

Impact2011

Changing the Way Business and IT Leaders Work



Optimize for Growth. Deliver Results.

April 10-15 Las Vegas, NV



**Exhibitor and
Sponsorship Opportunities**

Dear IBM Business Partner,

I hope you can join us and participate as a key sponsor at Impact 2011 from April 10 – 15 in Las Vegas. Becoming an Impact sponsor helps you generate new leads, increase sales and highlight your organization's strong, committed relationship with IBM.

Impact 2011 will bring together the world's leading experts in BPM, SOA and WebSphere® at a single event to deliver invaluable technical and business education, networking opportunities, hands-on labs, certifications and much more. As always, we have an exciting lineup of keynote speakers who are leaders in business and technology, as well as thought leaders and innovators from a variety of disciplines.

This year's conference introduces new marketing opportunities to augment our sponsorship packages for you. Each sponsorship level offers you a variety of co-marketing benefits and ensures your company is highly visible to attendees. I am confident you will be delighted with the increased benefits that come with sponsoring our 2011 Impact event.

I'm proud to tell you that Impact 2010 achieved a **21 percent YTY increase** in overall attendance and a **113 percent YTY increase** in leads collected on the exhibit floor. Be assured that my team is planning an exceptional Impact 2011 event to stimulate even greater attendance and participation.

Don't miss this opportunity to showcase your company, generate a lifetime of business contacts, and gain valuable leads at Impact 2011, where you can position your company for the growth it needs to deliver outstanding results.

For more information on Sponsorships and Exhibitor Packages, please contact Pari Lasch at pari@corcexpo.com, or reserve your sponsorship through the Impact 2011 website at ibm.com/impact.

I value your continued support and look forward to welcoming you to Impact 2011.

Continued success,



Nancy Pearson
Vice President
BPM, SOA and WebSphere Marketing
ibm.com/impact



New Offerings and Enhancements:

- Business Partners who participate in either Lotusphere, Pulse, Innovate, IOD (US BASED VERSIONS) Conferences in 2011, can receive 5% discount off their Impact 2011 sponsorship package*
- New turnkey packages include pedestal, signage, lead retrieval scanner, electricity and more
- New video reference and technical whitepaper sponsored by IBM for top level sponsors**
- Priority scheduling for breakout session for top level sponsors**
- All Impact 2011 Sponsors can receive 25% discount on any new order placed with Global WebSphere Community
- New advertising options on Smartsite Kiosks and digital signage
- Enhanced social networking benefits for all sponsorship levels (refer to page 11)
- 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 2012
- Special IBM Redbooks Sponsorship offer for Silver Sponsors and above.**

*Contingent upon IBM's validation of sponsorship participation

**Limited time offer

EXPO Dates and Hours:

Sunday, April 10

5:00 p.m. - 8:00 p.m. *Networking Reception*

Monday, April 11

11:00 a.m. - 4:00 p.m.

5:30 p.m. - 8:00 p.m. *Networking Reception*

Tuesday, April 12

11:00 a.m. - 4:00 p.m.

Wednesday, April 13

11:00 a.m. - 2:00 p.m.



Important Dates:

- **EARLY BIRD DISCOUNT** requires purchase by January 28, 2011.
- The deadline for applications is **March 11, 2011**.
Applications received after this date are subject to rush charges.

Sponsorships and Pricing At A Glance

	Diamond	Platinum	Gold	Silver	Exhibitor	Affiliate
Full Conference Price	\$102,000	\$90,000	\$65,000	\$27,000	\$14,000	\$9,000
Early Bird Discount	\$85,000	\$74,000	\$53,000	\$22,000	\$11,000	\$7,500
# of Packages	1	1	5	15	37	20



Conference Registration	Price	Time Period
Business Partner Rate	\$1,828.00	October 11, 2010 - April 8, 2011
Onsite Fee	\$2,250.00	April 9, 2011 - April 15, 2011
2-Day Pass	\$950.00	October 11, 2010 - April 8, 2011
Exhibit Only	\$1,195.00	October 11, 2010 - April 8, 2011
Upgrade from Expo Only to Full Conference Pass	\$625.00	October 11, 2010 - April 8, 2011

Sponsorship Packages 2011: **DIAMOND**



Sponsorship Dates	October 11, 2010 – January 28, 2011	January 29 – March 2, 2011
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
Customer 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
Special Offer		
Technical Whitepaper Featuring your Client**	Y	
Video Reference with Approved Client	Y	
Featured Video Reference on ibm.com	Y	
Signage, Program Guides, Web		
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	
Marketing & Promotions		
25% 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
IBM Redbooks Sponsorship offer	Y	

Additional charge for Turnkey for Diamond and Platinum Sponsorships

**Limited time offer ending December 31, 2010

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

Sponsorship Packages 2011: PLATINUM

Sponsorship Dates	October 11, 2010 – January 28, 2011	January 29 – March 11, 2011
Price	\$74,000	\$90,000
Number of Packages Available	1	1
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)	4	4
Customer Passes Available for Purchase (at discounted rate)	10	10
Breakout Session	2 with priority scheduling	2
Birds of a Feather Session	2	1
Logos on EXPO Entrance Banner	Y	Y
Personal Room Upgrade to Suite		
Private Meeting Space in Host Hotel	Monday - Wednesday	Monday - Wednesday
Special Offer		
Technical Whitepaper Featuring your Client**	Y	
Video Reference with Approved Client	Y	
Featured Video Reference on ibm.com	Y	
Signage, Program Guides, Web		
Logo on Signage at Registration	Y	Y
Logo on Signage for Company Sponsorship Functions	Lunch (signage on tent cards & giveaways)	Lunch (signage on tent cards & giveaways)
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		
25% 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
IBM Redbooks Sponsorship offer	Y	

Additional charge for Turnkey for Diamond and Platinum Sponsorships

**Limited time offer ending December 31, 2010

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

Sponsorship Packages 2011: **GOLD**

Sponsorship Dates	October 11, 2010 – January 28, 2011	January 29 – March 11, 2011
Price	\$53,000	\$65,000
Number of Packages Available	5	5
Exhibit Space	Turnkey 20x10 (4 peds)	Turnkey 20x10 (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
Customer 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	1 day
Special Offer		
Technical Whitepaper Featuring your Client		
Video Reference with Approved Client	Y	
Featured Video Reference on ibm.com		
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		
25% 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
IBM Redbooks Sponsorship offer	Y	

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

Sponsorship Packages 2011: **SILVER**

Sponsorship Dates	October 11, 2010 – January 28, 2011	January 29 – March 11, 2011
Price	\$22,000	\$27,000
Number of Packages Available	15	15
Exhibit Space*	Turnkey 10x10 (2 peds)	Turnkey 10x10 (2 peds)
Wireless Lead Retrieval Unit	1	1
Full Conference Badges	3	3
Exhibitor Badges	2	2
Reserved Seats at General Sessions (Monday - Wednesday)		
Customer Passes Available for Purchase (at discounted rate)	6	6
Breakout Session		
Birds of a Feather Session	1	
Logos on EXPO Entrance Banner	Y	
Personal Room Upgrade to Suite		
Private Meeting Space in Host Hotel	½ Day	
Special Offer		
Technical Whitepaper Featuring your Client		
Video Reference with Approved Client		
Featured Video Reference on ibm.com		
Signage, Program Guides, Web		
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		
Marketing & Promotions		
25% 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		
IBM Redbooks Sponsorship offer	Y	

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

Sponsorship Packages 2011: EXHIBITOR

Sponsorship Dates	October 11, 2010 – January 28, 2011	January 29 – March 11, 2011
Price	\$11,000	\$14,000
Number of Packages Available	37	37
Exhibit Space*	Turnkey 10x8 (1 ped)	Turnkey 10x8 (1 ped)
Wireless Lead Retrieval Unit	1	1
Full Conference Badges		
Exhibitor Badges	2	2
Reserved Seats at General Sessions (Monday - Wednesday)		
Customer 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		
Special Offer		
Technical Whitepaper Featuring your Client		
Video Reference with Approved Client		
Featured Video Reference on ibm.com		
Signage, Program Guides, Web		
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		
Marketing & Promotions		
25% 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		

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

Sponsorship Packages 2011: **AFFILIATE**

Sponsorship Dates	October 11, 2010 – January 28, 2011	January 29 – March 11, 2011
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)		
Customer 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		
Special Offer		
Technical Whitepaper Featuring your Client		
Video Reference with Approved Client		
Featured Video Reference on ibm.com		
Signage, Program Guides, Web		
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		
Marketing & Promotions		
25% 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		

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

Web & Social Media Benefits – NEW for 2011

Benefits	Diamond	Platinum	Gold	Silver	Exhibitor, Zones & Affiliates
Cross Promote on Twitter*	Yes	Yes	Yes	Yes	Yes
Impact Banner for your Website **	Yes	Yes	Yes	Yes (qualifies for blog interview)	Yes (qualifies for blog interview)
YouTube Viral Video on Impact channel***	Yes	Yes	Yes	Yes	Yes
Impact Official Tweetup Sponsor	Yes	Yes			
Blog Coverage on Impact Blog Before Event	Yes	Yes	Yes	Early bird	Early bird
Live Blogging BP Speaker Session Coverage	Yes	Yes			
Onsite Tweetup at your Booth	Yes				

*Business partner to provide relevant Twitter handles once the sponsorship agreement is finalized.

**Business partner to include Impact banner on their company website as provided in their sponsorship package. Please send the link to Pari Lasch at pari@corcexpo.com so we can reference and cross promote.

***Business Partners to indicate if they intend to produce a promotional video to be featured and promoted on IBM IMPACT YouTube Channel once sponsorship agreement is finalized. Please email Shaku Selvakumar at: shakus@us.ibm.com.

Marketing Promotional Opportunities

Hotel Door Drop (4 available)	\$3,000 per 1,000 guest rooms
Video Spotlight* (6 available)	\$6,000
Private Cabana at Conference Hotel	\$2,200/3 days or \$1,000 per day
Chair Massage Service (5 available)	\$1,500/day or \$4,000 for 3 days (M,T,W)
Customized Hotel Voice Mail Message (4 available)	\$2,500 per 1,000 guest rooms
Customized Turn-down Service (4 available)	\$5,000 per 1,000 guest rooms
Logo on Keycards (4 available)	\$10,000 per 1,000 guest rooms (2 keys per room)
Birds of a Feather Session (5 available)	\$5,000
Breakfast Sponsorship (4 available)	\$8,000

*Video Spotlight Program:

IBM will setup a film crew at Impact 2011 and record a 30-second video spot of your company. Your video will be available for play on the Conference home page during the conference & post conference as well as featured on Plasma TVs that are strategically placed throughout the Conference area.

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 \$1,828/each

Price \$8,000

-OR-

(\$10,000 with 4 EXPO Conference Passes)

Quotes from Previous Sponsors

"IMPACT 2010 was by and far the best IMPACT show to date! IBM continues to focus upon creating value for the clients as well as business partners and it shows in the attendance levels, quality of sessions and the interactions that occur both in the solution showcase and throughout the conference."

**Lori Gianattasio, Perficient,
IBM NA Sales and Marketing**



Perficient®

"Impact 2010 was a great success! IBM made many new enhancements to the conference this year which added value to us as a business partner sponsor. From improving the format of the Business Partner Summit day to the new layout of the solution center adding different zones and informal seating around the booths and driving more traffic through this area. The industry, business and technology themes in the main tent and breakout sessions hit the mark. Attendance this year was strong. Summa came away with new opportunities both with customers and other partners. What a difference a year makes!"

**Betty George, Director of Business Development,
Summa Technologies**

summa
Technologies • Business

"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**

bmcsoftware
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"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

RIGHT SCALE
Cloud Computing. Delivered.

"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**

TRIDENT
SERVICES
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**For more information on the Sponsorship
Packages, please contact:**

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ibm.com/impact