



2010 **IMPACT**

IBM Business Partner Sponsorship and Exhibitor Package



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May 2-7, 2010



Table of Contents



What's New in 2010?	4
Why Exhibit?	5
Important Dates and Times/Sponsorships at a Glance	6
Platinum, Diamond, Gold, Silver Sponsorship Packages	7-10
Exhibitor and Affiliate Sponsorship Package	11
Video Reference and Technical Whitepaper	12
Marketing Promotional Opportunities	13
Previous Sponsors	14





Dear IBM Business Partner,

As the new vice president of marketing for IBM WebSphere, Business Process Management & SOA, I am delighted to personally invite you to be a key sponsor at Impact 2010 from May 2 – 7 in Las Vegas. As a 2010 sponsor, you can generate new leads, increase sales, and position your organization as having a strong, committed relationship with IBM.

Impact 2010, our premier conference for Business and IT leaders, will bring together worldwide leading experts in SOA, Business Process Management, and WebSphere at a single event to deliver the best in technical and business education, networking, hands-on labs, certifications, and much more.

To further enhance your experience, this year we have introduced new marketing opportunities to augment our sponsorship packages. Each sponsorship level offers a variety of co-marketing benefits and more opportunities than ever for visibility to attendees. I am confident you will be delighted with the increased benefits that come with sponsoring our 2010 Impact event.

In addition, Impact 2010 is the ideal place to build skills and get the latest education on new technologies. With more and more businesses deploying business process management and Smart SOA solutions, we anticipate high participation at Impact 2010.

Don't miss this great opportunity to showcase your company, generate a lifetime of business contacts, and close new business at THE premier conference for Business and IT leaders. As always, we're planning an exciting lineup of keynote speakers, hands-on learning and networking forums.

For more information on Sponsorships and Exhibitor Packages, please contact Pari Lasch at pari@corcexpo.com. You can reserve your sponsorship through the Impact 2010 Web site at ibm.com/impact.

I value your continued support and look forward to welcoming you to Impact 2010.

Continued success,

Nancy Pearson
Vice President
Business PartnerM, SOA, WebSphere and Industry Marketing





What's New in 2010?

New Benefits for 2010

New benefits for all levels of sponsors:

- Your company can earn up to one year of marketing benefits*
- Business Partners who participate in either Lotusphere®, Pulse, Rational Software Conference, Information On Demand (US-based version) conferences in 2010 will receive an additional 5% discount on their Impact 2010 package, pending verification of conference sponsorship.
- Impact 2010 is targeting a year-to-year 5% increase in attendees which will provide new opportunities to reach more clients and prospects.
- Introducing a new Product Technology Center featuring Tech Zones, Customer Feedback Track, Business Process Management 1:1 consultations and more hands-on forums.
- New show floor plan that provides even better traffic to peds and extended hours for expo hall providing more dedicated time!

Special benefits for Diamond, Platinum and Gold Sponsors:

- A marketing opportunity to create a customer reference video, sponsored by IBM, and valued at \$15,000 (limited time only).
- Priority scheduling for breakout sessions (limited time offer expiring February 14, 2010).
- Company logo promoted on the main Impact Website prior conference and at kiosks and on electronic signage through-out the conference.
- Priority posting of customer partner videos for Diamond and Platinum sponsors on selected ibm.com SOA or Business Process Management or comparable site.
- Diamond and Platinum sponsors receive an in-depth technical whitepaper featuring a client case study, produced and sponsored by IBM and valued at \$12,000.

*Awareness benefits begin as soon as a Sponsorship commitment is made. Sign up today to take advantage of website exposure, mentions in executive presentations given to our clients, and more. Benefits vary by sponsorship level. Plan for 2011 and rebook at Impact 2010 for a full year of exposure and the most attractive pricing.





Why Exhibit?



Generate Leads and Increase Sales!

Sponsorship concept – redefined! Additional benefits throughout the year.

- Access to thousands of attendees extending from business to IT leaders including C-level executives, directors, managers and other decision makers
- Align your company with the leading IBM conference focusing on Business PartnerM, SOA and WebSphere technology
- High-traffic Solution Center with over 40,000 square feet of exhibit space allows for great visibility and branding
- Opportunities to showcase your products and solutions and position your company as an industry leader
- Extensive networking opportunities with industry customers, prospects and peers
- Dedicated time and space to conduct 1:1 customer meetings
- A wide array of marketing opportunities available to sponsors and exhibitors
- A full spectrum of high-quality business and technical content at every level—in both General Sessions and breakouts
- Network and learn in the Business Partner Café
- Survey Feedback shows that 97% of attendees rated the event as “excellent to good”



“IMPACT 2009 was a great customer and OI generating event for Ascendant Technology. It provided a central forum to allow for interactive discussions with existing customers, prospects and potential business partner relationships. Additionally, the educational opportunities provided to our consultants through certifications definitely enhanced Atech’s overall ROI from the event!”

- Liz Albert, Marketing Director, Ascendant Technology



“Our IMPACT sponsorship pays for itself every year through the value we derive, including the ability to reach new customers as well as meet our existing customers in one place. It helps us build our brand image and showcase our IBM commitment with prospects and customers. And, we get updated on the latest WebSphere technology and future directions. All this keeps us ahead of the game and coming back to Impact.”

- Steve Lokam, Sr. Principal, OpenLogix



“Thank you for putting on a great show ... We found IMPACT 2009 to be even more valuable than last year. There were fewer attendees but really high-quality conversations. I feel it is likely Impact will lead to more converted business and we are excited to follow-up.”

- Devi Gupta, Vice President Marketing, Prolifics



“This was our first Impact conference but certainly not our last. Given economic times, at first we were hesitant to add an additional conference expense. However; we were pleasantly surprised at how well this conference was organized and the value we recognized.”

- Vanessa Molho, General Manager Software Sales, Trident Services



Important Dates and Times

Important Dates and Times

Early Bird Pricing Requires purchase by 14 February, 2010.
Applications received after this date are subject to rush charges and reduction in benefits.

Standard Pricing Requires purchase by 31 March, 2010.

The Deadline for Applications is 14 February, 2010.

Exhibit Hall Hours:

Sunday, May 2	5:00 p.m. - 8:00 p.m. Networking Reception
Monday, May 3	11:30 a.m. - 4:00 p.m. 5:30 p.m. - 8:00 p.m. Networking Reception
Tuesday, May 4	11:30 a.m. - 4:00 p.m.
Wednesday, May 5	11:30 a.m. - 4:00 p.m.

Sponsorships at a Glance

Sponsorship Level	Diamond	Platinum	Gold	Silver	Exhibitor	Affiliate
# of Packages Available	1	2	10	16	26	9
Full Price	\$102,000	\$90,000	\$65,000	\$27,000	\$14,000	\$9,000
Standard Price 15 February, 2010 - 31 March, 2010	\$95,000	\$82,000	\$58,000	\$24,000	\$12,500	\$8,200
Early Bird 12 October, 2010 - 14 February, 2010	\$85,000	\$74,000	\$53,000	\$22,000	\$11,000	\$7,500



Diamond Sponsorship Package

Sponsorship Dates	July 1, 2009 – Feb. 14, 2010	Feb. 15 – March 31, 2010	April 1 – 16, 2010
Price	\$85,000	\$95,000	\$102,000
Number of packages available	1	1	1
Exhibit space*	20' x 30' booth space	20' x 30' booth space	20' x 30' booth space
Wireless lead retrieval unit	1	1	1
Full conference badges	8	6	3
Exhibitor badges	6	6	3
Reserved seats at General Sessions (Monday - Wednesday)	8	6	3
Customer passes available for purchase (at discounted rate)	12	10	6
Breakout Session Presentation	3 with priority scheduling	3	3
Birds of a Feather Session	2	2	2
Logos in Spring and Fall 2010 launch template**	Y	-	-
Private meeting space in host hotel	M-W	M-W	M-W
Additional 5% discount on packages for Business Partners who also sponsor either Lotusphere, Pulse, Rational Software Conference, Information On Demand (U.S.-based) conferences in 2010	Y	Y	Y
Guaranteed first right of refusal for same or upgraded sponsorship level for IBM Impact 2011	Y	Y	Y
Special Offer			
Video reference with approved client and technical whitepaper featuring your client	Y***	N	N
Featured video reference on ibm.com /SOA or comparable	Y***	N	N
Signage, Program Guides, Web			
Logos on EXPO entrance banner	Y	Y	N
Logo on signage at registration	Y	Y	Y
Logo on signage for company sponsorship functions	Expo welcome reception & Monday reception	Expo welcome reception & Monday reception	Expo welcome reception & Monday reception
Company name with logo hyperlink on IBM website	Y	Y	Y
Company name, logo and description included in conference deliverable	75 words	75 words	75 words
Logos placed within kiosks and electronic signage	Y	Y	N
Marketing & Promotions			
Logo and write up in conference e-Newsletter	Y	Y	Y
Acknowledgement as sponsor during general session	Logo on keynote slide one day	Logo on keynote slide one day	Logo on keynote slide one day
<small>*Additional charge for turnkey for Diamond and Platinum Sponsorships **To have this opportunity for the Fall launch 2011, please take advantage of the best pricing and the richest benefit package by rebooking for Impact 2011 during your Impact 2010 experience. ***Limited time offer ending December 31, 2009. See page 13 for details.</small>			



Platinum Sponsorship Package

Sponsorship Dates	July 1, 2009 – Feb. 14, 2010	Feb. 15 – March 31, 2010	April 1 – 16, 2010
Price	\$74,000	\$82,000	\$90,000
Number of packages available	2	2	2
Exhibit space*	20' x 20' booth space	20' x 20' booth space	20' x 20' booth space
Wireless lead retrieval unit	1	1	1
Full conference badges	6	4	2
Exhibitor badges	4	4	2
Reserved seats at General Sessions (Monday – Wednesday)	4	4	2
Customer passes available for purchase (at discounted rate)	10	10	5
Breakout session presentation	2 with priority scheduling	2	2
Birds of a Feather Session	2	2	1
Logos in Spring and Fall 2010 launch template**	Y	-	-
Private meeting space in host hotel	M-W	M-W	M-W
Additional 5% discount on packages for Business Partners who also sponsor either Lotusphere, Pulse, Rational Software Conference, Information On Demand (U.S. based) Conferences in 2010	Y	Y	Y
Guaranteed first right of refusal for same or upgraded sponsorship level for IBM Impact 2011	Y	Y	Y
Special Offer			
Video reference with approved client and technical whitepaper featuring your client	Y***	N	N
Featured video reference on ibm.com /SOA or comparable	Y***	N	N
Signage, Program Guides, Web			
Logos on EXPO entrance banner	Y	Y	N
Logo on signage at registration	Y	Y	Y
Logo on signage for company sponsorship functions	Lunch (signage on tent cards)	Lunch (signage on tent cards)	Lunch (signage on tent cards)
Company name with logo hyperlink on IBM website	Y	Y	Y
Company name, logo and description included in conference deliverable	75 words	75 words	75 words
Logos placed within kiosks and electronic signage	Y	Y	N
Marketing & Promotions			
Logo and write up in conference e-newsletter	Y	Y	Y
Acknowledgement as sponsor during general session	Logo on keynote slide one day	Logo on keynote slide one day	Logo on keynote slide one day
<small>*Additional charge for turnkey for Diamond and Platinum Sponsorships **To have this opportunity for the Fall launch 2011, please take advantage of the best pricing and the richest benefit package by rebooking for Impact 2011 during your Impact 2010 experience. ***Limited time offer ending December 31, 2009. See page 13 for details.</small>			



Gold Sponsorship Package

Sponsorship Dates	July 1, 2009 – Feb. 14, 2010	Feb. 15 – March 31, 2010	April 1 – 16, 2010
Price	\$53,000	\$58,000	\$65,000
Number of packages available	10	10	10
Exhibit space	Turnkey 20' x 10'	Turnkey 20' x 10'	Turnkey 20' x 10'
Wireless lead retrieval unit	1	1	1
Full conference badges	4	3	3
Exhibitor badges	3	3	3
Reserved seats at General Sessions (Monday – Wednesday)	3	3	3
Customer passes available for purchase (at discounted rate)	8	8	8
Breakout session presentation	1 with priority scheduling	1	1
Birds of a Feather Session	1	1	1
Logos in Spring and Fall 2010 launch template*	Y	-	-
Private meeting space in host hotel	1 day	1 day	1 day
Additional 5% discount on packages for Business Partners who also sponsor either Lotusphere, Pulse, Rational Software Conference, Information On Demand (U.S. based) Conferences in 2010	Y	Y	Y
Guaranteed first right of refusal for same or upgraded sponsorship level for IBM Impact 2011	Y	Y	Y
Special Offer			
Video reference with approved client and technical whitepaper featuring your client	Y**	N	N
Signage, Program Guides, Web			
Logos on EXPO entrance banner	Y	Y	N
Logo on signage at registration	Y	Y	Y
Logo on signage for company sponsorship functions	Refreshment break sponsor	Refreshment break sponsor	Refreshment break sponsor
Company name with logo hyperlink on IBM website	Y	Y	Y
Company name, logo and description included in conference deliverable	75 words	75 words	75 words
Logos placed within kiosks and electronic signage	Y	Y	N
Marketing & Promotions			
Logo and write up in conference e-newsletter	Y	Y	Y

*To have this opportunity for the Fall launch 2011, please take advantage of the best pricing and the richest benefit package by rebooking for Impact 2011 during your Impact 2010 experience.



Silver Sponsorship Package

Sponsorship Dates	July 1, 2009 – Feb. 14, 2010	Feb. 15 – March 31, 2010	April 1 – 16, 2010
Price	\$22,000	\$24,000	\$27,000
Number of packages available	16	16	16
Exhibit space	Turnkey 10' x 10'	Turnkey 10' x 10'	Turnkey 10' x 10'
Wireless lead retrieval unit	1	1	1
Full conference badges	3	2	2
Exhibitor badges	2	2	2
Customer passes available for purchase (at discounted rate)	6	6	2
Birds of a feather session	1	1	-
Logos in Spring and Fall 2010 launch template*	Y	-	-
Additional 5% discount on packages for Business Partners who also sponsor either Lotusphere, Pulse, Rational Software Conference, (U.S. based) Conferences in 2010	Y	Y	Y
Guaranteed first right of refusal for same or upgraded sponsorship level for IBM Impact 2011	Y	Y	Y
Signage, Program Guides, Web			
Logos on EXPO entrance banner	Y	Y	N
Logo on signage at registration	Y	Y	Y
Company name with logo hyperlink on IBM Website	Y	Y	Y
Company name, logo and description included in conference deliverable	75 words	75 words	75 words
Marketing & Promotions	-	-	-
Acknowledgement as sponsor during general session	Logo on keynote slide one day	Logo on keynote slide one day	Logo on keynote slide one day

*To have this opportunity for the Fall launch 2011, please take advantage of the best pricing and the richest benefit package by rebooking for Impact 2011 during your Impact 2010 experience.



Exhibitor Sponsorship Package

Sponsorship Dates	July 1, 2009 – Feb. 14, 2010	Feb. 15 – March 31, 2010	April 1 – 16, 2010
Price	\$11,000	\$12,500	\$14,000
Number of packages available	26	26	26
Exhibit space	Turnkey 10' x 8'	Turnkey 10' x 8'	Turnkey 10' x 8'
Wireless lead retrieval unit	1	1	1
Exhibitor badges	2	2	2
Customer passes available for purchase (at discounted rate)	4	4	2
Logos in Fall launch template*	Yes, until Sept. 15, 2010		
Additional 5% discount on packages for Business Partners who also sponsor either Lotusphere, Pulse, Rational Software Conference, Information On Demand (U.S. based) Conferences in 2010	Y	Y	Y
Guaranteed first right of refusal for same or upgraded sponsorship level for IBM Impact 2011	Y	Y	Y
Signage, Program Guides, Web			
Company name with logo hyperlink on IBM website	Y	Y	Y
*To have this opportunity for the Fall launch 2010, please take advantage of the best pricing and the richest benefit package by rebooking for Impact 2011 during your Impact 2010 experience.			-

Affiliate Sponsorship Package

Sponsorship Dates	July 1, 2009 – Feb. 14, 2010	Feb. 15 – March 31, 2010	April 1 – 16, 2010
Price	\$7,500	\$8,200	\$9,000
Number of packages available	9	9	9
Exhibit space	Turnkey pedestal	Turnkey pedestal	Turnkey pedestal
Wireless lead retrieval unit	1	1	1
Exhibitor badges	1	1	1
Customer passes available for purchase (at discounted rate)	2	2	0
Logos in Fall launch template*	Yes, until Sept. 15, 2010	-	-
*To have this opportunity for the Fall launch 2010, please take advantage of the best pricing and the richest benefit package by rebooking for Impact 2011 during your Impact 2010 experience.			-





Video Reference and Technical Whitepaper

Limited Offers for our Diamond, Platinum and Gold Sponsors

Video Reference (Diamond, Platinum and Gold Sponsors) - IBM will produce an IBM customer testimonial video featuring a customer of the Business Partner with all costs incurred by IBM. The video will discuss the partner-implemented solution using IBM WebSphere software products. Video footage would be captured at Impact 2010. A key person from the Business Partner who worked with the customer can also be included on the video but the primary focus will be on the customer and solving their business problem. The Business Partner will be responsible for ensuring customer's willingness to be videotaped and have the resulting video placed on **ibm.com**. Examples of such videos can be seen on **ibm.com/soa**.

Technical Whitepaper (Diamond, Platinum and Gold Sponsors) - An IBM whitepaper describing the architectural details of a customer solution that was implemented by the Business Partner will be produced by IBM. A focal point from both the customer and the Business Partner will be interviewed and the resulting technical paper will be placed on **ibm.com**. This paper will prominently feature the Business Partner as a solution provider for customers utilizing IBM WebSphere® software. Examples of such published whitepapers can be found at **ibm.com/soa/deepview**.





Marketing Promotional Opportunities for 2010



Private cabana at conference hotel	\$750/day
Chair massage service (5 available)	\$1,500/day or \$4,000 for 3 days (M,T,W)
Customized voice mail message (4 available)	\$2,000 per 1000 guest rooms
Hotel door drop (4 available)	\$3,000 per 1000 guest rooms
Breakfast sponsorship (4 available)	\$5,000
Customized turn-down service (4 available)	\$5,000 per 1000 guest rooms
Business Partner Cafe sponsorship (1 available)	\$8000
Logo on keycards (4 available)	(2 keys per room) \$10,000 per 1000 guest rooms
Reusable sports water bottle (1 available)	\$25,000 per 5,000

*** These Marketing Promotional Opportunities will be exclusive for sponsors until December 31, 2009. For further details on these Marketing Promotional Opportunities, please contact Pari Lasch.**





Previous Sponsors



- ACI Worldwide
- Actuate
- Advanced Micro Devices
- Alacrinet
- Aldon
- AmberPoint
- Arcom
- Arsin Corporation
- Ascendant Technology
- ATS Corporation
- Avada Software
- Avaya
- Black Duck Software
- BMC Software
- Bradon Technologies Ltd.
- BroaadSoft
- Brulant
- Capitalware Inc.
- Carefx Corporation
- CASI Software
- Chordiant Software
- ClearApp
- CNE, Inc
- Cognizant
- Compuware
- DataDirect Technologies
- Davalen
- Dexterra
- dynaTrace software
- EmeriCon
- Encode, Inc.
- Enterprise Information Management
- ESRI
- EventVue
- FICO
- Finantix
- Four Soft Ltd
- Fundtech Corporation
- Genuitec
- GlobalLogic, Inc
- GT Software
- HCL Technologies Ltd.
- Hexaware Technologies Inc
- HostBridge Technology
- Hubspan
- iGate/Mastech
- ILOG, Inc.
- InfoPower International Inc.
- Information Builders
- Infosys
- Intervoice
- Iperia, Inc.
- iRise
- iSOA Group
- iWay Software
- Juniper Networks
- KANA Software
- KITS
- KLG Systel Limited
- Lawson
- LogicLibrary Inc.
- Mainsoft Corporation
- Mincom
- Mindreef
- Mindtree Consulting Ltd.
- Miracle Software Systems
- Mitsubishi Electric Automation, Inc.
- MQSoftware
- MSI Systems Integrators
- My Virtual Model & Answerology
- Napersoft
- Nastel Technologies
- Nortel
- Number Six Software
- Openlogix Corporation
- Omniture, Inc
- Perficient
- Phurnace Software
- Pluck
- PointSource, LLC
- Polaris Software Lab
- Primeur srl
- Prolifics
- Ricoh Americas Corporation
- Rocket Software
- Satyam Computer Services Ltd
- Seagull Software
- Serebrum Corporation
- Serena Software
- SOA Software
- Soalib Incorporated
- SourcePulse LLC
- Sogeti
- Steele Eye
- SugarCRM, Inc.
- Summa Technologies
- Sun Microsystems
- SYSCOM, Inc
- The Sphere
- Tidal Software
- TradeStone Software
- Trident Services
- Ultramatics, Inc.
- UNICOM Systems
- Vanguard Integrity Professionals, Inc.
- VisualAgility
- Web Age Solutions
- WebLayers
- Wily Technology
- Wipro
- Zobrist Consulting
- ZSL, Inc.





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