



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!



The Week's Agenda

Saturday, May 19

12:00 p.m. – 7:30 p.m.	Business Partner Registration
All Day	Business Partners Arrive Solution Center Set Up

Sunday, May 20

7:00 a.m. – 7:30 p.m.	Registration
Afternoon	Pre-Conference Technical and Certification Sessions
7:00 a.m. – 10:00 p.m.	Business Partner Day

Monday, May 21

7:00 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 10:30 a.m.	Main Tent with Keynote speaker Mark Burnett
10:30 a.m. – 11:00 a.m.	Break — Solution Center
10:30 a.m. – 5:00 p.m.	Solution Center
11:00 a.m. – 12:15 p.m.	Breakout Series 1
12:30 p.m. – 1:30 p.m.	Birds of a Feather (Lunch included)
12:30 p.m. – 1:45 p.m.	Lunch
2:00 p.m. – 3:15 p.m.	Breakout Series 2
3:15 p.m. – 3:30 p.m.	Break — Solution Center
3:30 p.m. – 4:45 p.m.	Breakout Series 3
5:00 p.m. – 6:15 p.m.	Breakout Series 4
6:30 p.m. – 8:30 p.m.	Welcome Reception — Solution Center

Tuesday, May 22

7:00 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 10:15 a.m.	Mini Main Tent
9:00 a.m. – 10:15 a.m.	Breakout Series 5
10:00 a.m. – 6:00 p.m.	Solution Center
10:15 a.m. – 10:45 a.m.	Break — Solution Center
10:45 a.m. – 12:00 p.m.	Breakout Series 6
12:00 p.m. – 1:00 p.m.	Birds of a Feather (Lunch included)
12:00 p.m. – 1:15 p.m.	Lunch
1:30 p.m. – 2:45 p.m.	Breakout Series 7
2:45 p.m. – 3:00 p.m.	Break — Solution Center
3:00 p.m. – 4:15 p.m.	Breakout Series 8
4:30 p.m. – 5:45 p.m.	Breakout Series 9
7:30 p.m. – 11:00 p.m.	Universal City Walk (off site event)

Wednesday, May 23

7:00 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 10:15 a.m.	Mini Main Tent
9:00 a.m. – 10:15 a.m.	Breakout Series 10
10:00 a.m. – 4:00 p.m.	Solution Center
10:15 a.m. – 10:45 a.m.	Break — Solution Center
10:45 a.m. – 12:00 p.m.	Breakout Series 11
12:00 p.m. – 1:00 p.m.	Birds of a Feather (Lunch included)
12:00 p.m. – 1:15 p.m.	Lunch
1:30 p.m. – 2:45 p.m.	Breakout Series 12
2:45 p.m. – 3:00 p.m.	Break — Solution Center
3:00 p.m. – 4:15 p.m.	Breakout Series 13
4:30 p.m. – 5:45 p.m.	Breakout Series 14
6:00 p.m. – 7:00 p.m.	Birds of a Feather
7:00 p.m.	Evening Open

Thursday, May 24

7:00 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 10:15 a.m.	Mini Main Tent
9:00 a.m. – 10:15 a.m.	Breakout Series 15
10:15 a.m. – 10:45 a.m.	Break
10:45 a.m. – 12:00 p.m.	Breakout Series 16
12:00 p.m. – 1:00 p.m.	Birds of a Feather (Lunch included)
12:00 p.m. – 1:15 p.m.	Lunch
1:30 p.m. – 2:45 p.m.	Breakout Series 17
2:45 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:15 p.m.	Breakout Series 18
4:30 p.m. – 5:45 p.m.	Breakout Series 19
6:00 p.m. – 7:00 p.m.	Birds of a Feather
7:00 p.m.	Evening Open

Friday, May 25

7:00 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 10:15 a.m.	Breakout Series 20
10:15 a.m. – 10:30 a.m.	Break
10:30 a.m. – 11:45 a.m.	Breakout Series 21
11:45 a.m.	Conference Ends

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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