

Exhibitor and  
Sponsorship Opportunities

# Impact2012

The Premier Conference for Business and IT Leadership

**Innovate. Transform. Grow.**

**April 29 – May 4** Las Vegas, NV



Dear IBM Business Partner,

5 days. 89 media representatives. 8,000+ prospects.

In Las Vegas, numbers can be elusive. But at Impact 2012, you can count on figures like these.

Welcome to the Premier Conference for Business and IT Leadership, April 29-May 4 in Las Vegas. Whether you're a large, small or mid-sized partner company, there's simply no better event than Impact 2012 to showcase your organization's synergies with IBM.

Past Business Partner sponsors, more than 70 at Impact 2011, discovered Impact's competitive advantage, not just through their ability to influence thousands of prospects but also through their opportunity to network with hundreds of the world's leading BPM, cloud, SOA and IBM WebSphere® experts – all in one place. Key sponsors at Impact enjoy significant benefits, including:

Unprecedented press coverage for your company and your products.

Fifty analysts and 89 members of the press from 40 countries – including broadcast, print and web media – attended Impact 2011, making it the best-covered Impact conference in four years.

Exceptional opportunity to sell to a captive and motivated audience.

More than 8,100 business professionals and IT developers (purchasers and users of IBM and IBM Business Partner software solutions) registered for Impact 2011. As a result, Business Partners realized a 48% increase in leads collected on the exhibit floor last year.

Powerful networking opportunities with industry colleagues.

Conduct business, make new contacts, share your success stories and gain valuable, real-world product development and competitive positioning insights.

In addition to last year's benefits, the IBM Impact 2012 Global Conference will deliver insight about the most critical technologies for business and IT leaders; innovative, results-oriented Business Partner activities; and flexible sponsorship packages for even better return on investment before, during and after the conference, including:

- New marketing opportunities like pre-Impact emails to attendees highlighting sponsor booths, on-site branding and post-Impact lead generation activities to ensure your company is highly visible to attendees
- New developments in cloud, virtualization and mobile technologies
- More access to IBM executives, industry, business and technology thought leaders and experts
- A new Technology Program track, "Important Trends and Future Technologies"
- Networking areas and cyber cafes to initiate conversations, make new connections and establish valuable relationships
- A Social Playground — a new and interactive open space especially for Business Partners to get more social with attendees, bloggers, analysts and media

From special events to demos and tweetups, we have the ideal venue to help you meet your goals. Don't delay securing your exclusive sponsorship opportunity. The deadline for early-bird discounts on a sponsorship package requires purchase by February 27th, 2012.

For more information about Sponsorships and Exhibitor Packages, please contact Pari Lasch at [pari@corcexpo.com](mailto:pari@corcexpo.com) or reserve your sponsorship through the Impact 2012 website at [www.ibm.com/impact](http://www.ibm.com/impact).

I look forward to partnering with you at Impact 2012 as we continue to innovate on ways we can gain incremental business value from this event.

Continued success,



Nancy Pearson  
Vice President  
BPM, SOA and WebSphere Marketing  
[ibm.com/impact](http://ibm.com/impact)

## Sponsorship Benefits and Enhancements:

- NEW Sponsorship offerings throughout the conference to raise brand awareness and gain new prospects.
- NEW extended EXPO day hours.
- Enhanced turnkey packages include pedestal, signage, lead retrieval scanner, electricity and more
- NEW pre and post Impact communications to Impact audience (Specific packages)
- Business Partners who participate in either Lotusphere, Pulse, Innovate, IOD (US BASED VERSIONS) Conferences in 2012, can receive 5% discount off their Impact 2012 sponsorship package\*
- Video reference sponsored by IBM for top level sponsors\*\*
- Priority scheduling for breakout session for top level sponsors\*\*
- All Impact 2012 Sponsors can receive 25% discount on any new order placed with Global WebSphere Community
- Advertising options on Smartsite Kiosks and digital signage
- Enhanced social networking benefits for all sponsorship levels
- Sponsor logos included in Launch events with signed contract
- Business Partner Café featured on the Exhibit Floor
- All sponsors will have the first right of refusal to upgrade or retain the same sponsorship level for Impact 2013

\*Contingent upon IBM's validation of sponsorship participation

\*\*Limited time offer

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### EXPO Dates and Hours:

Sunday, April 29  
5:00 p.m. - 7:30 p.m. Networking Reception

Monday, April 30  
10:15 a.m. - 4:00 p.m.  
5:30 p.m. - 7:30 p.m. Networking Reception

Tuesday, May 1  
10:15 a.m. - 4:00 p.m.

Wednesday, May 2  
10:15 a.m. - 2:00 p.m.

## Why Impact?

- Exceptional opportunity to sell to a captive and motivated audience.
- Powerful networking opportunities with industry colleagues.
- Unprecedented press coverage for your company and your products.

## In 2011:

- Over 8,100 registrations,
- 1,500 companies participating from 70 countries worldwide.
- Over 20,000 visits to the Solution Center
- 1260 Business Partners attending (up 30% YTY)
- 790 at the Business Partner Summit (up 32% YTY)
- Over 2,600 attendees to BP Summit sessions
- Hosted 30 BP enablement sessions and BP café workshops
- More than 40 BP-led sessions throughout the week
- Over 2,300 attendees at the opening Solution Center Welcome Reception

## Why Book Today?

- Sign up today: Pay in 2012
- Prime pedestal locations for early signers
- Some benefits are only available to Early Bird sponsors
- Make sure to get your sessions confirmed and in the program book

For more information on the Sponsorship Packages, please contact:

Pari Lasch  
[pari@corcexpo.com](mailto:pari@corcexpo.com)  
 P. 312-265-9654  
 F. 312.541.0573  
[ibm.com/impact](http://ibm.com/impact)

"We have great conversations with customers, other IBM partners and IBM employees, which helps drive new revenue and stronger business relationships."  
 Margaret Dawson, VP, marketing and product management, Hubspan Inc.



"Interacting with IBM customers at our booth generated solid business leads as well as allowed the RightScale team to solicit direct feedback unique to IBM customers and their needs."

Uri Budnik, RightScale Evangelist



"IBM's Impact conference has continuously provided great value to Trident Services. Attending and exhibiting at Impact provides us with exceptional visibility to the executives and sales teams within IBM that work with our product, along with IBM's customers from a diverse spectrum of industries."

Vanessa Molho, Trident Services, GM Software Sales & Channel Partner Sales



"Impact was another 'must attend' event for us this year. The attendees were the right level and were very interested in learning more about our synergy with WebSphere, Process Server and Cloudburst WebSphere Portal. The booth stayed busy throughout the show and we had a record number of attendees at our Birds of a Feather session. If you are looking to meet with WebSphere customers, this is the right show for you."

John Balena, Worldwide Director of Sales – Application Release Automation, BMC Software



## Important Dates:

- EARLY BIRD DISCOUNT requires purchase by February 27th 2012.
- All content for sessions must be received no later than March 6th, 2012 to make the pocket guide.
- The deadline for applications is **March 23, 2012**, and requires immediate payment. Applications received after this date are subject to rush charges.
- All sessions must be scheduled by April 1, 2012 or the sponsor forfeits the session.

## Sponsorships and Pricing At A Glance

	Diamond	Platinum	Gold	Silver	Exhibitor	Affiliate	Cloud (Specialty Zone)	Ruby (VADs Only)	Emerald (VADs Only)
Full Conference Price	\$102,000	\$95,000	\$65,000	\$25,000	\$14,000	\$9,000	\$7,500	\$14,000	\$28,000
Early Bird Discount	\$85,000	\$74,000	\$53,000	\$22,000	\$11,000	\$7,500	\$7,500	\$14,000	\$28,000

Conference Registration	Cost	Time Period
Business Partner Full Conference Rate (Discounted Customer Full Conference Rate based on package details)	\$1,875	October 25, 2011 - April 27, 2012
Onsite Full Conference Rate	\$2,300	April 28, 2012 - May 4, 2012
2-Day Full Conference Rate	\$975	October 25, 2011 - May 4, 2012
EXPO Only Rate	\$1,225	October 25, 2011 - May 4, 2012
EXPO Only Discounted Pass Rate based on package details	\$1,000	October 25, 2011-May 4, 2012
Upgrade from Expo Only to Full Conference Pass	\$675	October 25, 2011 - May 4, 2012

Impact Pass Type	Description
Business Partner or Customer Full Conference Pass	A full conference pass gives an attendee access to General Sessions, breakout sessions, hands-on labs, Solution Center, meals, breaks and receptions for the length of the conference.
2 Day Pass	A two day full conference pass gives an attendee access to General Sessions, breakout sessions, hands-on labs, Solution Center, meals, breaks and receptions for a consecutive two days of the conference.
EXPO Only Pass	An Expo-Only pass gives an attendee access to General Sessions, Solution Center, meals, breaks and receptions.

## Sponsorship Packages 2012: DIAMOND

Sponsorship Dates	November 1 – February 27, 2012	February 28 – March 23, 2012
Price	\$85,000	\$102,000
Number of Packages Available	1	1
Exhibit Space*	20x30 Booth space	20x30 Booth space
Wireless Lead Retrieval Unit	1	1
Full Conference Badges	8	8
Exhibitor Badges	6	6
Reserved Seats at General Sessions (Monday - Wednesday)	8	8
Full Customer Conference Passes Available for Purchase (at discounted rate)	12	12
EXPO Only Passes Available for Purchase (at discounted rate)	12	12
Breakout Session	3 with priority scheduling	3
Birds of a Feather Session	2	2
Logos on EXPO Entrance Banner	Y	Y
Personal Room Upgrade to Suite	2	
Private Meeting Space in Host Hotel	Monday - Wednesday	Monday - Wednesday
<b>Special Offer</b>		
Video Reference with Approved Client**	Y	
Featured Video Reference on ibm.com**	Y	
<b>Signage, Program Guides, Web</b>		
Logo on Signage at Registration	Y	Y
Logo on Signage for Company Sponsorship Functions	Expo Networking Receptions	Expo Networking Receptions
Company Name with Logo Hyperlink on IBM Website	Y	Y
Company Name, Logo and Description Included in Conference Deliverable	75 words	75 words
Logos Placed Within Kiosks and Electronic Signage	Y	
<b>Marketing &amp; Promotions</b>		
20% Discount on any New Order Placed with Global WebSphere Community	Y	Y
Logo and Write-Up in Conference e-Newsletter	Y	Y
Sponsor Acknowledge at General Session	Y	Y
Inclusion in Pre-Impact Email Highlighting Ped	50 words	
Offer in Post-Impact Nurture Stream	Y	Y
Email to full Impact attendee list	Y	Y
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel	Y	Y
Blog coverage on Impact Blog prior to event	Y	Y
Live Streaming Solution Center interview	Y	Y
IBM Redbook Sponsorship offer	Y	

Additional charge for Turnkey for Diamond and Platinum Sponsorships  
\*See the Checklist in the Exhibit Kit for your deadlines.

## Sponsorship Packages 2012: PLATINUM

Sponsorship Dates	November 1 – February 27, 2012	February 28 – March 23, 2012
Price	\$74,000	\$95,000
Number of Packages Available	2	2
Exhibit Space*	20x20 Booth space	20x20 Booth space
Wireless Lead Retrieval Unit	1	1
Full Conference Badges	6	6
Exhibitor Badges	4	4
Reserved Seats at General Sessions (Monday - Wednesday)	6	6
Full Customer Conference Passes Available for Purchase (at discounted rate)	10	10
EXPO Only Passes Available for Purchase (at discounted rate)	10	10
Breakout Session	2 with priority scheduling	2
Birds of a Feather Session	2	2
Logos on EXPO Entrance Banner	Y	Y
Personal Room Upgrade to Suite		
Private Meeting Space in Host Hotel	Monday - Wednesday	Monday - Wednesday
<b>Special Offer</b>		
Video Reference with Approved Client	Y	
Featured Video Reference on ibm.com	Y	
<b>Signage, Program Guides, Web</b>		
Logo on Signage at Registration	Y	Y
Logo on Signage for Company Sponsorship Functions	Lunch Sponsor	Lunch Sponsor
Company Name with Logo Hyperlink on IBM Website	Y	Y
Company Name, Logo and Description Included in Conference Deliverable	75 words	75 words
Logos Placed Within Kiosks and Electronic Signage	Y	
<b>Marketing &amp; Promotions</b>		
20% Discount on any New Order Placed with Global WebSphere Community	Y	Y
Logo and Write-Up in Conference e-Newsletter	Y	Y
Sponsor Acknowledge at General Session	Y	Y
Inclusion in Pre-Impact Email Highlighting Ped	50 words	
Offer in Post-Impact Nurture Stream	Y	Y
Email to full Impact attendee list		
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel	Y	Y
Blog coverage on Impact Blog prior to event	Y	Y
Live Streaming Solution Center interview	Y	Y
IBM Redbook Sponsorship offer	Y	

Additional charge for Turnkey for Diamond and Platinum Sponsorships  
\*See the Checklist in the Exhibit Kit for your deadlines.

## Sponsorship Packages 2012: GOLD

Sponsorship Dates	November 1 – February 27, 2012	February 28 – March 23, 2012
Price	\$53,000	\$65,000
Number of Packages Available	8	8
Exhibit Space*	Turnkey 20x10 Booth space (4 peds)	Turnkey 20x10 Booth space (4 peds)
Wireless Lead Retrieval Unit	1	1
Full Conference Badges	4	4
Exhibitor Badges	3	3
Reserved Seats at General Sessions (Monday - Wednesday)	3	3
Full Customer Conference Passes Available for Purchase (at discounted rate)	8	8
EXPO Only Passes Available for Purchase (at discounted rate)	8	8
Breakout Session	1 with priority scheduling	1
Birds of a Feather Session	1	1
Logos on EXPO Entrance Banner	Y	Y
Personal Room Upgrade to Suite		
Private Meeting Space in Host Hotel	1 day (of choice M-W)	1 day (of choice M-W)
<b>Special Offer</b>		
Video Reference with Approved Client		
Featured Video Reference on ibm.com		
<b>Signage, Program Guides, Web</b>		
Logo on Signage at Registration	Y	Y
Logo on Signage for Company Sponsorship Functions	Refreshment Break Sponsor	Refreshment Break Sponsor
Company Name with Logo Hyperlink on IBM Website	Y	Y
Company Name, Logo and Description Included in Conference Deliverable	75 words	75 words
Logos Placed Within Kiosks and Electronic Signage	Y	
<b>Marketing &amp; Promotions</b>		
20% Discount on any New Order Placed with Global WebSphere Community	Y	Y
Logo and Write-Up in Conference e-Newsletter		
Sponsor Acknowledge at General Session	Y	Y
Inclusion in Pre-Impact Email Highlighting Ped	50 words	
Offer in Post-Impact Nurture Stream	Y	Y
Email to full Impact attendee list		
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel	Y	Y
Blog coverage on Impact Blog prior to event		
Live Streaming Solution Center interview		
IBM Redbook Sponsorship offer	Y	

## Sponsorship Packages 2012: SILVER

Sponsorship Dates	November 1 – February 27, 2012	February 28 – March 23, 2012
Price	\$22,000	\$25,000
Number of Packages Available	20	20
Exhibit Space*	10x10 Turnkey Booth space (2 peds)	10x10 Turnkey Booth space (2 peds)
Wireless Lead Retrieval Unit	1	1
Full Conference Badges	3	3
Exhibitor Badges	2	2
Reserved Seats at General Sessions (Monday - Wednesday)		
Full Customer Conference Passes Available for Purchase (at discounted rate)	6	6
EXPO Only Passes Available for Purchase (at discounted rate)	6	6
Breakout Session		
Birds of a Feather Session	1	1
Logos on EXPO Entrance Banner	Y	Y
Personal Room Upgrade to Suite		
Private Meeting Space in Host Hotel	1/2 day (of choice M-W)	1/2 day (of choice M-W)
<b>Special Offer</b>		
Video Reference with Approved Client		
Featured Video Reference on ibm.com		
<b>Signage, Program Guides, Web</b>		
Logo on Signage at Registration	Y	Y
Logo on Signage for Company Sponsorship Functions		
Company Name with Logo Hyperlink on IBM Website	Y	Y
Company Name, Logo and Description Included in Conference Deliverable	75 words	75 words
Logos Placed Within Kiosks and Electronic Signage		
<b>Marketing &amp; Promotions</b>		
20% Discount on any New Order Placed with Global WebSphere Community	Y	Y
Logo and Write-Up in Conference e-Newsletter		
Sponsor Acknowledge at General Session		
Inclusion in Pre-Impact Email Highlighting Ped	50 words	
Offer in Post-Impact Nurture Stream		
Email to full Impact attendee list		
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel	Y	Y
Blog coverage on Impact Blog prior to event		
Live Streaming Solution Center interview		
IBM Redbook Sponsorship offer		

## Sponsorship Packages 2012: EXHIBITOR

Sponsorship Dates	November 1 – February 27, 2012	February 28 – March 23, 2012
Price	\$11,000	\$14,000
Number of Packages Available	30	30
Exhibit Space*	10x8 Turnkey Booth space (1 ped)	10x8 Turnkey Booth space (1 ped)
Wireless Lead Retrieval Unit	1	1
Full Conference Badges	1	1
Exhibitor Badges	2	2
Reserved Seats at General Sessions (Monday - Wednesday)		
Full Customer Conference Passes Available for Purchase (at discounted rate)	4	4
EXPO Only Passes Available for Purchase (at discounted rate)	4	4
Breakout Session		
Birds of a Feather Session		
Logos on EXPO Entrance Banner		
Personal Room Upgrade to Suite		
Private Meeting Space in Host Hotel		
<b>Special Offer</b>		
Video Reference with Approved Client		
Featured Video Reference on ibm.com		
<b>Signage, Program Guides, Web</b>		
Logo on Signage at Registration		
Logo on Signage for Company Sponsorship Functions		
Company Name with Logo Hyperlink on IBM Website	Y	Y
Company Name, Logo and Description Included in Conference Deliverable	50 words	50 words
Logos Placed Within Kiosks and Electronic Signage		
<b>Marketing &amp; Promotions</b>		
20% Discount on any New Order Placed with Global WebSphere Community	Y	Y
Logo and Write-Up in Conference e-Newsletter		
Sponsor Acknowledge at General Session		
Inclusion in Pre-Impact Email Highlighting Ped	50 words	
Offer in Post-Impact Nurture Stream		
Email to full Impact attendee list		
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel	Y	Y
Blog coverage on Impact Blog prior to event		
Live Streaming Solution Center interview		
IBM Redbook Sponsorship offer		

\*See the Checklist in the Exhibit Kit for your deadlines.

## Sponsorship Packages 2012: AFFILIATE

Sponsorship Dates	November 1 – February 27, 2012	February 28 – March 23, 2012
Price	\$7,500	\$9,000
Number of Packages Available	20	20
Exhibit Space*	Turnkey Pedestal	Turnkey Pedestal
Wireless Lead Retrieval Unit	1	1
Full Conference Badges		
Exhibitor Badges	1	1
Reserved Seats at General Sessions (Monday - Wednesday)		
Full Customer Conference Passes Available for Purchase (at discounted rate)	2	2
EXPO Only Passes Available for Purchase (at discounted rate)	2	2
Breakout Session		
Birds of a Feather Session		
Logos on EXPO Entrance Banner		
Personal Room Upgrade to Suite		
Private Meeting Space in Host Hotel		
<b>Special Offer</b>		
Video Reference with Approved Client		
Featured Video Reference on ibm.com		
<b>Signage, Program Guides, Web</b>		
Logo on Signage at Registration		
Logo on Signage for Company Sponsorship Functions		
Company Name with Logo Hyperlink on IBM Website	Y	Y
Company Name, Logo and Description Included in Conference Deliverable	50 words	50 words
Logos Placed Within Kiosks and Electronic Signage		
<b>Marketing &amp; Promotions</b>		
20% Discount on any New Order Placed with Global WebSphere Community	Y	Y
Logo and Write-Up in Conference e-Newsletter		
Sponsor Acknowledge at General Session		
Inclusion in Pre-Impact Email Highlighting Ped	50 words	
Offer in Post-Impact Nurture Stream		
Email to full Impact attendee list		
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel	Y	Y
Blog coverage on Impact Blog prior to event		
Live Streaming Solution Center interview		
IBM Redbook Sponsorship offer		

\*See the Checklist in the Exhibit Kit for your deadlines.

## Sponsorship Packages 2012: CLOUD ZONE

Sponsorship Dates	November 1 – March 23, 2012
Price	\$7,500
Number of Packages Available	16
Exhibit Space*	Turnkey Pedestal
Wireless Lead Retrieval Unit	1
Full Conference Badges	
Exhibitor Badges	1*
Reserved Seats at General Sessions (Monday - Wednesday)	
Full Customer Conference Passes Available for Purchase (at discounted rate)	2
EXPO Only Passes Available for Purchase (at discounted rate)	2
Upgrade an EXPO Only Pass to Full Conference Pass	Available for first three sponsors
Breakout Session	15 minute theatre presentation on EXPO floor
Birds of a Feather Session	
Logos on EXPO Entrance Banner	
Personal Room Upgrade to Suite	
Private Meeting Space in Host Hotel	
<b>Special Offer</b>	
Video Reference with Approved Client	
Featured Video Reference on ibm.com	
<b>Signage, Program Guides, Web</b>	
Logo on Signage at Registration	
Logo on Signage for Company Sponsorship Functions	
Company Name with Logo Hyperlink on IBM Website	Y
Company Name, Logo and Description Included in Conference Deliverable	50 words
Logos Placed Within Kiosks and Electronic Signage	
<b>Marketing &amp; Promotions</b>	
20% Discount on any New Order Placed with Global WebSphere Community	Y
Inclusion in Pre-Impact Email Highlighting Ped	50 words
Cross Promote on Twitter	Y
Impact Banner for your Website	Y
<b>Cloud Zone Promotion at Impact</b>	
Ad on digital signage promoting Cloud Zone	
Sessions in the NEW Cloud Zone Theatre	
1 Breakout Session - Upon or By invitation based on case studies submitted	
Cloud Zone Banner over Zone	
VIP Tours to be determined	
Blogger Tours of Cloud Zone	

A sponsor's eligibility to exhibit will be determined and approved by IBM. Sponsors must have an approved Cloud Solution running on WebSphere, IBM components or services.

\* Plus 1 more for the first 6 sponsors to sign  
See the Checklist in the Exhibit Kit for your deadlines.

## Sponsorship Packages 2012: RUBY VADs Only

Sponsorship Dates	November 1 – February 27, 2012	February 28 – March 23, 2012
Price	\$14,000	\$14,000
Number of Packages Available	2	2
Exhibit Space*	2 Turnkey Pedestals	2 Turnkey Pedestals
Wireless Lead Retrieval Unit	1	1
Full Conference Badges	1	1
Exhibitor Badges	2 + 1 for VAD	2 + 1 for VAD
Reserved Seats at General Sessions (Monday - Wednesday)	3	3
Full Customer Conference Passes Available for Purchase (at discounted rate)	2	2
EXPO Only Passes Available for Purchase (at discounted rate)	4	4
Breakout Session		
Birds of a Feather Session		
Logos on EXPO Entrance Banner		
Personal Room Upgrade to Suite		
Private Meeting Space in Host Hotel	1/2 day	1/2 day
<b>Special Offer</b>		
Video Reference with Approved Client		
Featured Video Reference on ibm.com		
<b>Signage, Program Guides, Web</b>		
Logo on Signage at Registration		
Logo on Signage for Company Sponsorship Functions		
Company Name with Logo Hyperlink on IBM Website	Y (Each partner + VAD)	Y (Each partner + VAD)
Company Name, Logo and Description Included in Conference Deliverable	25 words	25 words
Logos Placed Within Kiosks and Electronic Signage		
<b>Marketing &amp; Promotions</b>		
20% Discount on any New Order Placed with Global WebSphere Community	Y	Y
Logo and Write-Up in Conference e-Newsletter		
Sponsor Acknowledge at General Session		
Inclusion in Pre-Impact Email Highlighting Ped	50 words	
Offer in Post-Impact Nurture Stream		
Email to full Impact attendee list		
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel	Y	Y
Blog coverage on Impact Blog prior to event		
Live Streaming Solution Center interview		
IBM Redbook Sponsorship offer		

## Sponsorship Packages 2012: EMERALD VADs Only

Sponsorship Dates	November 1 – February 27, 2012	February 28 – March 23, 2012
Price	\$28,000	\$28,000
Number of Packages Available	2	2
Exhibit Space*	4 Turnkey Pedestals	4 Turnkey Pedestals
Wireless Lead Retrieval Unit	1	1
Full Conference Badges	1	1
Exhibitor Badges	4 + 1 for VAD	4 + 1 for VAD
Reserved Seats at General Sessions (Monday - Wednesday)	5	5
Full Customer Conference Passes Available for Purchase (at discounted rate)	4	4
EXPO Only Passes Available for Purchase (at discounted rate)	8	8
Breakout Session		
Birds of a Feather Session		
Logos on EXPO Entrance Banner		
Personal Room Upgrade to Suite		
Private Meeting Space in Host Hotel	1 day	1 day
<b>Special Offer</b>		
Video Reference with Approved Client		
Featured Video Reference on ibm.com		
<b>Signage, Program Guides, Web</b>		
Logo on Signage at Registration		
Logo on Signage for Company Sponsorship Functions		
Company Name with Logo Hyperlink on IBM Website	Y (Each partner + VAD)	Y (Each partner + VAD)
Company Name, Logo and Description Included in Conference Deliverable	25 words	25 words
Logos Placed Within Kiosks and Electronic Signage		
<b>Marketing &amp; Promotions</b>		
20% Discount on any New Order Placed with Global WebSphere Community	Y	Y
Logo and Write-Up in Conference e-Newsletter		
Sponsor Acknowledge at General Session		
Inclusion in Pre-Impact Email Highlighting Ped	50 words	
Offer in Post-Impact Nurture Stream		
Email to full Impact attendee list		
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel	Y	Y
Blog coverage on Impact Blog prior to event		
Live Streaming Solution Center interview		
IBM Redbook Sponsorship offer		

## NEW Marketing Opportunities for 2012

Benefits	Cost
Social Playground, CyberCafe & Smart Connect or Attendee Networking Lounges	\$15,000 each or \$40,000 for all three
Unconference on Wednesday	\$20,000*
Charging Station	\$5,000
Pens in Welcome Kit (1 oppty) to be provided by sponsor	\$4,000
Notepads in Welcome Kit (1 oppty) to be provided by sponsor	\$4,000
Flyer n Welcome Kit to be provided by sponsor	\$4,000
Rotating Logo on Smartsite	\$1,000
Full page ad in Pocket Guide (2 opptys) to be provided by sponsor**	\$5,000

## Additional Marketing Opportunities

Hotel Door Drop (4 available)	\$3,000 per 1,000 guest rooms
EXPO Theatre Session (no more than 2, limited availability)	\$3,000 per session
Private Cabana at Conference Hotel	\$3,000/ M-W or \$1,000 per day
Ad displayed on digital signage	\$1,000
Birds of a Feather Session	\$3,000
Meeting Room M-W with AV	\$2,000
Business Agility Networking Zone and Theatre (2 opptys)	\$25,000
Hotel Suite	\$4,000 (Su-W)

## NEW Discounted Rates for 2012

Discounted EXPO Only Pass	\$1,000 per pass
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### Business Partner Cafe Sponsorship (Two available for Co-Marketing or Multi-Media vendors)

#### Sponsorship includes:

- Exclusive table location within the BP Cafe
- Access to a private area for meetings and discussions (limited to 6 hours for the duration of the conference)
- Sponsor logo placement in the online show guide
- Sponsor logo placement on signage inside and outside of the café
- Sponsor logo placement on the Solution Center page on the Impact website
- 2 EXPO Only Passes included
- Discount on Full Conference Pass offered at \$1,875/each

Price \$8,000  
-OR-  
(\$10,000 with 4 EXPO Conference Passes)

\* Limited Opportunity. IBM reserves the right to decide if sponsorship will be approved.

\*\* Video reference sponsored by IBM for top level sponsors.

\*\* Priority scheduling for breakout session for top level sponsors

\*\* Full page ad to be approved by IBM