

Exhibitor and
Sponsorship Opportunities

GSI Partners

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 or reserve your sponsorship through the Impact 2012 website at 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

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

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
 P. 312-265-9654
 F. 312.541.0573
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

	GSI Partners
Full Conference Price	\$65,000
Early Bird Discount	\$53,000

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: GSI Partners

Sponsorship Dates	November 1 – February 27, 2012	February 28 – March 23, 2012
Price	\$53,000	\$65,000
Number of Packages Available	Will fit into the Gold Sponsor Zone	Will fit into the Gold Sponsor Zone
Exhibit Space*	Turnkey 20x10 Booth space (4 peds)	Turnkey 20x10 Booth space (4 peds)
Wireless Lead Retrieval Unit	1	1
Full Conference Badges	5	5
Exhibitor Badges	5	5
Reserved Seats at General Sessions (Monday - Wednesday)	5	5
Full Customer Conference Passes Available for Purchase (at discounted rate)	8	8
EXPO Only Passes Available for Purchase (at discounted rate)	8	8
Birds of a Feather Session	1 - See Restrictions	1 - See Restrictions
Logos on EXPO Entrance Banner	Y	Y
Private Meeting Space in Host Hotel	Full day M-W (Standard AV Included)	Full day M-W (Standard AV Included)
Special Offer		
Customer Speaker Elective in ICTY 2012 Curriculum	Y	Y
Signage, Program Guides, Web		
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	
Marketing & Promotions		
20% Discount on any New Order Placed with Global WebSphere Community	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
Cross Promote on Twitter	Y	Y
Impact Banner for your Website	Y	Y
YouTube Viral Video on Impact Channel	Y	Y

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

*BOF Session will not be printed in the Conference Guide, can not contain a promotion for GSI Solutions

ICTY 2011 reached over 8,200 people in 50 cities worldwide. Each location has the opportunity to choose from a list of electives to be included in their program. For ICTY 2012, GSI would be responsible for organizing and delivering their content. Session must be a customer speaker presenting their implementation. GSI is responsible for any speaking or travel fees associated with delivering the presentation.

Additional Marketing Opportunities

Private Cabana at Conference Hotel	\$3,000/ M-W or \$1,000 per day
Birds of a Feather Session	\$3,000
Hotel Suite	\$4,000 (Su-W)

NEW Discounted Rates for 2012

Discounted EXPO Only Pass	\$1,000 per pass
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