

IBM Information ON Demand 2010

EMEA Conference, 19 - 21 May 2010, Rome



Call for Exhibitors & Sponsors

Information-Led Transformation
Go Beyond



IBM



Contents

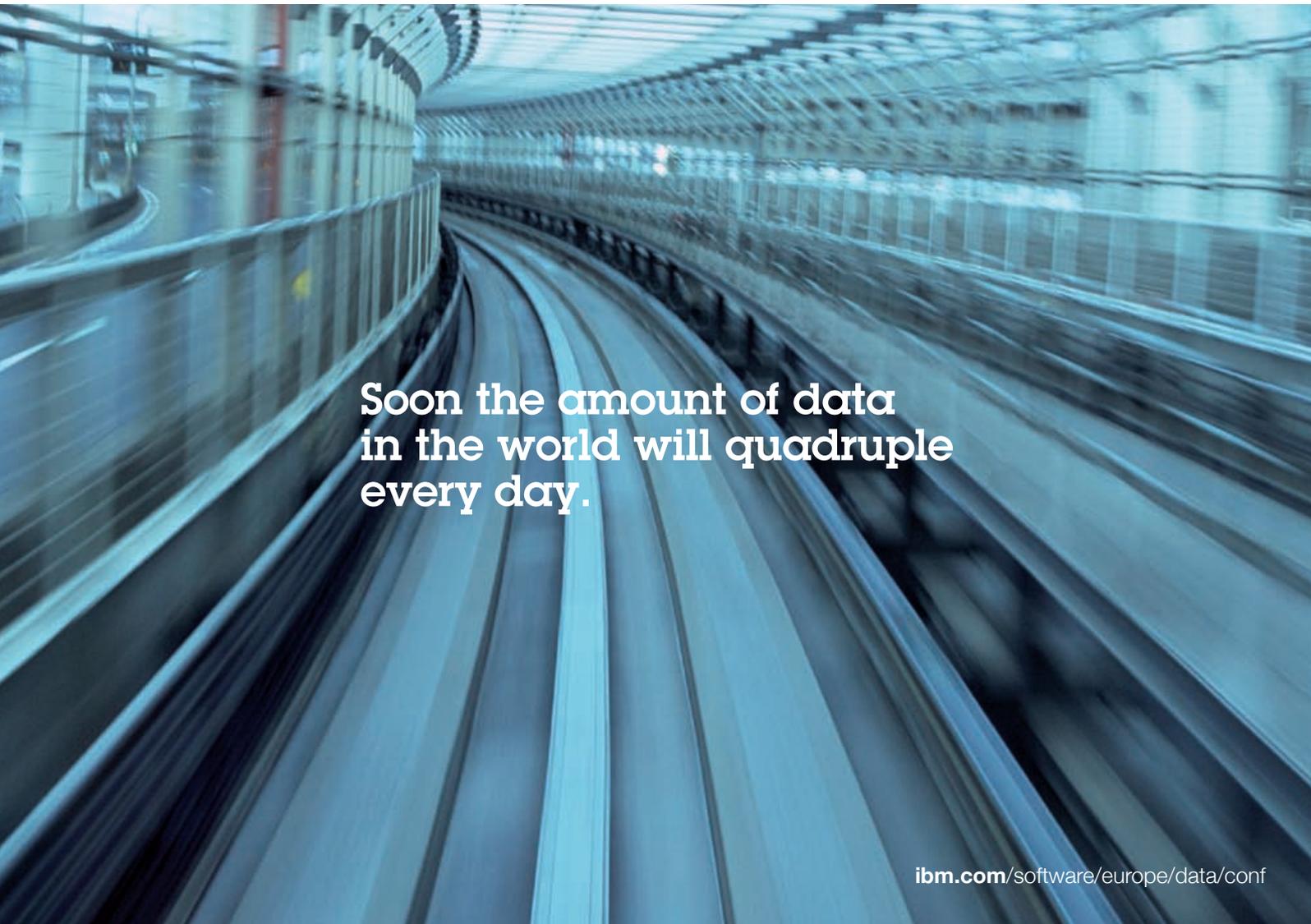
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Contact

For more information on sponsorship and/or exhibiting at the Conference, please contact:
Melanie Bessem, Telephone: +31 6 53577314, Email: mtb.bessem@nl.ibm.com

Conference Website

Please check our website regularly for updates and further details: ibm.com/software/europe/data/conf



Soon the amount of data
in the world will quadruple
every day.

To our valued Business Partners

On behalf of everyone at IBM, we are pleased to invite you to join us in Rome from 19-21 May 2010 for our annual IBM Information On Demand Conference in Europe, Middle East and Africa (EMEA).

This is the largest IBM event in EMEA with an audience of over 2,000 attendees representing organisations from across the region and covering all industry sectors. Aimed at business and technical leaders from every industry sector, the Conference is the place to learn how organisations are turning their information into a strategic driver of innovation, business optimisation and competitive differentiation – an information-led transformation of their business.

The Information On Demand EMEA Conference is designed to bring together customers, prospects, Business Partners, IBM Executives and subject matter experts into one forum to explore and share local market dynamics and business priorities, key technical issues, and real-life experiences of implementing Information On Demand.

The Conference will run over three days and will include thought-provoking keynote sessions, Business Leadership and Technical Tracks, technical education opportunities, Hands-on Labs, and approximately 400 breakout sessions exploring the business, technical and solution scope and benefits of Information on Demand in action.

Plus..... we will have a dedicated **Business Partner Programme on Tuesday 18th May**, a day focused on providing key business, sales, marketing and solution insights and tools for you, our Business Partners. At IOD EMEA Conference we also recognise the innovation, expertise and dedication of our Business Partners with regional awards and an appreciation event.

Creating networking opportunities in an open and welcoming environment is a vital component of the event's success and the agenda, venue and social programme will actively support this.

Our Expo Solution Centre will be at the heart of the Conference. In 2010 the venue also allows us to bring you, our Business Partners, and our IBM solutions and experts together to showcase how we are leading the way with information-led transformation.

As a sponsor or exhibitor, you will have the opportunity to meet delegates and demonstrate your solutions, technology and services in order to progress deals, close existing business and generate new business opportunities.

In 2010 we will continue to increase our focus on online networking, enabling you to connect with delegates pre-, during- and post-Conference through our dedicated website and social networking activities.

The following prospectus outlines the exhibitor and sponsorship opportunities in greater detail. So, please do not hesitate to secure your premium sponsorship or kiosk now.

We look forward to welcoming you at IBM Information On Demand EMEA Conference 2010!

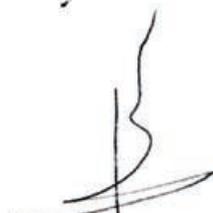
Sincerely,



Tony Rumans
Vice President,
Information Management
Software
Southwest Europe IBM



Ivo Koerner
Vice President,
Information Management
Software
Northeast Europe IBM



Zoran Hrustic
Director,
Information Management
Software
CEEMEA Region IBM

Why Sponsor?



The IBM IOD EMEA Conference is the annual forum for IBM Customers, Business Partners, Press, Analysts and IBM employees across Europe, Middle East & Africa to come together to explore the latest in Information On Demand and to share their experiences and expertise in this ever-growing community.

Become a sponsor or exhibitor and achieve your sales and marketing targets in 3 days!

Over a three day period, IOD EMEA Conference 2010 offers you an unparalleled opportunity to enhance your brand, revitalise your current customers, meet new customers and Business Partners, launch new products and generate sales leads. These activities would usually take an organisation the best part of a year to accomplish.

Demonstrate your leadership in information-led transformation

Your presence at IOD EMEA confirms your position in the market as a trusted IBM Business Partner and provider of leading information management solutions.

Make the right connections

Meet with over 2,000 delegates, including senior decision makers from your target customer and prospect organisations and grow your relationship in a unique, relaxed environment that facilitates networking and relationship building. Plus key IBM executives will be available for one-to-one meetings and sales briefings with you and your customers, helping you drive and close business onsite.

Create value faster

Save yourself months on marketing campaigns. Build and progress your pipeline as you gain access to your target customers at IOD EMEA.

See what our Exhibitors & Sponsors said about Information On Demand EMEA Conference 2009

"Communication and planning was excellent, made lots of important contacts that will drive future business"

"Lots of case studies, many customers, we have gathered lots of leads"

"Good investment for generating new business, great way to connect with new prospects"

"It was a great event - very professional and very well organised, booth set up was very good"

"Super - extremely well organised, excellent networking"

"Good opportunity to meet IBM execs, update knowledge, network with customers"

Why Sponsor? Business Partner Benefits at a Glance

A Unique Opportunity: Conference Highlights

Meet over 2,000 delegates from leading organisations at the largest IBM event in the Europe, Middle East and Africa region:

- Showcase your solutions in order to develop awareness, generate leads, deepen relationships and ultimately increase sales
- Take advantage of invaluable networking opportunities with customers, prospects, industry experts, peers and IBM executives, pre-, during-, and post-Conference
- Generate revenue by progressing and closing existing deals
- Dedicated Business Partner Programme on Tuesday 18th May
- Not to be missed keynotes from inspiring and highly knowledgeable customer and industry thought leaders
- Industry and Engineering roundtables, and Mini-Theatre discussions on the latest technical advances
- Differentiate yourself in your markets by learning more about the full breadth of Information On Demand offerings in the marketplace
- Gain insight into IBM's Information On Demand strategy and vision, as well as the whole IBM solution portfolio that supports information-led transformation including: Business Intelligence and Performance Management, Data Management, InfoSphere software for trusted information - Information Integration, Data Warehouse and Master Data Management, Enterprise Content Management, Business Analytics and Optimisation, plus IBM Global Business Services, IBM Systems & Technology Group, IBM Global Technology Services, IBM Research and more
- Learn more about the wider IBM portfolio to increase your footprint and grow cross-sell opportunities
- Gain insight into IBM's exciting smarter planet initiative

Expo Solution Centre: the hub for Networking and Access to Delegates

We are constantly looking to improve the event and we aim to make the Expo Solution Centre an even bigger success for you in 2010. The Expo Solution Centre:

- Is the heart of the Conference, situated in between all meeting rooms, ensuring a continual flow of traffic
- Is open throughout the duration of the Conference
- Will host many networking opportunities and is the central catering point, driving optimal traffic
- Is the place where people meet and conduct business, enabling Business Partners to demonstrate their offerings, meet with customers and prospects, and establish new contacts within IBM
- Brings together our Business Partner and IBM solutions and experts into a single, united Information On Demand Expo Solution Centre showcase
- Offers multiple sponsorship opportunities for Partners to engage with attendees

Why Sponsor? Audience

We bring Customers and Prospects directly to you

It can take months of networking and extensive marketing spend to gain access to your target customers. IOD EMEA Conference brings together the audience you want to meet under one roof. In 2009 we welcomed an increasing number of senior decision makers from loyal customers across all industries and from over 50 countries, who all share a high level of engagement with IBM and its Business Partners.

Information On Demand EMEA Conference 2010 will bring together over 2,000 attendees from leading organisations throughout Europe, Middle East and Africa, with a strong mix of both business and technical decision-makers.

Our Information On Demand Conference 2009 attendees included:

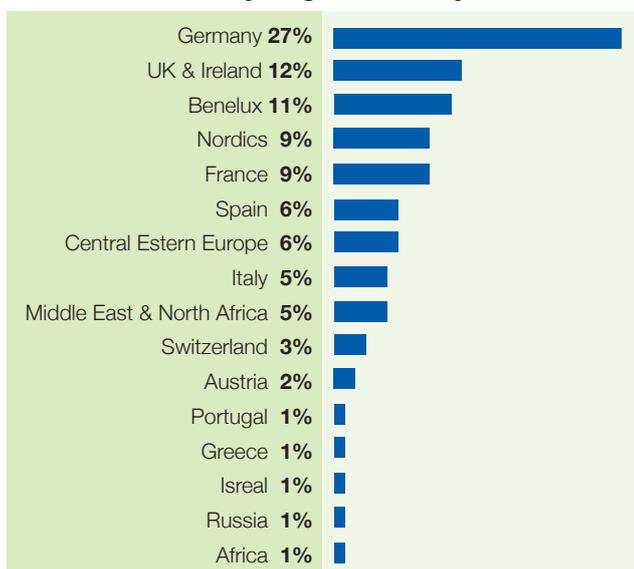
- 2,000 delegates from over 50 countries, representing organisations from Retail & Consumer Products, Transportation & Travel, Banking & Financial Markets, Insurance, Communications Service Providers, Utilities & Energy, Government, Healthcare & Life Sciences, Manufacturing & Industrial Products and Media & Entertainment
- 48% Senior Decision Makers, 41% Technical, 11% Sales & Marketing
- CEO/President up from 2% in 2008 to 4% 2009
- LOB Manager up from 5% in 2008 to 22% in 2009
- CIO/CTO up from 6% 2008 to 9% in 2009
- Over 55 Journalists and Industry Analysts
- Over 90% of attendees surveyed said they would definitely attend again

To see highlights from IOD EMEA Conference 2009 in Berlin, please take a look at:

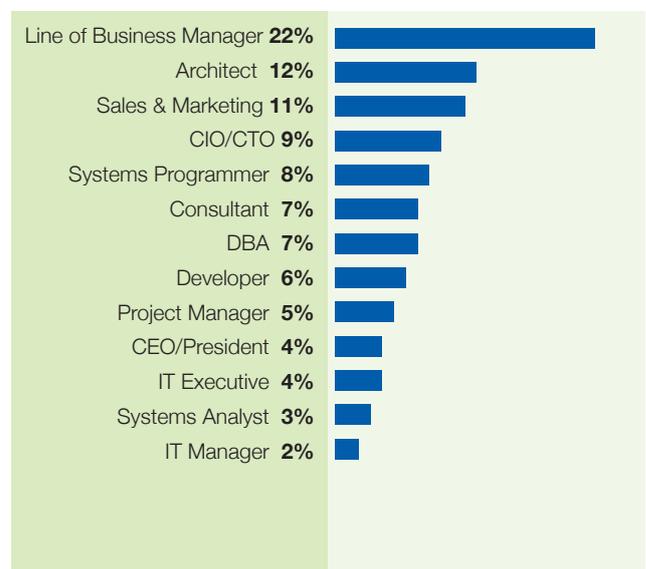
<http://www.youtube.com/watch?v=IdaDSMnyZGU>

Attendee Demographics

Audience Profile by Region/Country



Audience Profile by Role/Responsibility



Why Attend? Agenda

Conference Agenda at a Glance

As in previous years, the IOD EMEA Conference 2010 agenda will be truly world class, incorporating speakers from all industries, market visionaries and leaders, industry analysts, technical experts and a superb technical education programme. The Call for Speakers will be available in November and full Conference agenda available in March 2010.

Tuesday, 18th May

10.00 - 20.00	Registration
13.00 - 14.00	Business Partner Lunch
14.00 - 17.30	Business Partner Programme
18.00 - 20.30	Business Partner Reception

Wednesday, 19th May

07.00 - 20.00	Registration
08.00 - 20.00	Expo Solution Centre Open
09.00 - 10.15	General Session Conference Opening & Welcome
10.30 - 18.00	Certification, Hands-on Labs & Usability Labs
10.30 - 18.30	One-to-One Executive Meetings, Meet the Experts
10.45 - 18.00	Breakout Sessions
18.00 - 22.00	Welcome Reception

Thursday, 20th May

08.00 - 18.00	Registration
08.30 - 18.00	Expo Solution Centre Open
09.00 - 10.15	General Session, Guest Keynote Speaker
10.30 - 18.00	Certification, Hands-on Labs & Usability Labs
10.30 - 18.30	One-to-One Executive Meetings, Meet the Experts
10.45 - 18.00	Breakout Sessions
20.00 - 24.00	IOD EMEA Networking Event

Friday, 21st May

08.00 - 14.30	Registration
08.30 - 14.00	Expo Solution Centre Open
09.00 - 09.45	Breakout Sessions
10.00 - 11.00	Closing Panel Session
11.15 - 13.30	Certification, Hands-on Labs, Usability Labs & Meet the Experts
11.15 - 14.15	One-to-One Executive Meetings
11.30 - 13.15	Breakout Sessions
13.15 - 14.15	Lunch
Afternoon Departures	

*Conference Agenda subject to change



Why Attend?

Business Partner Programme, Tuesday 18th May

A Business Development Programme, exclusively for our IBM Business Partners, will be held immediately prior to the Conference. The sessions will be designed to help you maximise performance and solidify how we can go to market together to drive business results. You will hear from industry, solution, technical, sales and marketing experts who will provide critical business information to help sharpen your Information On Demand portfolio knowledge, refine your sales strategy, and define your marketing plans for 2010 and beyond. The Business Partner Programme will give you fresh ideas on closing business, cross-selling across the IBM portfolio, and generating more revenue.

The Business Partner Programme is the one session that pulls everything together to enable you, our Business Partners, to optimise your Information on Demand 2010 experience. Get the inside track on our strategy and plans before your clients and prospects arrive. We also recognise the innovation, expertise and dedication of our Business Partners with regional awards and an appreciation event. Let us show you how committed we are to you and your future and join us for our Business Partner Programme!

**1 in 3 business leaders frequently
make critical decisions without the
information they need.**



How to Sponsor / Get Involved Business Partner opportunities

Sponsorship Packages

Gold € 30,000 4 Packages

Sponsor Level Options	Pre-Event	On-Site	
<ul style="list-style-type: none"> ■ Logo on Conference Bag: 2 available ■ Conference Lanyard ■ Conference Guide Back cover 	<p>Email Official IOD EMEA pre-event email to all delegates to include sponsor logo</p> <p>Conference Website</p> <ul style="list-style-type: none"> - Rolling logo, including hyperlink on event home page - Company name - Company description 80 Words 	<p>Registration</p> <ul style="list-style-type: none"> - 4 Full conference registration passes^{1,2} - Additional passes € 800 <p>Kiosk</p> <ul style="list-style-type: none"> - 1m x 1m plug and play (includes TFT screen, graphic, electric and wireless internet connection) - Lead retrieval device <p>Conference Guide (Full Colour)</p> <ul style="list-style-type: none"> - Acknowledgement of sponsorship - Company description in IOD Conference Guide 80 Words - Half Page Company advert in IOD Conference Guide 	<p>Business Partner Round Table</p> <ul style="list-style-type: none"> - Vendor sponsored 45 minute session with targeted customer invites <p>Conference Bag</p> <ul style="list-style-type: none"> - Include one piece of collateral <p>Conference Signage</p> <ul style="list-style-type: none"> - General session logo as part of holding slides - Breakout session logo on digital signage - Prominent message banner around Expo area - Digital signage footer on over 30 screens

Silver € 20,000 6 Packages

Sponsor Level Options	Pre-Event	On-Site	
<ul style="list-style-type: none"> ■ Bottled Water ■ Energy Drinks ■ Conference Pens ■ Conference Pads ■ Conference Peppermints ■ Business Card Holder ■ Re-usable Coffee Mug ■ Party Merchandise Sponsor 	<p>Conference Website</p> <ul style="list-style-type: none"> - Company name - Company description 50 Words 	<p>Registration</p> <ul style="list-style-type: none"> - 2 Full conference registration passes¹ - Additional passes € 800 <p>Kiosk</p> <ul style="list-style-type: none"> - 1m x 1m plug and play (includes TFT screen, graphic, electric and wireless internet connection) - Lead retrieval device <p>Conference Guide (Full Colour)</p> <ul style="list-style-type: none"> - Acknowledgement of sponsorship - Company description in IOD Conference Guide 50 Words 	<p>Conference Bag</p> <ul style="list-style-type: none"> - Include one piece of collateral <p>Conference Signage</p> <ul style="list-style-type: none"> - Prominent message banner around Expo area - Digital signage footer on over 30 screens

Kiosk € 7,000 40 Packages

Sponsor Level Options	Pre-Event	On-Site	
<ul style="list-style-type: none"> ■ Not applicable 	<p>Conference Website</p> <ul style="list-style-type: none"> - Company name - Company description 50 Words 	<p>Registration</p> <ul style="list-style-type: none"> - 1 Full conference registration pass¹ - Additional passes € 1,000 <p>Kiosk</p> <ul style="list-style-type: none"> - 1m x 1m plug and play (includes TFT screen, graphic, electric and wireless internet connection) - Lead retrieval device 	<p>Conference Guide (Full Colour)</p> <ul style="list-style-type: none"> - Company description in IOD Conference Guide 50 Words

Note: ¹ Full Conference registration includes access to all general sessions, breakout sessions, and meals
² Including speaker

How to be involved?

These packages are available until 16 April 2010. Further sponsorship opportunities are currently being identified. For more information on Sponsorship Opportunities, please contact:

Melanie Bessem
Telephone: +31 6 53577314
Email: mtb.bessem@nl.ibm.com

How to Sponsor / Get Involved Business Partner opportunities

Additional Speaking Slots 6 Available

45 mins Speaking slot (Wed 19th May-Fri 21st May) - €7,500

Includes speaker conference pass, session listing in conference guide and logo on digital signage outside session room. Presentation to be given by or with a customer speaker.
(Note customer speaker will also have a free conference pass)

45 mins Speaking slot & Ad combined package - €10,000

Includes session as listed above and full page Ad in conference guide or digital signage Ad (as detailed below)

45 mins Mini-Theatre Sponsorship (2 available) - €10,000

Includes sponsor logo on Mini-Theatre graphics plus 1 x 45 minute speaking slot

45 mins Business Partner Round Table - €12,000

Business Partner sponsored 45 minute session with targeted customer invites

Main Sponsorships

Welcome Reception (Wed 19th May) - €9,000

Conference Guide - Welcome Reception advert with logo, Welcome Reception signage

IOD EMEA Networking Event (Thurs 20th May) - €25,000

Official Event sponsor with logo highlighted on all Event Communication. Includes VIP area, Logo on Conference Guide Event advert, Event signage, Event flyer with logo

Advertising

Ad in the Conference Guide

- Full Page advert in the IOD Conference Guide - €3,000
- Full Page article in the IOD Conference Guide - €1,500 (only offered in combination with advert)

Ad to be shown on digital signage

- Full screen advert to be run on all plasmas showing general announcements for 1 day - €3,000

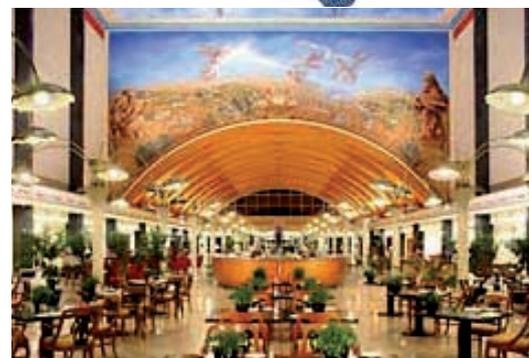
Delegate bag insert (2 available) - €3,000

Lunch table flyer drop (2 available) - €3,000

If you have any specific thoughts or ideas regarding sponsoring the event, please call Melanie Bessem on +31 6 53577314 to discuss.



Rome



Conference Venue **Rome Marriott Park Hotel**

The Rome Marriott Park Hotel is one of the largest convention centre hotels in Europe. Set in rich Mediterranean parkland, the hotel is situated conveniently between Rome city centre and Rome Fiumicino International Airport.

Featuring world-class facilities, luxury accommodation, a brand new Spa and wellness centre, and large indoor and outdoor networking areas, including an impressive lobby containing paintings by the artist Antonella Cappuccio – this unique and distinguished hotel provides an ideal venue for IOD EMEA 2010.

Again, the hotel will be wholly occupied by IBM customers, Business Partners and employees throughout the Conference, offering a great place to talk and socialise. We have negotiated special rates at the Conference hotel, please check our website for more information. In addition we recommend a range of alternative hotels from different categories, which are close to the Conference location.

For more details on Rome Marriott Park Hotel, please go to: www.romemarriottpark.com

Location

For IOD EMEA Conference 2010, we are moving to the vicinity of the dramatic and exciting city of Rome. Capital of Faith and Culture, Rome is the birthplace of western civilization, where past and present join together in perfect harmony. The “Eternal City” provides the most spectacular backdrop for history and passion and is probably one of the world’s most breath-taking and photogenic cities.

Rome’s history as a city spans over two and a half thousand years. It was the centre of the Roman Empire which dominated Europe, North Africa and the Middle East for four hundred years from the 1st Century BC until the 4th Century AD. Rome has a significant place in Christianity and is the present day home of the Roman Catholic Church and the site of the Vatican City, an independent city-state run by the Catholic Church. Central Rome is one of the few major European cities which remains essentially Renaissance and Baroque in character.

Rome’s world-famous landmarks are spectacular and include the Colosseum, the Forum and the Pantheon. As well as the Vatican and Sistine Chapel, the Trevi Fountain, St Peter’s Square, the Spanish Steps and the exciting piazzas – Piazza Navona being the most famous.

ibm.com/software/europe/data/conf

