



Smart Work Jam Participation Request Process

During a 72-hour period from Sept 16 to 18, IBM will host a global "Jam"— a large scale Web 2.0 venue — to explore how work will evolve in the future. The Jam is designed around several through-provoking topics to facilitate conversation and the development of ideas to help optimize business performance by working smarter. We are inviting select business leaders from your company, research scientists, and university representatives to join the discussion and contribute their most inventive ideas in areas like:

- The evolution of teams
- Maximizing the talents of the new generation of workers
- Collaborative business process management.

Additionally, we are planning deeper dives into how technology can help make healthcare providers and government work smarter for everyone.

After the Jam, IBM will publish a summary report that provides practical ideas and opportunities for collaboration around Smart Work topics. Since 2001, IBM has used Jams to enable broad collaboration and idea sharing to gain new perspectives — all with the goal of accelerating decision making and action.

In order for IBM to invite your business leaders to the Jam, we need permission from an official allowing us to:

- 1) Invite your company representatives to the Jam, and
- 2) List your company's name as a participant on the IBM Smart Work Jam online registration form.
- 3) Visit www.ibm.com/smartwork/virtual after August 25th to access registration

Each company representative who wants to participate will be required to agree to a set of rules when they register online for the Jam; a copy of the rules is attached for your information. If you agree and would like your select company representatives to participate in this important event, please send a confirmation to sworkjam@us.ibm.com on or before Sept 16. Registration opens on Aug 25. Please let us know if you have any questions.

We look forward to jamming with you!

Overview

Every participant must agree to the "Smart Work Jam Rules" prior to gaining access to the web site. Moreover, the "Smart Work Jam Rules" are accessible via every page in the Jam. In addition, a disclaimer regarding unacceptable behavior (e.g., solicitation, profanity, ad hominem attacks) is also noted on every page of the site. Participants who do not follow these rules/guidelines are subject to removal from the Jam. Inappropriate content will be deleted from the Jam (e.g., profanity, solicitation, etc.).

**** IMPORTANT NOTE:** A person of authority from each participating organization must first sign off on the Jam Rules, indicating that employees from that organization are permitted to Jam. *(A copy of the same Jam Rules used for individual acceptance is provided for sign off.)* Once confirmed, the organization is then listed in the affiliation drop down in the registration form. (This does not negate individual acceptance of the Jam Rules during registration.)

Smart Work Jam Rules

In the Smart Work Jam, IBM will present topics to encourage discussion and idea generation. As the goal is to have a free and open exchange of ideas in a "public commons" environment, we ask you to agree to the following rules so everyone's rights can be protected:

- You won't contribute any confidential information or ideas.
- Anyone is free to use and disclose information and ideas you contribute (including any underlying inventions) without royalties or restrictions. (This "free license" however doesn't apply to patents or applications filed before the information/ideas were submitted. If you know of any pre-existing patents that may relate to your contribution, you will promptly let the other participants know.)
- You will not provide any software code.
- You will not discuss any pricing, contract terms, output, or other information that could present any issues under any country's antitrust or competition laws.
- Information on this site does not necessarily represent the views of IBM.
- If you are accepting these rules on behalf of a company or other entity as well as for yourself, you agree that you are authorized to do so.
- To the extent you provide any of your personal information to us, we will protect it in accordance with IBM's privacy statement which can be accessed by the link provided here:

<http://www.ibm.com/privacy/us/>

For IBM Employees

If you are an employee of IBM, we will protect personal information you provide us in accordance with applicable law and IBM's internal policies regarding employee privacy and data security.

Acceptance of the Smart Work Jam Rules

By clicking "I agree," you are confirming that you are 18 years of age or older and have read and agree to these rules. Thank you.

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Supplemental Jam Rules for media/bloggers/analysts

Supplemental Rules

Even though during the Jam, IBM encourages a free and open exchange of ideas in a "public commons" environment, this does not mean the Jam takes place in a public forum. The Jam is hosted on a protected platform behind a firewall. It is open only to those who have been invited.

It is important that you respect the privacy of all jam participants. We ask that you agree to the Jam Rules and the following supplemental Rules:

- You will provide your full name, email, and company/employer and identify yourself as a journalist, industry analyst or blogger during the Jam.
- You will not use, report, reference, or otherwise make public under any circumstance the names of, or any information that could be used to identify, any individual and/or company participating in the jam without written consent from the individual or company and IBM.
- You will not record, broadcast and/or reproduce exact content (i.e. screen grabs) or images from the jam without written consent from IBM.
- Provided you follow these and the other Jam Rules, you are permitted to report on, share and/or publish personal accounts of your own experiences and provide general characterizations or an overview of the ideas and exchanges before, during or after the jam.
- IBM reserves the right to remove your access to the Jam in its sole discretion.