

# Top 5 reasons to attend Information On Demand 2013

Register  
today!

“Less than 20 minutes into Information On Demand and I am blown away.”

— Marcia Conner, Principal, Sensify Group



# 1

## Discover new skills

Attend education sessions and deepdives to learn best practices and success strategies.



# 700+

technical education sessions

# 110

hands-on labs

“You’ll go home pumped up, ready to try out the new techniques and solutions.”

— David Mould, Ph.D., Predictive Analytics Scientist, MedeAnalytics

# 2

## Build your network

Get inspired by talking face-to-face with thought leaders, subject matter experts and peers.

“The networking is fantastic—keeping in touch after meeting at Information On Demand is invaluable.”

— Lars Andersen, Performance Management Specialist, TOP-TOY

# 13,000+

attendees



Exchange ideas at the  
**Connect Lounge**

# 3

## Learn from professionals

Tap into the knowledge of industry experts, fellow IBM clients and IBM executives—just to name a few.

# 300+

customer speakers  
share their stories



# 170+

IBM executives and  
distinguished engineers on  
hand for one-on-one meetings

“[To] talk to the people who developed the products ... that is really powerful. You can’t get that anywhere else.”

— Ced Bufton, Managing Director, Bidetime

# 4

## Experience new technology

Interact with cutting-edge products, see solutions in action and discover innovative services that can benefit your business.

The largest IBM EXPO  
with **350+ exhibitors**



Showcases from more  
than **250 Business Partners**

# 5

## Win big in Vegas ...

... at Information On Demand. Gain a fresh perspective, fuel your focus on innovation and have some fun, too.



Tons of business  
and technology  
tips, tricks and  
**insights**

Evening social  
event with

# FUN.

# \$7,000

## The benefits add up

Attendees who actively take advantage of all the conference offers—training, certification, education, hands-on labs, networking opportunities, executive one-on-one meetings, discussions with experts in the EXPO, as well as food and entertainment—can receive a value of up to \$7,000 or more.