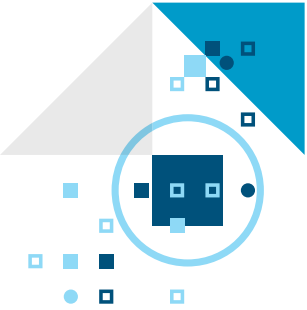


Business Partner
sponsorship prospectus

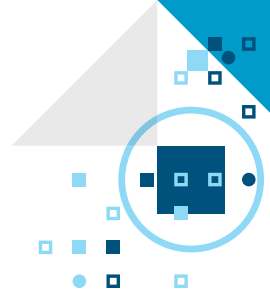
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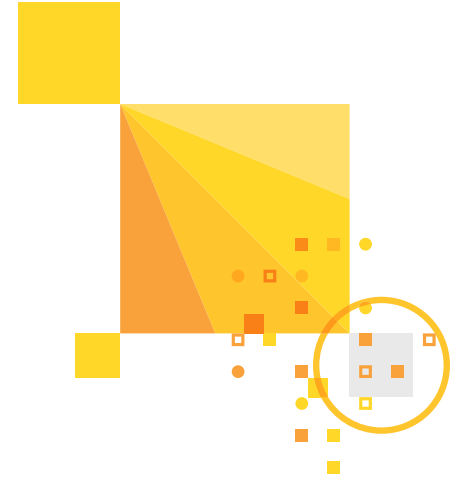
We invite you to be a part of one of the most important ECM series in 2014

The IBM Enterprise Content Management (ECM) team is proud to announce the 12th annual IBM Content 2014 series across North America. Last year, more than 1,000 IBM ECM clients, prospects and Business Partners attended the series.

Space is limited.
Please sign up early.

Sponsoring and exhibiting at **Content 2014: Information. Insights. Results.** will enable you to:

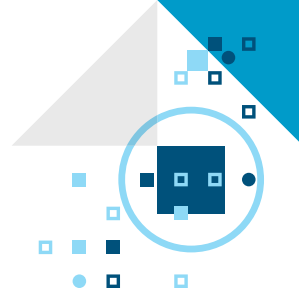
- Generate revenue by closing existing deals and developing new opportunities with key IT and line-of-business (LOB) decision makers
- Capitalize on and leverage the synergies your brand has with ECM within advanced case management, social content management, document imaging and capture, and information lifecycle governance
- Leverage the global IBM ECM client base to springboard the launch of new products and initiatives.
- Attend multiple tracks that offer exceptional education, including tracks for business leadership and technical audiences.



Tentative date ¹	City	Duration
April 29	Washington, D.C.	One day
May 8	New York City, N.Y.	One day
May 13	Long Beach, Calif.	One day
May 15	Columbus, Ohio	One day
May 30	Toronto, Ontario	One day
June 3 – 4	Austin, Tex.	Two days
June 10 – 11	Minneapolis, Minn.	Two days
June 16	Chicago, Ill.	One day

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Guest keynote speakers

Alison Levine will share her insights on leadership development, team dynamics, facing your fears, taking risks and dealing with changing environments. Mountain climber, sportswoman, polar explorer and entrepreneur, Alison overcame a life-threatening heart condition to become team captain of the first American Women's Everest Expedition. She has survived subzero temperatures, hurricane force winds, sudden avalanches—as well as a career on Wall Street—and she is the author of *On the Edge: The Art of High-Impact Leadership*.

Mark Eaton will share his astounding story of triumph and record-breaking success. When he was 21 years old, Mark was just a very tall (7 foot, 4 inch) auto mechanic who couldn't play basketball. And yet he went on to become one of the best defensive centers in NBA history during a 12-year career with the Utah Jazz. In his high energy, action-packed presentation, Mark will explain the philosophy, principles and techniques that enabled him to take it to the top, winning again and again and becoming an NBA All-Star.

Robert B. Tucker, president and founder of The Innovation Resource, is one of the world's most in-demand innovation speakers. His pioneering research in interviewing more than 50 leading innovators was published in the book *Winning the Innovation Game* in 1986. Since then, he has continued to publish widely on the subject, and in his latest work, *Innovation Is Everybody's Business*, he interviewed visionaries from multiple industries and organizations to find out what it takes to become an innovator in a hypercompetitive landscape. During this presentation, he'll share those expert insights as well as his own strategies for success.

Agenda

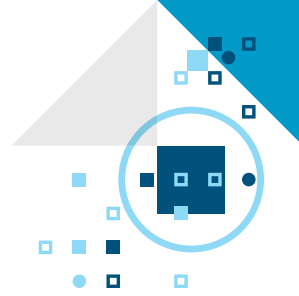
One-day events: The conference starts in the morning and ends after the early evening networking reception. The one-day format includes a keynote; more than 20 IT and business presentations; hands-on labs; and a sponsorship expo along with breakfast, lunch and a networking reception.

Two-day events: The first day of this conference format starts after lunch and ends after an early evening networking reception. The second day starts first thing in the morning and ends in the early afternoon. The two-day conference includes the same content and networking opportunities as the one-day format but is spread over two days to accommodate travel to and from the location.



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All sponsors receive:

Exhibit space in the Partner Expo: The exhibit area is the perfect opportunity to connect with attendees. To enhance participation and expo traffic, the general session, lunch and reception are all held in the exhibit area. **Sponsorships are IBM comarketing entitled.**

Networking: There will be ample opportunity throughout the day to establish business relationships with potential clients and with the local IBM ECM sales organization. The number of sponsor passes is dependent on sponsorship level. Please see the *Sponsor benefits at a glance* section for further detail.

Client list: Sponsors will receive a client/prospect attendee list, including comprehensive contact information, for all attendees who opt in to have their information shared.

Access: These events will be aggressively marketed to the IBM ECM installed base as well as to prospects within North America. IBM will also be engaging third-party marketing tactics to increase both IT and LOB attendance.²

Advertising: Logos will be included on the conference website and exhibitor descriptions placed in the program guide with appropriate sponsorship designation.

Raffle participation: Exhibitors have the opportunity to contribute raffle prizes for the end-of-event raffle. Previous donations have included DVD players, scanners, mp3 players, gift certificates, digital cameras and sporting event tickets. You and your company will be introduced and asked to pick the winning entry, and you will then have the opportunity to present your giveaway on stage to the winning client.

Platinum (limited to three per city)

- **Exclusive speaking opportunity:** Increase your company's mind share among conference participants through a dedicated break-out session. The most successful presentations are case studies jointly presented with a client.
- A prerecorded web seminar (to be provided by the sponsor) incorporated into the post IBM Content 2014 series web presence
- One full-page, four-color ad in the program guide
- Your corporate logo on conference signage
- Meal or break designated as being sponsored by your organization

Gold (limited availability)

- A prerecorded podcast incorporated into the post IBM Content 2014 series web presence
- One four-color, half-page ad in the program guide

Silver

- Listing in the program guide designating Silver-level participation with a description of your organization

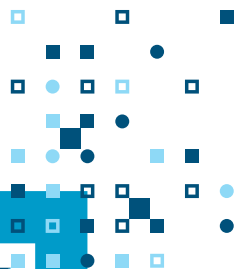
Eligible Accelerate-to-Value (A2V) participating Business Partners

- Logo included on signage outside the general session room noting the A2V Business Partner's participation in the event series
- Allowance of one additional sponsoring Business Partner employee to the conference per sponsored location
- Inclusion in the program guide ad for all locations dedicated to A2V participating Business Partners
- In-booth signage acknowledging that the sponsoring Business Partner has an approved A2V solution

Sponsorship kiosk

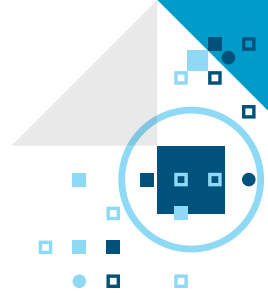


Each Business Partner sponsor will have a kiosk in the general session room. The signage on top will be personalized to your company's logo for individuality. Signage will be provided by IBM. The table's exact size is 30 inches wide by 16 inches deep. The monitor is optional. Sponsors must either send or rent the monitor. The monitor mount we are providing will be VESA 75/100 compliant. It will accommodate an LCD or plasma monitor up to 21 inches. Total weight limit is 25 pounds. There will also be two chairs accompanying the kiosk, and the kiosk will contain basic electric. The sponsor may bring no more than one Zap or other retractable panel. Size limit is 32 inches wide by 80 inches high.



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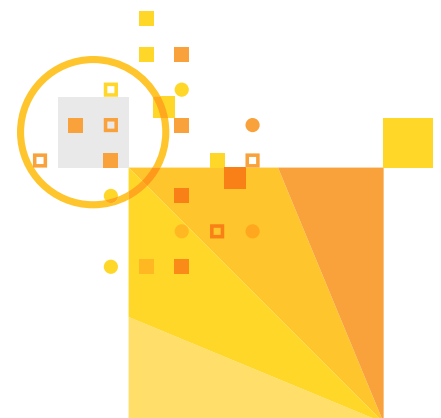
Sponsorship package	Platinum	Gold	Silver	Number of cities	3 – 5 cities	6 – 8 cities
Pricing	USD5,500	USD4,500	USD3,500	Discounts per city	5 percent	10 percent

Sponsor benefits at a glance	Platinum	Gold	Silver
Exclusive speaking opportunity in the IT track	X ³	n/a	n/a
Advertisement in the program guide	Full page inside guide	Half page inside guide	n/a
Company logo on sponsored conference signage	X	X	n/a
Sponsorship designation	Meal/break	n/a	n/a
Company logo and name on the conference website (inclusion after payment is received)	X	X	X
Number of sponsor attendee passes ^{4,6}	6	4	2
Exhibit space in the Expo	X	X	X
Exhibitor description in the program guide with sponsorship designation	X	X	X
Opportunity to present giveaway during the conference raffle (on stage)	X	X	X
Opt-in client attendance list	X	X	X
Inclusion in the post IBM Content 2014 series web presence ^{3,5}	Web seminar	Podcast	n/a

Additional opportunities

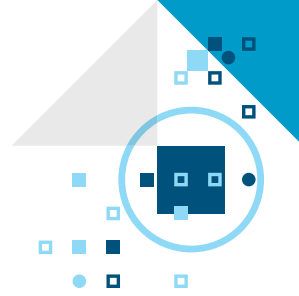
Insert within attendee welcome kit

Maximize your exposure by placing a flyer or promotional item in the welcome kit materials that all attendees will receive at the conference registration.



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IBM Content 2014 series sponsorship prospectus

Per-city pricing

Per-city pricing description	Platinum	Gold	Silver
ADDITIONAL OPPORTUNITIES (multicity discount does not apply to these items)			
Insert included with attendee welcome kit	USD250 ^{7,9}	USD250 ^{7,9}	USD250 ^{7,9}

I'm interested in a sponsorship. Whom do I contact?

IBM Content 2014 Business Partner sponsorship manager

Colleen Murphy

P. 617-278-0275

C. 508-981-1369

For more information about IBM Content 2014, go to:

ibm.com/software/ecm/events/content2014



- 1 Dates are subject to change.
- 2 IBM makes every effort to drive attendance but does not make any guarantee as to the number of attendees.
- 3 Subject to IBM review and approval.
- 4 Sponsors may purchase up to three additional passes for USD500 per attendee, per location.
- 5 Web seminar (slides with audio) and podcast (audio only) recordings are the responsibility of the sponsor. IBM ECM will post the web seminars and podcasts in the post IBM Content 2014 series web presence.
- 6 Vendors wishing to attend the IBM Content 2014 series without purchasing a sponsorship package will be charged USD2,000 per attendee, per location.
- 7 Per-city price. One item limit. Insert to be provided by sponsor and must arrive at event location no later than two days prior to the conference. Limited to five sponsors per city.
- 8 One sponsor limit.
- 9 Multicity discount does not apply.

All promotions and offerings are subject to review and approval by IBM. These programs may be changed or cancelled at the discretion of IBM without prior notification.

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