

Innovate2013

The IBM Technical Summit



June 2-6

Walt Disney World Swan and Dolphin Resort
Orlando, Florida



**IBM Business Partner
Exhibitor and Sponsorship Package**



Innovate2013

The IBM Technical Summit

If you're interested
in learning how
you can build your
business, grow top-
line revenue and
increase bottom-line
profitability, attend
Innovate 2013!

Dear Valued IBM Business Partner,

On behalf of IBM, I cordially invite you to participate as a sponsor for Innovate 2013, which will be held at the Walt Disney World Swan and Dolphin Resort in Orlando, Florida, June 2 – 6. 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 2012 let the world know that software innovation is becoming synonymous with business innovation, and that innovation will continue at Innovate 2013. Innovate 2013 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 2013 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 2013.

Sincerely,
Kristof Kloeckner
IBM Software, Rational

Innovate 2013 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 2012 Highlights

Over 3,900 people from 58 countries worldwide attended Innovate 2012, 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 Exhibit Hall 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.

2013 IBM Business Partner Benefits

Why you don't want to miss Innovate 2013:

Innovate 2013 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 exhibit hall
- 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 2013: 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 Exhibit Hall 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 Exhibit Hall for booth 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

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 Turnkey Level Investment

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

* Early Bird is before March 14, 2013

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

The Week's Agenda

Saturday, June 1

2:00 p.m. – 7:00 p.m. Conference Registration/Information Desk

Sunday, June 2

7:00 a.m. – 8:00 p.m. Conference Registration/Information Desk

8:00 a.m. – 5:00 p.m. Business Partner Day

11:00 a.m. – 3:00 p.m. Exhibit Hall set up

6:30 p.m. – 9:00 p.m. Innovate Opening and Welcome Reception

Monday, June 3

7:00 a.m. – 7:00 p.m. Conference Registration/Information Desk

7:00 a.m. – 8:00 a.m. Breakfast

8:00 a.m. – 5:30 p.m. Opening General Session; Breakout Sessions; Lunch and Networking

12:00 p.m. – 2:00 p.m. Exhibit Hall Open – Dessert served

5:00 p.m. – 8:00 p.m. Exhibit Hall Open

6:00 p.m. – 8:00 p.m. Exhibit Hall Reception

Tuesday, June 4

7:00 a.m. – 7:00 p.m. Conference Registration/Information Desk

7:00 a.m. – 8:00 a.m. Breakfast

8:00 a.m. – 6:00 p.m. General Session; Breakout Sessions; Lunch and Networking

12:00 p.m. – 2:00 p.m. Exhibit Hall Open – Dessert served

4:30 p.m. – 7:30 p.m. Exhibit Hall Open

5:30 p.m. – 7:30 p.m. Exhibit Hall Reception

Wednesday, June 5

7:00 a.m. – 6:30 p.m. Conference Registration/Information Desk

7:00 a.m. – 8:00 a.m. Breakfast

8:00 a.m. – 4:30 p.m. Breakout Sessions; Lunch and Networking

12:00 p.m. – 4:00 p.m. Exhibit Hall Open – Dessert served

4:00 p.m. Exhibit Hall Concludes

7:00 p.m. – 10:00 p.m. Innovate Special Event

Thursday, June 6

7:00 a.m. – 1:00 p.m. Conference Registration/Information Desk

7:00 a.m. – 8:00 a.m. Breakfast

8:00 a.m. – 11:30 a.m. Breakout Sessions

11:30 a.m. Conference Concludes

Investment

\$45,000 if purchased by
March 14, 2013

\$49,000 after March 14, 2013

Solution Center Exhibitor Space

- 20' x 20' booth space
- Booth property to be provided by the exhibitor
- Two wireless lead-retrieval units
- One Ethernet drop included
- Electrical power not included

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

Eight Full Conference Badges

Four Exhibitor Badges

Eight Reserved Seats at
General Sessions

First Rights for the same
sponsorship level at
IBM Innovate 2014

Platinum Sponsorship

Conference Inclusion

- Eight Full Conference Badges for your employees
- Four 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

- One 60-minute customer case study (vendor-sponsored presentation). 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 pass to the Executive Summit and one 5-minute presentation (two sponsorships available)

Meeting Space

- Private meeting space on exhibitor floor. Pipe and draped area—exclusive use by your company Monday, June 3 through Wednesday, June 5 at 12:30 p.m. Food, beverages and any special audiovisual needs are at the expense and responsibility of the sponsor
- Meeting space in host hotel (Walt Disney World Swan or Dolphin) Monday through Wednesday

Brand Awareness

- Logo at registration and Exhibit Hall entrance signage
- Logo on signage in the main dining area
- Logo on one 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 three of your 30–60-second video spots playing throughout the conference, before the opening keynote and on the conference website
- Exhibit Hall Game to drive traffic to your booth with your logo and booth number
- Conference Bag Insert which can be 8 x 11" or CD, subject to IBM approval
- Conference track sponsor with a logo in 1 track of your choice, walk in slide, outside track room and in conference guide
- **NEW!** Logo and link on Innovate SmartSite

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 or white paper on the e-literature kiosk for download
- Booth traffic analysis
- Company logo and link on post Innovate email to attendees sent by IBM
- Company logo featured as Platinum Sponsor on promotional emails
- Company featured in Innovate 2013 pre-show press announcement as Platinum Sponsor

Investment

\$35,000 if purchased by
March 14, 2013

\$40,000 after March 14, 2013

Solution Center Exhibitor Space

- 20' x 10' booth space
- Booth property to be provided by the exhibitor
- Two wireless lead-retrieval units
- One Ethernet drop included
- Electrical power not included

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

Six Full Conference Badges

Three Exhibitor Badges

Six Reserved Seats at
General Sessions

First Rights for the same sponsorship level (or an upgrade should there be a higher level designated) at IBM Innovate 2014

Gold Sponsorship

Conference Inclusion

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

Speaking Opportunity

- One 60-minute customer case study (vendor-sponsored presentation). Sponsor provides speaker title, abstract and session (topic and presentation require Innovate Team approval) Customer speaker will receive a free Full Conference Badge.
- Upgrade to sponsor the Executive Summit for an additional \$5,000. This includes one pass to the Executive Summit and one 5-minute presentation (two sponsorships available)

Brand Awareness

- Logo on Exhibit Hall entrance signage
- Logo on one 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 of your 30–60-second video spots playing throughout the conference, before the opening keynote and on the conference website
- Exhibit Hall Game to drive traffic to your booth with your logo and booth number
- Conference Bag Insert which can be 8 x 11" or CD, subject to IBM approval
- **NEW!** Logo and link on Innovate SmartSite

Marketing

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



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Investment

\$18,000 if purchased by
March 14, 2013

\$20,000 after March 14, 2013

Solution Center Exhibitor Space

- 10' x 10' booth space
- Booth property to be provided by the exhibitor
- One wireless lead-retrieval unit
- One Ethernet drop included
- Electrical power not included

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

Two Full Conference Badges

Three Exhibitor Badges

First Rights for same or upgraded sponsorship level at IBM Innovate 2014

Silver Sponsorship

Conference Inclusion

- Two Full Conference Badges for your employees
- Three 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 Exhibit Hall entrance signage
- Company name, logo and 50-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

Marketing

- Four-color, full-page ad in conference directory



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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 Ethernet drop included
- Electrical power not included

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

One Full Conference Badge

Two Exhibitor Badges

First Rights for same or upgraded sponsorship level at IBM Innovate 2014

Investment

Turnkey pedestal—\$7,500

Solution Center Exhibitor Space

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

One Full Conference Badge

One Exhibitor Badge

Exhibitor Sponsorship

Conference Inclusion

- One Full Conference Badge for your employee
- Two 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 and booth number in conference directory
- Company name on the Innovate website

Turnkey Pedestal Sponsorship

Conference Inclusion

- One Full Conference Badge for your employee
- One 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 and booth number in conference directory
- Company name on the Innovate website



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Investment

Booth space — \$7,000*

Solution Center Exhibitor Space

- 10' x 10' booth space
- Booth property to be provided by the exhibitor
- One Ethernet drop included
- Electrical power not included

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

One Full Conference Badge

One Exhibitor Badge

Investment

RFR Turnkey pedestal — \$6,500*

Solution Center Exhibitor Space

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

One Full Conference Badge

One Exhibitor Badge

Ready for Rational (RFR)* Sponsorship

Conference Inclusion

- One Full Conference Badge for your employee
- One 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 and booth number in conference directory
- Company name on the Innovate website

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

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

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)
\$1500 per room

IBM® Rational® Hands-on Lab Room Sponsorship

(5 rooms maximum)
\$1,500 per room

Sponsor the Executive Summit

(Includes one pass)
(Two sponsorships available)
\$15,000

A La Carte Marketing Opportunities

Advertising in the Conference Directory

Full-page	\$1,500
Half-page	\$1,000

Other Advertising Opportunities

Promotional material or white paper on conference kiosk	\$2,000
Company logo and link on Innovate post-conference email	\$1,000
Footprints on Exhibit Hall floor leading to your booth (maximum 3)	\$2,500
Hyperlink from Innovate website	\$500
Company logo on Innovate SmartSite	\$2,000
Conference walkway double-sided banner	one \$3,500 two \$5,000
Video Spotlight program	\$4,000
Company logo at conference water stations	\$2,500
Conference bag insert	\$1,600
Company logo on keynote slide	\$2,000
Exhibit Hall Game	\$1,800
Escalator runner to the Exhibit Hall	\$5,000
Signs on revolving doors leading to conference walkway	\$5,000

Hotel Promotions

Swan and Dolphin room keycard	\$6,000
Swan and Dolphin room drop—under room door only	\$8,000

Fun and Food Related

Special Event Sponsorship	\$25,000
Morning and afternoon break sponsorship—Monday, Tuesday, or Wednesday	\$2,000/day
Evening Exhibit Hall reception sponsorships—Monday or Tuesday	\$3,000

Continued...

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
Discounted Customer Badge—Business Partner must purchase	\$1,795
One-day Full Conference Badge—Business Partner use only	\$800

Client Connections Lounge Opportunities

Lounge Sponsorship—Includes signage, literature or giveaway placement and two exhibit hall 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 Web Site
- Access to Reserved Meeting Rooms in BP Café (6 hours of Meeting Time)
- Ability to Purchase One Discounted Full Conference Badge

Benefits at-a-Glance

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

Continued...

* Early Bird is before March 14, 2013.

** Exhibitor badges include access to everything except breakout sessions

Benefits at-a-Glance (continued)

Conference Inclusion (continued)	Platinum	Gold	Silver	Exhibitor	Turnkey Pedestal	RFR Pedestal
Company name and logo with hyperlink on Innovate website	✓	✓	✓	-	-	-
Company name on conference website	-	-	-	✓	✓	✓
Four-color ad in conference directory	Full-page (Premium)	Full-page	Full-page	-	-	-
Logo on back cover of conference directory	✓	-	-	-	-	-
Exhibit Hall Game	✓	✓	-	-	-	-
Promotional material or white paper in information kiosk	✓	✓	-	-	-	-
RFID-based booth traffic analysis	✓	✓	-	-	-	-
Collateral in conference bag	✓	✓	-	-	-	-
Post-show email to attendees, sent by IBM	✓	✓	-	-	-	-
Company name and logo on conference lamp post banners	✓	✓	-	-	-	-
First right for same sponsorship level at IBM Innovate 2014	✓	✓	✓	✓	-	-
Sponsor acknowledgement at General Session keynote	✓	✓	✓	-	-	-
One Ethernet drop in Exhibit Hall	✓	✓	✓	✓	✓	✓
Turnkey pedestal accessories (pedestal signage, one power drop, one hard-wired internet drop, one color monitor, one 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 2013, go to:

ibm.com/innovate



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Version 5



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