



WebSphere. software

IBM Impact 2007

Unlock the Power of SOA



Sponsorship and Exhibit Opportunities

May 20-25, 2007
Marriott World Center
Orlando, Florida

Business Partner Benefits At-a-Glance

A Unique Opportunity

- Showcase your solutions at the premier event in the industry, with over 4,000 attendees.
- Take advantage of invaluable networking opportunities with customers, industry experts, peers and WebSphere executives.
- Generate revenue by negotiating and closing existing deals—nearly one-third of attendees will be Line of Business and IT decision makers!
- Generate leads and increase sales.
- Gain insight into IBM's WebSphere and SOA strategy and vision.
- Differentiate yourself in your markets by learning more about the full breadth of WebSphere and SOA technologies.

The Solution Center

- The Solution Center will be the place to close business.
- Exhibitor hours include dedicated time in the program.
- Multiple sponsorship opportunities.
- Showcase your brand and differentiate yourself from the competition by bringing your own booth!

Business Partner Development Day

- Participate in our special one-day event, just for Business Partners.
- Learn about unique Business Partner programs and current initiatives.
- Hear from the IBM Software Group Executive Management Team.
- Discover how IBM can help you maximize your business results.
- All included with a full conference registration fee!



Hours and Location

The IBM Impact 2007 Solution Center offers you a unique opportunity to showcase your solutions to over 4,000 attendees including IBM Customers, IBM teams and other Business Partners. Increase your exposure to a large line of business and IT decision maker audience when you choose from a variety of sponsorships that put you in the middle of this premier SOA and WebSphere event.

DATE	HOURS
Monday, May 21	10:30 a.m. - 8:00 p.m. 6:30 p.m. - 8:00 p.m. (Welcome Reception)
Tuesday, May 22	10:15 a.m. - 6:00 p.m.
Wednesday, May 23	10:15 a.m. - 6:00 p.m.

LOCATION

Grand Ballroom Salon VIII and Atrium

Select a sponsorship package that meets your needs. Please note that all exhibit applications are subject to IBM approval. Space is limited and assigned on a first-come basis.

Visit the IBM Impact 2007 Web site to apply at:
www.ibm.com/events/impact2007

For sponsorship inquiries contact:

Bob Melton
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770-804-1162
770-804-8838

Sponsorship and Exhibit Opportunities

PLATINUM LEVEL	Early Bird Investment (Commitment by 2/28)
Exhibit Space: 20' x 20' Booths	\$70K Early Bird \$75K Post Early Bird
Full Conference Passes (value \$2,400 each) Includes Free Passes for Customer Speakers	6 Free
Exhibitor ONLY Passes (value \$1,400 each) Can Be Upgraded to Full Passes, \$1,000 Each	6 Free
Wireless Lead Retrieval Units	2 Free
Platinum Ambassador Assigned	1 Included
Deluxe Suite Upgrade <i>Partner pays for guest room</i>	Upgrade to Suite Free
Presentations (1 Leadership and 1 Technical) (customer successful solution story/partner speakers – pre-approved)	2
Sponsorship – Birds of a Feather (BOF) Sessions	2
Sponsorship Website Listing with Logo and 200 Word Description & Link Copy by Partner	External Site
Conference Guide Ad Partner provides approved ad	1 Free Full Page
Marketing Promotion <ul style="list-style-type: none"> • Registration Area Signage (logo) • Welcome Reception Signage (logo) • Night on the Town Signage (logo) • Flyer in Welcome Kit • Main Tent Walk-in Slide (logo) 	Included
2008 Event (first right of refusal)	Included
Exhibit Booth and Signage	Partner Provided
Electrical, Internet, Pole & Drape, Carpeting	Partner Provided
Commitment with Application (includes completed application signed)	Partner Provided

Sponsorship and Exhibit Opportunities

GOLD LEVEL	Early Bird Investment (Commitment by 2/28)
Exhibit Space: 10' x 20'	\$45K Early Bird \$50K Post Early Bird
Full Conference Passes (value \$2,400 each) Includes Free Passes for Customer Speakers	4 Free
Exhibitor ONLY Passes (value \$1,400 each) Can Be Upgraded to Full Passes, \$1,000 Each	4 Free
Wireless Lead Retrieval Units	1 Free
Presentation (1 Leadership) (customer successful solution story/partner speakers – pre-approved)	1
Sponsorship – Birds of a Feather (BOF) Sessions	1
Sponsorship Website Listing with Logo and 100 Word Description & Link Copy by Partner	External Site
Conference Guide Ad Partner provides approved ad	Free 1/2 Page
Marketing Promotion <ul style="list-style-type: none"> • Registration Area Signage (logo) • Welcome Reception Signage (logo) • Night on the Town Signage (logo) • Main Tent Walk-in Slide (logo) 	Included
2008 Event (first right of refusal)	Included
Exhibit Booth and Signage	Partner Provided
Electrical, Internet, Pole & Drape, Carpeting	Partner Provided
Commitment with Application (includes completed application signed)	Partner Provided



Sponsorship and Exhibit Opportunities

SILVER LEVEL	Early Bird Investment (Commitment by 2/28)
Exhibit Space: 10' x 10'	\$30K Early Bird \$35K Post Early Bird
Full Conference Passes (value \$2,400 each) Includes Free Passes for Customer Speakers	2 Free
Exhibitor ONLY Passes (value \$1,400 each) Can Be Upgraded to Full Passes, \$1,000 Each	2 Free
Sponsorship Website Listing with Logo and 50 Word Description & Link Copy by Partner	External Site
Conference Guide Ad Partner provides approved ad	Free 1/4 Page
2008 Event (first right of refusal)	Included
Exhibit Booth and Signage	Partner Provided
Electrical, Internet, Pole & Drape, Carpeting	Partner Provided
Commitment with Application (includes completed application signed)	Partner Provided

EXHIBITOR LEVEL	Early Bird Investment (Commitment by 2/28)
Exhibit Space: 10' x 10'	\$5K Early Bird \$6K Post Early Bird
Exhibitor ONLY Passes (value \$1,400 each) Can Be Upgraded to Full Passes, \$1,000 Each	2 Free
Conference Guide Ad Partner provides approved ad	Free One Line Listing on Exhibitor Level Page
2008 Event (first right of refusal)	Included
Exhibit Booth and Signage	Partner Provided
Electrical, Internet, Pole & Drape, Carpeting	Partner Provided
Commitment with Application (includes completed application signed)	Partner Provided



For more information

For more information on the Sponsorship Packages, or to customize your Sponsorship Package, please contact:

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