

BP Cafe Sponsorship Package Includes:

- Sponsor logo featured on BP Café signage inside and outside of BP Cafe
- Exclusive table location within the BP Café for meetings and discussions
- Sponsor logo placement in online show guide
- Sponsor logo placement on BP Café page on conference website
- Access to reserved meeting rooms in BP Café (6 hours of meeting time)
- Ability to purchase one (1) discounted Full Conference Badge





Benefits at-a-Glance

Sponsorships	Diamond	Platinum	Gold	Silver	Exhibitor [†]	Turnkey Pedestal ^{††}
Early bird discount*	\$55,000	\$45,000	\$35,000	\$18,000	\$7,000	\$7,500
Investment	\$60,000	\$49,000	\$40,000	\$20,000	\$7,000	\$7,500
Number available	1	2	4	6	–	–
Conference Inclusion						
Exhibit space	30' x 30'	20' x 20'	20' x 10'	10' x 10'	10' x 10'	Pedestal
Wireless lead-retrieval units	2	2	2	1	1	1
Reserved seats at General Sessions	10	8	6	–	–	–
Sponsor Full Conference Badges (additional Sponsor Full Conference badges are \$1,595 each)	10	8	6	2	1	1
Sponsor Exhibitor Badges** (additional Sponsor Exhibitor Badges are \$895 each)	6	4	3	3	2	1
Breakout session presentation (60 minutes)	2	1	–	–	–	–
Private meeting space	1	1	–	–	–	–
Conference track sponsorship	✓	✓	–	–	–	–
Logo on Solution EXPO entrance signage	✓	✓	✓	✓	–	–
Branding throughout the conference	✓	✓	✓	–	–	–
Company logo signage in main meal area	✓	✓	–	–	–	–

* Early Bird is before March 31, 2014.

** Exhibitor badges include access to everything except breakout sessions

† \$7,000 Exhibitor for RFR certified

†† \$6,500 Turnkey Pedestal for RFR certified

Continued...





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Benefits at-a-Glance (continued)

Conference Inclusion (continued)	Diamond	Platinum	Gold	Silver	Exhibitor	Turnkey Pedestal
Company name and logo with hyperlink on Innovate website	✓	✓	✓	✓	-	-
Company name on conference website	-	-	-	-	✓	✓
Four-color ad in conference directory	Full-page (Inside Front Cover)	Full-page (Premium)	Full-page	Full-page	-	-
Logo on back cover of conference guide	✓	✓	-	-	-	-
Promotional material on e-Literature kiosk	✓	✓	✓	-	-	-
1000 watts of electrical	✓	✓	✓	✓	✓	✓
Collateral in conference bag	✓	✓	✓	-	-	-
Company name and logo on conference lamp post banners	✓	✓	✓	-	-	-
Sponsor acknowledgement at General Session keynote	✓	✓	✓	✓	-	-
Ethernet drop(s) in Exhibit Hall	5	4	2	1	1	1
Turnkey pedestal accessories (pedestal signage, one (1) power drop, one (1) hard-wired internet drop, one (1) color monitor, one (1) stool)	-	-	-	-	-	✓





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I'm interested in a sponsorship. Who do I contact?

Bob Melton

Innovate Sales Manager

email: bmelton@us.ibm.com

Phone: 770-804-1162

For more information about IBM Innovate 2014, go to:

ibm.com/innovate





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