



IBM Information
>>> On Demand

2008



SPONSORSHIP AND EXHIBIT OPPORTUNITIES

OCTOBER 26-31, 2008

*MANDALAY BAY
LAS VEGAS, NEVADA*

**INNOVATE.OPTIMIZE.
PERFORM.**

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BUSINESS PARTNER PACKAGE

TO OUR VALUED BUSINESS PARTNERS:

On behalf of everyone at IBM Information Management Software, I invite you to join us in Las Vegas this coming October for the premier information management conference: IBM Information On Demand 2008.

If you were among the more than 1,000 Business Partners who attended last year's conference, you already know what an exciting event it has now become. The 2007 conference drew more than 6,500 attendees in its second year, and featured more than 900 sessions. There were more than 200 customer and IBM Business Partner speakers, more than 1,000 free certification exams, and more than 75 Birds of a Feather sessions.

At the center of this beehive of activity was our EXPO featuring 200 sponsors and more than 100 IBM exhibitors. Now in its third year, our 2008 event promises to be an even greater success. We expect 7,500 attendees.

As a participant, this conference offers you an invaluable opportunity to showcase your solutions, close existing business and generate new leads. You'll also be able to take advantage of our Business Partner Development Day, designed exclusively for you, our valued partners.

*Information Management used to be about just databases. Today it's about leveraging all of the content and data in an enterprise – and unlocking its value. It's about being **Innovative**, and optimizing your business – so that you can outperform the competition. So get ready to **Innovate. Optimize. Perform.** And reap the real benefits of Information On Demand: being able to unlock the business value of information for competitive differentiation.*

The following prospectus details the benefits and exceptional value that you will enjoy as a sponsor.

So register today! Top sponsorships are already selling out. We look forward to welcoming you at IBM Information On Demand 2008.

Sincerely,

*Dr. Ambuj Goyal
General Manager, IBM Information Management Software*



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BUSINESS PARTNER BENEFITS AT-A-GLANCE

A UNIQUE OPPORTUNITY:

- *Showcase your solutions at THE premier information management event in the industry, with 7,500 attendees expected!*
- *Take advantage of invaluable networking opportunities with customers, industry experts, peers and Information Management executives*
- *Generate new leads and increase sales. In 2007, over 18,000 contacts (leads) were collected in the EXPO!*
- *Shorten sales cycles and utilize IBM experts to help close and progress existing deals—nearly one-third of attendees will be Line of Business and IT decision-makers! Many millions of dollars closed within two months of the conference in 2007!*
- *Gain insight into IBM's Information Management strategy and vision*
- *Differentiate yourself in your markets by learning more about the full breadth of Information Management technologies*
- *Be the first to hear about new product launches!*

THE EXPO:

- *The EXPO Solution Center will be THE place to close 4th quarter sales and get a jump start on your 2009 objectives*
- *Be part of the largest IBM EXPO! The EXPO hall has over 200,000 square feet featuring over 300 Sponsors and Exhibitors!*
- *Exhibitor hours include dedicated time in the program, as well as evening receptions*
- *Heighten your visibility by becoming a Sponsor. Multiple sponsorship opportunities and marketing promotions available!*
- *Showcase your brand and differentiate yourself from the competition by bringing your own booth property*

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 Executive Management Team*
- *Discover how IBM can help you maximize your business results*
- *Hear directly from your peers how they grew their businesses with IBM Information On Demand!*



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IBM INFORMATION ON DEMAND BUSINESS PARTNER EXPO SPONSORSHIP PRICING FOR 2008

SPONSORSHIP LEVEL	Diamond	Platinum	Gold	Silver
Investment	\$108,000	\$78,000	\$55,000	\$24,000
Early Bird Discount Investment*	\$98,000	\$70,000	\$49,000	\$22,000
Number of Packages Available	4	6	10	45

*Sign up by July 31st, 2008

CONFERENCE INCLUSION

	20' x 30'	20' x 20'¹	10' x 20'¹	10' x 10'¹
Exhibit Space				
Wireless Lead Retrieval Units	1	1	1	1
Dedicated Meeting Room on EXPO Floor	1	1	N/A	N/A
Full Conference Registrations²	5	3	2	1
Exhibitor Registrations³	7	5	3	2
Theme Party Access	ALL FULL CONFERENCE AND EXHIBITOR BADGES HAVE ACCESS			
NEW! Exclusive Diamond VIP Skybox at Theme Party <small>Limited number of tickets per sponsor</small>	✓	N/A	N/A	N/A
Meeting Room in THEhotel at Mandalay Bay	1	N/A	N/A	N/A
Conference Breakout Presentation⁴ <small>BL = Business Leadership Session TS = Technical Session</small>	1 BL + 1 TS	1 BL OR 1 TS	1 TS	N/A
NEW! Promotional 1-Sided Banner <small>(1 per sponsor)</small> & Dedicated Section in Conference Directory Highlighting Diamond Breakout Sessions	✓	N/A	N/A	N/A
NEW! Special Diamond-Platinum 1-Hour Reception in EXPO <small>Takes place during the EXPO Reception; Shared email invitation will be sent to attendees</small>	✓	✓	N/A	N/A
NEW! Vendor Sponsored Presentation (VSP) in EXPO⁵	1	1	N/A	N/A
Host a Birds of a Feather (BOF) Session⁶	1	1	N/A	N/A
NEW! 'Meet and Greet' Conference Entertainment Guest <small>Limited appointments available</small>	✓	N/A	N/A	N/A

¹**NEW!** All Platinum sponsors will be grouped together with other Gold and Silver sponsors who have chosen to be in the Information Agenda Showcase on the EXPO floor. Participation in the Showcase will be noted in the conference directory. A shared banner with these sponsors' logos will highlight the presence of the Information Agenda Showcase in the EXPO.

²Full Conference Registration badge includes access to entire conference, including all General Sessions, Breakouts, EXPO, Meals, Receptions, Theme Party, and Business Partner Development Day.

³Exhibitor Only Registration badge includes access to EXPO, General Sessions, EXPO Receptions, and Breakfast/Lunch on days that the EXPO is open. Also includes access to the Theme Party and Community Receptions, Business Partner Development Day, BP Café, BP Network Reception and Certification Testing. For a nominal fee of \$1,095, an Exhibitor Badge can be upgraded to a Full Conference Badge which allows full conference access including all breakout sessions and all meals.

⁴Host your own 60-minute presentation during a Conference Breakout session. Diamond receives 1 Technical AND 1 Business Leadership session. Platinum receives 1 Business Leadership OR 1 Technical Session. Gold receives 1 Technical Session. Speakers for all breakout sessions must have a Full Conference Badge.

⁵Vendor Sponsored Presentation (20 minutes) is located in EXPO Theater. Sign-up is First Come, First Serve. Diamond and Platinum Sponsors have priority for sign-up until June 30th. Diamond and Platinum sponsors receive 1 VSP in package. All VSP timeslots are subject to availability.

⁶Speakers for Birds of a Feather (BOF) sessions must have a Full Conference Badge for access.



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OTHER BENEFITS INCLUDE

FUNCTION CO-SPONSORSHIPS

	<i>Diamond</i>	<i>Platinum</i>	<i>Gold</i>	<i>Silver</i>
Function	EXPO RECEPTIONS (SUN - TUE)	LUNCH (MON - WED)	BREAKFAST (MON - WED)	DESSERT BREAK IN EXPO (MON - WED)
Logo on Function Signage	✓	✓	✓	✓
Acknowledgement in Conference Materials	✓	✓	✓	✓

BRANDING

4-Color Ad in Conference Directory	✓ FULL PAGE	✓ 1/2 PAGE	✓ 1/4 PAGE	N/A
Logo on Cover of Conference Directory	✓	✓	N/A	N/A
Logo on Shared Diamond or Platinum Sponsorship Banner	✓	✓	N/A	N/A
Logo on Conference Bags	✓	N/A	N/A	N/A

PROMOTIONS

Logo on Signage at Registration and EXPO Entranceway	✓	✓	✓	✓
Company Name and Logo in Conference Directory on Sponsorship Page	✓	✓	✓	✓
Company Description in Conference Directory	✓	✓	✓	✓
Company Name and Logo on IBM Conference Website, with Hyperlink* to Sponsor Website	✓	✓	✓	✓
Theme Party Arcade Sponsorship <i>Sponsor provides nominal prize for arcade game(s).</i>	✓	✓	✓	✓
Promotional Insert in Welcome Kit Materials <i>Insert provided by sponsor. Can be one 8.5"x11" page or one small trinket.</i>	✓	✓	✓	✓
First Right of Refusal for Same Sponsorship Level and Booth Location at IBM Information On Demand 2009 <i>Must confirm by October 28, 2008 while on the EXPO Floor.</i>	✓	✓	✓	✓
Pre-Show Email to Attendees <i>Sponsor provides 50-word paragraph and URL to be included in e-newsletter with other sponsors. Logo included for Diamond Sponsors only.</i>	1	1	1	1

*Sponsor's privacy policy must be prominently displayed on sponsor's website.



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OTHER PROMOTIONS INCLUDE

PROMOTIONS	Diamond	Platinum	Gold	Silver
'Thank You' Slide Featuring Your Company Logo at General Session	✓ (MON - WED)	✓ (TUE - WED)	✓ (WED)	N/A
Reserved Seats at General Sessions (Mon, Tue, Wed)	10	6	4	N/A
Pre- or Post-Show Mailing to Attendees <i>Mailer provided by sponsor. Additional postage and handling charges apply.</i>	2	1	1	N/A
NEW! EXPO Passport Program	✓	✓	N/A	N/A
NEW! Prominent Recognition of Diamond Sponsors at Monday Opening General Session	✓	N/A	N/A	N/A
NEW! Private IBM Conference Ambassador to Assist You Prior to and During the Conference	✓	N/A	N/A	N/A
50 Word Write-Up in Information On Demand Today e-Newsletter <i>45,000 subscribers.</i>	✓	N/A	N/A	N/A
25 Word Write-Up in IBM Database e-Newsletter <i>50,000 subscribers.</i>	✓	N/A	N/A	N/A

EXHIBITOR PACKAGE Investment: **\$6,500**

- **10' x 10' Exhibit Space**
- **2 Exhibitor Badges** (Includes access to EXPO, General Sessions, EXPO Receptions, and Breakfast/Lunch on days that the EXPO is open. Also includes access to the Theme Party and Community Receptions, Business Partner Development Day, BP Café, BP Network Reception and Certification Testing. For a nominal fee of \$1,095 an Exhibitor Badge can be upgraded to a Full Conference Badge which allows full conference access including all breakout sessions and all meals.)
- **Company Description in Conference Directory**
- **Company Name Listed on Conference Website**

ADDITIONAL EXHIBITOR BADGE Investment: **\$650**

ADDITIONAL EXHIBITOR FULL-CONFERENCE BADGE Investment: **\$1,745**



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ADDITIONAL MARKETING OPPORTUNITIES AVAILABLE FOR PURCHASE

ADVERTISING

■ Ad on Conference Directory Cover (full page; subject to availability)	
• Outside Back Cover	\$5,000
• Inside Front Cover	\$4,500
• Inside Back Cover	\$4,000
■ Ad on Inside Page of Conference Directory	
• Full Page	\$2,000
• Half Page	\$1,000
• Quarter Page	\$750
■ Conference Directory Wrapper	\$10,000
■ Logo on Daily Onsite Newsletter (2 available per newsletter)	\$750 per day

HOTEL PROMOTIONAL OPPORTUNITIES (additional hotel charges will apply)

■ Escalator Carpet	\$750
■ Hotel Room Drop	\$750
■ In-Room TV Channel	\$500

SPONSORSHIPS

■ Arcade Prizes (Theme Party)	\$500
■ Birds of a Feather – BOF	\$15,000
■ Business Leadership Breakout Room (signage/acknowledgement only)	\$2,500
■ Business Partner Golf Day – Sponsorships Available - Contact: nancyberlin@us.ibm.com	
■ Coffee Breaks (entire conference)	\$5,000
■ Conference Theme Party – Themed Areas	\$5,000
■ Cyber Café (entire conference)	\$7,500
■ Demo 'Til You Drop (Wednesday night – 7:00 to 10:00 PM)	\$12,500
■ Developer Den	\$10,000
■ Executive Center	\$20,000
■ Hands-On Lab Room	\$2,000
■ Meet the Experts (signage/acknowledgement only)	\$5,000
■ Product Certification Area	\$6,000
■ Wireless – Mandalay Bay (entire conference)	\$10,000

OTHER OPPORTUNITIES

■ Conference Breakout Presentation (60 minute session)	\$25,000
Business Leadership or Technical Skill Building (includes one Full Conference Registration)	
■ Dining Area Promotions (approved brochures provided by sponsor)	\$1,000 per meal
■ NEW! EXPO Passport Program	\$500
■ Hyperlink* from IBM Conference Website	\$500
■ Pre- or Post-show Mailing (additional postage and handling charges apply)	\$1,000
■ NEW! Vendor Sponsored Presentation – VSP (in EXPO theater/twenty minute slots)	\$1,500

*Sponsor's privacy policy must be prominently displayed on sponsor's website.



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ADDITIONAL MARKETING OPPORTUNITIES – DESCRIPTIONS

Available to all exhibitors and sponsors.

ADVERTISING

Ad on Conference Directory Cover

Maximize your exposure by placing a four-color advertisement in the Conference directory. These directories typically go home with attendees – extending your exposure after the Conference is over!

(Full page; subject to availability)

- Outside Back Cover **Investment: \$5,000**
- Inside Front Cover **Investment: \$4,500**
- Inside Back Cover **Investment: \$4,000**

Ad on Inside Page of Conference Directory

- Full Page **Investment: \$2,000**
- Half Page **Investment: \$1,000**
- Quarter Page **Investment: \$750**

Conference Directory Wrapper . . . Investment: \$10,000

Interested in an exclusive sponsorship that's a sure-fire way to get your company noticed by every attendee? Then select this opportunity and have your message displayed on the Conference Directory wrapper. You're the sole sponsor—and every attendee receives this Directory!

**Logo on Daily Onsite Investment: \$750
Newsletter per day**

Feature your logo on our "must read" daily onsite Newsletter! Investment includes your logo on the newsletter for one day. (Maximum of 2 logos at the top of each newsletter. Other logos may be included in the article content.)

HOTEL PROMOTIONAL OPPORTUNITIES

Take advantage of these hotel offerings to keep your company's name and logo top of mind with every attendee! Please note that additional hotel charges will apply.

Escalator Carpet Investment: \$750

Make a statement at this year's conference by promoting your company name and logo at one of the high traffic areas in the Convention Center! Sponsor provides a carpet with your logo or message to be placed at the top or bottom of the escalators in the Convention Center. Carpeting will remain for the duration of the Conference. Additional hotel charges apply.

Hotel Room Drop Investment: \$750

Make sure your company name is front and center with attendees by sponsoring a hotel room drop. This opportunity allows you to work with the Mandalay Bay for the optimum delivery of your materials. A great way to differentiate yourself! Additional hotel charges apply.

In-Room TV Channel Investment: \$500

Imagine being able to broadcast a promotional video about your company right into the attendees' hotel rooms! Sponsor provides a video that will be shown on a loop on the in-room hotel TV channel at the Mandalay Bay. Additional hotel charges apply.



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SPONSORSHIPS

Arcade Prizes (Theme Party) Investment: \$500

Don't miss out on one of last year's favorite sponsorships: join in the fun Arcade Games played at our Theme Party! Winners receive a logo'd token prize, of nominal value, supplied by you. A great way to get your name and logo into the hands of attendees, on prizes they take home!

Birds of a Feather (BOF) Investment: \$15,000 per session

One of the most popular and valuable ways to meet other Information Management professionals is at a Birds of a Feather session. On Wednesday or Thursday evening, you will be able to lead your peers in an informal discussion based on your topic of interest. Your session will be published in the Conference Directory and you will receive signage at your session. You can also place your literature on a table during the session. You must hold a Full Conference Pass to lead or attend this session.

Business Leadership Breakout Room Investment: \$2,500

Gain more exposure by sponsoring a Business Leadership Breakout Room. These are the sessions that the decision-makers attend. Appropriate signage will be displayed and you will receive acknowledgement in the Conference Directory. Your own promotional literature can be placed inside the room. This sponsorship does NOT include a speaking opportunity.

Business Partner Golf Day

Contact Nancy Berlin – nancyberlin@us.ibm.com – for sponsorship opportunities.

Coffee Breaks Investment: \$5,000

Sponsor the coffee breaks for the entire Conference and put the focus on your brand! Your company name will appear in the Conference Directory and on signage at the coffee break areas. Three (3) opportunities available.

Conference Theme Party Investment: \$5,000 – Themed Areas

Sponsor an area at our conference Theme Party and promote your company in an environment that's both fun and entertaining! This not-to-be-missed event, held at the legendary Mandalay Bay Beach, includes interactive activities and games, themed areas with food and drink, and the sure-fire draw of name entertainment! Additional details provided upon request.

Cyber Café Investment: \$7,500

Create a strong presence for your company by sponsoring the Conference Cyber Café and Scheduling Kiosks in hallways. We will incorporate your company logo as part of a screensaver on all monitors in the Cyber Café and Scheduling Kiosks. Your company name will appear in the Conference Directory and there will be signage in the Cyber Café. You may also place promotional materials on a table inside the Cyber Café room. Six (6) opportunities available.

Demo 'Til You Drop Investment: \$12,500 (Wed night, 7:00-10:00pm)

Be the sole sponsor of this light-hearted evening event. Participants take center stage with a microphone and a demo which can be their latest invention or just a great idea. The event is "Gong Show" style and prizes are awarded for the most talented demoers. A banner acknowledging your sponsorship will be placed in the room. You'll also receive acknowledgement in the Conference Directory.



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SPONSORSHIPS (cont.)

Developer Den Investment: \$10,000

For developers, our Developer Den will be the place to be! Over 1500 developers participated in the Developer Den at the IBM Information On Demand 2007 Conference. And as a sponsor, you'll be gaining premier name recognition for your brand. The Developer Den gives attendees the opportunity to install software and work through tutorials, all under the guidance of seasoned experts. You will also be offered an opportunity to present a demo in a specified timeslot. This is a great opportunity to increase brand awareness with the top developers in the business! You'll receive signage at the Den and can display your own promotional brochure. You'll also receive acknowledgement in the Conference Directory. Four (4) opportunities available.

Executive Center Investment: \$20,000

The Executive Center will be the hub of activity for one-on-one meetings with key decision-makers. This is your opportunity to make sure your brand is top of mind with these key executives! As the exclusive sponsor, your name, logo and URL will be prominently displayed throughout the Center. Your brochure can be placed at the Executive Center Registration Desk. Reach over 1000+ targeted decision makers! One (1) opportunity available.

Hands-On Lab Room Investment: \$2,000

Get the focused attention of the technical community. Sponsor a Hands-On Lab room for the entire week. Hands-On Labs were the most in-demand instructor-led technical sessions at the past IBM Information On Demand Conferences. In 2007, over 3800 attendees visited the Hands-On Labs. Sponsorship includes appropriate signage at the room and acknowledgement in the Conference Directory. Your literature can also be placed in the room. Eighteen (18) opportunities available.

Meet the Experts Investment: \$5,000

Gain exposure by sponsoring the Meet the Experts area where attendees meet with IBM technical experts from various focus areas in a one-on-one environment. Sponsorship includes a shared hanging banner, the opportunity to place your brochure or promotional item in the Meet the Experts area and acknowledgement in the Conference Directory. Two (2) opportunities available.

Product Certification Area Investment: \$6,000

Guess who's giving away free certifications? We are! This area is one of the most popular destinations at this Conference and is a fantastic opportunity to get your company noticed! Over 1000 certification tests were given at the IBM Information On Demand 2007 Conference. Sponsorship includes signage in the certification room and acknowledgement in the Conference Directory. You can also place a promotional brochure in the certification room. Multiple opportunities available.

Wireless - Mandalay Bay Investment: \$10,000

Wireless is available throughout this Conference! Sponsor wireless at the Mandalay Bay Convention Center with up to two other sponsors for the week and get your brand name noticed throughout the Conference! Sponsorship includes your name prominently displayed on a banner, as well as recognition in the Conference Directory. Three (3) opportunities available.



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OTHER OPPORTUNITIES

Conference Breakout Presentation Investment: \$25,000 (60 Minutes)

Have a customer success story you'd like to highlight? Then this opportunity is custom-made for you! Generate buzz around your brand by delivering a presentation during one of our breakout sessions! All you have to do is submit the topic and content to IBM for approval. For 60 minutes, you've got the floor! One Full Conference Registration badge is included. Additional speakers must have a Full Conference badge.

Dining Area Promotions Investment: \$1,000 per meal

Gain valuable exposure for your brand during meals in the Dining Area! You'll have the opportunity for your firm's brochures to be placed on every table.

NEW! EXPO Passport Program Investment: \$500

What a great way to drive traffic into your booth this year! Attendees will be required to get punches on their Passport Program card from partners participating in this program for a chance to win various prizes ranging from Bose electronic products to Wii gaming consoles! Forty-one (41) opportunities available.

Hyperlink* from IBM Conference Website Investment: \$500

Drive attendees to your website with a hyperlink from the IBM Information On Demand Conference Website directly to yours!

*Sponsor's privacy policy must be prominently displayed on sponsor's website.

Pre- or Post-Show Mailing Investment: \$1,000

Communicate directly with Conference attendees by gaining access to our exclusive mailing list! Seize this opportunity to generate excitement around your company prior to the event... or keep your name top of mind long after the Conference has ended. Additional postage and handling charges apply.

NEW! Vendor Sponsored Presentation (VSP) Investment: \$1,500

New this year....take center stage for 20 minutes in the EXPO Hall Theater! This is your opportunity to present your solution, product or innovative leading edge technology to EXPO participants. VSP's are first come, first serve — so sign up for the optimum slot quickly. Schedules will be published throughout the EXPO Hall and on signage in front of the EXPO Theater. Twelve (12) opportunities available.

FOR MORE INFORMATION

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

Tony Donald
tdonald@us.ibm.com
(847) 608-6874
(610) 300-8043 fax

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