Content in Motion
ECM UserNet
2012

Sponsor Survival Guide

Thank you for your support of this year's Regional ECM UserNet Event series - without your support, these meetings would not be able to take place. With an additional city <u>and</u> presentations added to address the needs of an expanded audience, we are excited see this series grow.

We look forward to working with you on yet another successful ECM UserNet series!

Best Regards,

The IBM ECM UserNet Team

TABLE OF CONTENTS

SERIES SCHEDULE AT A GLANCE

Date(s)	City	Event Format	Estimated Attendance
April 4	Columbus, OH	Full Day	175
April 11	Long Beach, CA	Full Day	125
April 20	Boston, MA	Full Day	125
April 24	Chicago, IL	Full Day	150
May 2-3	Minneapolis, MN	Two Day	150
May 8	New York City, NY	Full Day	200
May 11	Washington D.C.	Full Day	150
May 15	Albany, NY	Modified	75
May 22	Atlanta, GA	Modified	100
May 24	Portland, OR	Modified	75
June 7-8	Austin, TX	Two Day	150
June 14	Toronto, ON	Full Day	125
June 22	Vancouver, BC	Modified	75

As you make your travel plans, please make sure to keep in mind scheduled set-up and tear down times. It is imperative that all sponsors respect the schedules provided within this document and do not break down early.

Should you have questions about a schedule, please contact the IBM location contact for the site you are inquiring about.

RAFFLE PARTICIPATION

As in the past, exhibitors have the opportunity to contribute raffle prizes for the end-of-event raffle. Raffle entries are the attendees completed passport and/or their completed survey. By providing a raffle item, this is a final opportunity to get your organization's name in front of the event attendees. You will also have the opportunity to present your giveaway to the winning customer.

Previous donations have included: Kindles, DVD players, scanners, iPods, gift certificates, digital cameras, sporting event tickets, and local team jerseys.

The "Sponsor Passport" is an important attendance driver during the sponsor expo. As <u>individual raffles are not permitted at the expo</u>, we encourage sponsors to donate prizes to the end-of-event raffle. Unfortunately, IBM is prohibited from donating to the raffle, so we rely on the generosity of the sponsors to supply the prizes. If no sponsors elect to donate a raffle prize, the "Passport" will be cancelled for that location, and there will be no specific booth attendance driving vehicle.

SHIPPING

Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)

IBM will be shipping with United Parcel Service (UPS) and as a courtesy will include your packages with the IBM scheduled pick-up if packages are appropriately labeled including your UPS account number and ready at the time scheduled by IBM.

For all other shipping providers, please work directly with the shipping provider, the event venue contact, or both – whichever is appropriate. IBM does not take responsibility for shipping details at each location nor any packages left unattended.

For outgoing shipments, please remember to bring your own air bills and shipping supplies such as packing tape – not all hotels have these supplies available.

For location specific shipping details including how to address packages, please see the individual location pages.

SPONSOR ATTENDEE REGISTRATION & HOTEL RESERVATIONS

Sponsor Attendee Registration

All attendee's, including those representing a sponsor <u>must</u> pre-register for each location they will be attending.

The number of passes per sponsor is based on your level of sponsorship as follows:

Diamond	Platinum	Gold	Silver
8	6	4	2

To register, please go the series calendar (http://www-01.ibm.com/software/ecm/events/usernet/calendar.html), select the city you are registering for. On the city page, click on the "register" link and fill out the form making sure to select "UserNet Sponsor" as your attendee type. This will open a box for your sponsor code. **The sponsor code is the contract code provided in your sponsorship confirmation email.**

Once you have completed registration for the passes included in your sponsorship package, you may purchase up to three additional passes.

Additional passes must be paid for at the time of registration. Register for additional passes in the same manner as the initial passes but before you finalize the form, you will be requested to provide credit card details for payment.

Sponsor Hotel Reservations

In most instances, IBM has negotiated a room block at a discounted rate for the benefit of event attendees. Each attendee, including those representing a sponsor, are responsible for making their own hotel reservations. Details are listed on the event website as well as the location pages in this document.

The number of rooms available at the discounted rates are limited, are on a first come – first served basis, and have reservation deadlines. Attendee's are encouraged to make their reservations as soon as possible.

SPECIFICATIONS

Presentations

Sponsors are allocated one dedicated breakout session at each location they are sponsoring at either the Diamond or Platinum level.

Historically, sponsors have found the most successful presentations to be a case study jointly presented with a customer. For this reason, all current sponsors are encouraged to consider a similar format.

Breakout sessions are 50-minutes in length including any time needed for Q&A. Each breakout room will be equipped with an LCD projector and screen. Presenters are asked to bring their own laptop with their presentation on it.

Presentation title, abstract and speaker name(s) are due to IBM no later than three weeks prior to the event the presentation will be given at.

Any presenting sponsor who would like their breakout presentation posted online with the other UserNet presentations must provide the presentation file to [Tawna Canhoto](#).

Post Event Benefits

The following benefits are also a part of sponsorship:

Diamond	Platinum	Gold
Webinar	Webinar	Podcast

Recordings can be uploaded to a file sharing website such as www.yousendit.com (this site is free as long as you do not select "premium delivery") and sent to tcanhoto@us.ibm.com.

Webinars
Pre-recorded by the sponsor
File format: wmv
Video file size limit: 25 MB
Presentation length: Not to exceed 50 minutes
Deadline: June 4, 2012

Podcasts
Pre-recorded by the sponsor
File format: mp3
Presentation length: Not to exceed 10 minutes
Deadline: June 4, 2012

Logo for Website

Resolution: highest possible
File format: jpg or png file

Logo for Program Guide

Resolution: 300 dpi/ppi
File format: jpg, png, gif, pdf, psd, eps,
Deadline: 3 weeks prior to event

Logo for Event Signage

Resolution: highest possible
File format: jpg file
Deadline: 3 weeks prior to event

Ad for Program Guide

The following benefits are also a part of sponsorship:

Diamond	Platinum	Gold
Full page ad placed on outside back cover	Full page ad Inside guide	Half page ad Inside guide

Resolution: 300 dpi/ppi
File format: jpg, png, gif, pdf, psd, eps,
Half page ad dimensions: 7.5" wide x 5" tall
Full page ad dimensions: 7.5" wide x 10" tall
Deadline: 3 weeks prior to event

Logo for Lanyards

All logos on the lanyards be printed in white
Resolution: 300 dpi or better
File format: vector .eps file
Deadline: March 9, 2012

Welcome Kit Inserts

Welcome kit inserts may be either literature or a promotional giveaway but are limited to one item per paid insert sponsorship and are subject to IBM review/approval.

Size:

> Literature not to exceed 8 ½" wide x 11" long x ¾" thick. Promotional item dimensions will need to be approved by IBM location contact at least a week in advance of the location event.

Weight limit:

> No insert should exceed 1 lb.

Quantity:

> Please confirm quantity required one week prior to event by contacting the IBM location contact.

Shipping:

> When shipping the welcome kit inserts, use shipping instructions for the specific location and make sure the package is addressed to the attention of the IBM location contact.

Deadline:

> Inserts must arrive no later than 36-hours prior to the event start.

LOCATION DETAILS

Albany - May 15th

Event Format: Modified PM Schedule
Venue:
New York State Museum
222 Madison Avenue
Empire State Plaza
Albany, NY 12230
Audience:
Please note that this event is designed specifically for New York State and Local Government employees

Shipping details:
- There will be no receiving charges for packages as long as they are addressed to Albert Gnicida.
- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- All shipments should be properly labeled as shown here:
ATTN: ALBERT GNIDICA / IBM ECM
New York State Museum
222 Madison Avenue
Albany, NY 12230
- Due to the number of packages received by the museum, items sent for UserNet must be addressed to Albert Gnidica or they are unlikely to make it to the appropriate area of the museum and may incur handling fees.

Exhibiting at this location:
- The exhibitor space will be on the fourth floor. Each exhibitor will be provided with a six foot table, two chairs, and access to standard electrical power. If anything more than this is required, please make arrangements directly with the museum. All expenses related to additional exhibit area items are the responsibility of the sponsor.
- Exhibit space will be assigned once all sponsorships are sold or 1-week prior to the event – whichever comes first.
- Set-up times: 5/15 10:30 – 11:00 a.m.
- Set-up must be completed no later than 11:00 a.m. on 5/15
- Tear-down times: 5/15 5:30 – 6:00 p.m.
- Tear-down must be completed no later than 6:00 p.m. on 5/15

Venue contact:
Albert Gnidica
agnidica@mail.nysed.gov
IBM location contact:
Colleen Murphy

Atlanta – May 22nd

Event Format: Modified AM Schedule
Venue:
> Intercontinental Buckhead Atlanta
> 3315 Peachtree Road NE
> Atlanta, GA 30326

Room block rate:
> $199/night

Room block deadline:
> May 9, 2012

To make reservations:
> Call 1-877-422-8254 and reference group code: IBM ECM UserNet or http://www.ichotelsgroup.com/intercontinental/en/gb/locations/ATLBH?groupCode=I8A

Shipping details:
- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- If shipping exceeds 2 days, a $10.00 per item, per day storage fee will be charged.
- Shipping/Handling Fees:

ITEM TO SHIP	WEIGHT	PRICE
Package	< 25 lbs.	$ 5.00 each
Package	25 - 50 lbs.	$ 25.00 each
Package	> 50 lbs.	$ 35.00 each
Pallet		$125.00 each

  See Event/Catering Manager for price quotes over 100lbs
- Address all packages as follows:
  > YOUR NAME
  > Regional UserNet 2012 Atlanta 05.22.12
  > InterContinental Buckhead Atlanta
  > 3315 Peachtree Road NE
  > Atlanta, GA 30326
  > ATTN: Jay Boudreaux

Exhibiting at this location:
- The exhibitor space will be in Venetian 2 - 5. Each exhibitor will be provided with a six foot table, two chairs, and access to standard electrical power. If anything more than this is required, please make arrangements directly with the hotel. All expenses related to additional exhibit area items are the responsibility of the sponsor.
- Exhibit space will be assigned once all sponsorships are sold, or 1-week prior to the event – whichever comes first.

- Set-up times: 5/22 6:30 – 7:00 a.m.
- Set-up must be completed no later than 7:00 a.m. on 5/22
- Tear-down times: 5/22 2:00 – 2:30 p.m.
- Tear-down must be completed no later than 2:30 p.m. on 5/22

Venue contact:

Jay Boudreaux

jay.boudreaux@ihg.com

404.946.9045

IBM location contact:

Colleen Murphy

Austin – June 7th & 8th

Event Format: Two Day
Venue:

>Hilton Austin
>500 East 4th Street
>Austin, Texas 78701

Room block rate:

>$219/night

Room block deadline:

>May 21, 2012

To make reservations:

>Call 1-800-236-1592 and reference group
>code: TEC or
>www.hilton.com/en/hi/groups/personalized/A/A
>USCVHH-TEC-
>20120606/index.jhtml?WT.mc_id=POG

Shipping details:

- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- The UPS Store, located in the Hotel Lobby, manages the hotel shipping and receiving and therefore, has their own handling fees. Charges can be viewed on the UPS website at http://www.theupsstorelocal.com/6086/
- Materials should arrive no more than 72 hours prior to the event start date.
- Address all packages as follows:

>Attn: (name of on-site contact that will be able to sign for the package)
>(Sponsor Company Name)
>Hold for: UserNet, June 7-8, 2012
>Hilton Austin
>500 E. 4th Street
>Austin, Texas 78701

Exhibiting at this location:

- The exhibitor space will be in Salons F&G on the sixth floor. Each exhibitor will be provided with a six foot table, two chairs, and access to standard electrical power. If anything more than this is required, please make arrangements directly with the hotel. All expenses related to additional exhibit area items are the responsibility of the sponsor.
- Exhibit space will be assigned once all sponsorships are sold, or 1-week prior to the event – whichever comes first.

- Set-up times: 6/6 2:30 – 6:00 p.m. and 6/7 10:00 – Noon
- Set-up must be completed no later than Noon on 6/7
- Tear-down times: 6/8 1:30 – 5:00 p.m.
- Tear-down must be completed no later than 5:00 p.m. on 6/8

Venue contact:

Jennifer Cvar

Jennifer.Cvar@hilton.com

512/682-2708

IBM location contact:

Tawna Canhoto

Boston – April 20th

Event Format: <u>Full Day</u>
Venue:

> <u>Westin Boston Waterfront</u>
> 425 Summer Street
> Boston, MA 02210

Room block rate:

> $239/night

Room block deadline:

> April 2, 2012

To make reservations:

> Call 800-937-8461 and request the IBM
> ECM UserNet room block discounted rate or register online at:
> http://www.starwoodmeeting.com/Book/IBMECMUserNet

Shipping details:

- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- The hotel shipping and receiving handling charges are as follows:

ITEM TO SHIP	WEIGHT	PRICE
Package	> 1 lb.	No charge
Package	1 - 5 lbs.	$ 8.95 each
Package	6 - 20 lbs.	$ 16.95 each
Package	21 - 40 lbs.	$ 29.95 each
Package	41 - 50 lbs.	$ 39.95 each
Package	50 + lbs.	$ 59.95 each
Display Case		$ 39.95 each
Crate		$ 59.95 each
Pallet		$149.95 each

- Please contact Penfield's upon arrival to arrange for package pick-up/delivery at Ext. 4635 or 617.532.4635
- Hours for shipping are 7:00 a.m. to 9:00 p.m. Monday through Friday
- Address all packages as follows:

> The Westin Boston Waterfront
> YOUR NAME/COMPANY
> C/O Melissa Lowery
> Regional UserNet 2012 Boston/Harbor Ballroom- 4.20.12
> 425 Summer Street
> Boston, MA 02210
> package #____of ____

Exhibiting at this location:
- The exhibitor space will be in the Harbor Ballroom. Each exhibitor will be provided with a six foot table, two chairs, and access to standard electrical power. If anything more than this is required, please make arrangements directly with the hotel. All expenses related to additional exhibit area items are the responsibility of the sponsor.
- Exhibit space will be assigned once all sponsorships are sold, or 1-week prior to the event – whichever comes first.
- Set-up times: 4/20 6:30 – 7:00 a.m.
- Set-up must be completed no later than 7:00 a.m. on 4/20
- Tear-down times: 4/20 6:00 – 6:30 p.m.
- Tear-down must be completed no later than 6:30 p.m. on 4/20

Venue contact:
> Melissa Lowery
> melissa.lowery@westin.com
> 617.532.4885

IBM location contact:
> Colleen Murphy

Chicago – April 24th

Event Format: Full Day
Venue:
> The Stonegate Conference Centre
> 2401 West Higgins Road
> Hoffman Estates, IL 60169

Hotel:
> For a listing of some hotels located near The Stonegate Conference Center, visit: http://www-01.ibm.com/software/ecm/events/usernet/location-chicago.html

Shipping details:
- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- Address all packages as follows:
  > Hold for: "Your onsite contact Name"
  > IBM ECM UserNet – 4/24/12
  > Stonegate Conference Center
  > 2401 W. Higgins Road
  > Hoffman Estates, IL 60169

Exhibiting at this location:
- The exhibitor space will be in Salons C, D, & E. Each exhibitor will be provided with a six foot table, two chairs, and access to standard electrical power. If anything more than this is required, please make arrangements directly with the hotel. All expenses related to additional exhibit area items are the responsibility of the sponsor.
- Exhibit space will be assigned once all sponsorships are sold, or 1-week prior to the event – whichever comes first.
- Set-up times: 4/23 2:00 p.m. – 5:00 p.m.
- Set-up must be completed no later than 5:00 p.m. on 4/23
- Tear-down times: 4/24 6:00 – 8:00 p.m.
- Tear-down must be completed no later than 8:00 p.m. on 4/24

Venue contact:
> Teah Thayer, Event Svcs Mgr
> teah@thestonegate.com
> 847-884-7000

IBM location contact:
> Tawna Canhoto

Columbus – April 4th

Event Format: Full Day
Venue:
> Renaissance Columbus Downtown Hotel
> 50 North Third Street
> Columbus, Ohio 43215

Hotel room block rate:
> $107/night

Hotel room block deadline:
> March 23, 2012

To make hotel reservations:
> Call 877-901-6632 and ask for Passkey Reservations. Guests should reference the Event ID #8580490 or make reservation on-line at https://resweb.passkey.com/go/regionalusernet0412

Shipping details:
- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- Due to limited space packages may be sent to hotel no earlier than two days prior to event.
- Please fill out the form Colleen Murphy has sent you and return to the hotel.
- Shipping/Handling Fees:
  1st two packages of reasonable size/weight are complimentary.
  Additional packages will assess a $5.00 per package fee.
- Address all packages as follows:
  > Renaissance Columbus Downtown Hotel
  > 50 N. Third Street
  > Columbus, OH 43215
  > Attn: Alison Rutledge
  > Regional UserNet 2012 Columbus (4.4.12)
  > Colleen Murphy
  > Client/Organization or Vendor Name

Exhibiting at this location:
- The exhibitor space will be in Hayes A-C. Each exhibitor will be provided with a six foot table, two chairs, and access to standard electrical power. If anything more than this is required, please make arrangements directly with the hotel. All expenses related to additional exhibit area items are the responsibility of the sponsor.
- Exhibit space will be assigned once all sponsorships are sold, or 1-week prior to the event – whichever comes first.

- Set-up times: 4/3 6:00 p.m. – 8:00 p.m. and 4/4 6:30 – 7:00 a.m.
- Set-up must be completed no later than 7:00 a.m. on 4/4
- Tear-down times: 4/4 6:00 - 6:30 p.m.
- Tear-down must be completed no later than 6:30 p.m. on 4/4

Venue contact:

Alison Rutledge

alison.rutledge@reaissancehotels.com

614.233.7515

IBM location contact:

Colleen Murphy

Long Beach – April 11th

Event Format: Full Day
Venue:

> The Westin Long Beach
> 333 E. Ocean Boulevard
> Long Beach, California 90802

Room block rate:

> $129/night

Room block deadline:

> March 30, 2012

To make reservations:

> Call (800) 937-8461 and request the
> ECM IBM UserNet 2012 room block rate or make reservations online at:
> http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1202022694&key=72EC7

Shipping details:

- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- All material must be prepaid. The hotel will not accept C.O.D. or freight collect deliveries.
- A handling charge of $5.00 per box or $150.00 per pallet each way will apply to all incoming and outgoing boxes.
- Due to lack of storage space, the hotel is unable to accept shipments earlier than three calendar days prior to the event. Boxes stored longer than three days will incur extra charge of $5.00 per box, per day.
- Address all packages as follows:

> Hold for /Arrival Date
> IBM UserNet 4/11/12 – Stephanie Kim
> The Westin Long Beach Hotel
> 333 East Ocean Boulevard
> Long Beach, CA 90802

Exhibiting at this location:

- The exhibitor space will be in Centennial Ballroom A&B. Each exhibitor will be provided with a six foot table, two chairs, and access to standard electrical power. If anything more than this is required, please make arrangements directly with the hotel. All expenses related to additional exhibit area items are the responsibility of the sponsor.
- Exhibit space will be assigned once all sponsorships are sold, or 1-week prior to the event – whichever comes first.

- Set-up times: 4/10 2:30 – 6:00 p.m.
- Set-up must be completed no later than 6:00 p.m. on 4/10
- Tear-down times: 4/11 6:00 – 8:00 p.m.
- Tear-down must be completed no later than 8:00 p.m. on 4/11

Venue contacts:

Stephanie Kim, Dir of Convention Services
stephanie.kim@westinlb.com
562-499-2058

IBM location contact:

Tawna Canhoto

Minneapolis - May 2nd & 3rd

Event Format: Two Day
Venue:

Northland Inn & Suites
7025 Northland Drive North
Minneapolis, MN   55428

Room block rate:

$109night

Room block deadline:

April 10, 2012

To make reservations:

Call 800-441-6422and ask for the IBM Content in Motion: ECM UserNet room block rate or make your reservation on-line at: https://reservations.ihotelier.com/crs/g_reservation.cfm?groupID=755292&hotelID=17768

Shipping details:

- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- Address all packages as follows:

  Attn: (name of on-site contact that will be able to sign for the package)/(Sponsor Company Name)
  Hold for: IBM UserNet, May 2-3, 2012 - Northland Ballroom
  7025 Northland Drive North
  Minneapolis, MN   55428

Exhibiting at this location:

- The exhibitor space will be in the Northland Ballroom. Exhibitor will be provided with a six foot table, two chairs, and access to standard electrical power. If anything more than this is required, please make arrangements directly with the hotel. All expenses related to additional exhibit area items are the responsibility of the sponsor.
- Exhibit space will be assigned once all sponsorships are sold, or 1-week prior to the event – whichever comes first.
- Set-up times: 5/1 7:00 – 10:00 p.m.
- Set-up must be completed no later than 10:00 p.m. on 5/1
- Tear-down times: 5/3 1:30 – 5:00 p.m.
- Tear-down must be completed no later than 5:00 p.m. on 5/3

Venue contact:

Cathy Harju
charju@northlandinn.com
763.971.5572

IBM location contact:

Tawna Canhoto

New York City – May 8th

Event Format: Full Day
Venue:
> Sheraton New York Hotel & Towers
> 811 7th Ave on 53rd Street
> New York, NY 10019

Room block rate:
> $339/night

Room block deadline:
> April 25, 2012

To make reservations:
> Call (212) 581-1000 and request IBM ECM UserNet room block or go to
> http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1202154838&
> key=95FAA

Shipping details:
- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- Shipping/Handling Fees:

ITEM TO SHIP	WEIGHT	PRICE*
Package	0 - 5 lbs.	$ 7.50 each
Package	6 - 21 lbs.	$ 15.00 each
Package	22 - 50 lbs.	$ 20.00 each
Package	51 - 100 lbs.	$ 30.00 each
Crate		$ 75.00 each
Pallet		$149.95 each

  No pallets accepted. All pallets must be unloaded at the loading dock.
  * $1.50 service charge per item received
  Request shipping form for more information.
- Address all packages as follows:
  > Sheraton NY Hotel & Towers
  > YOUR NAME/ Regional UserNet 2012 NY (5.8.12)
  > c/o: Denise Kurland, CSM
  > 811 Seventh Ave.
  > New York, NY 10019

Exhibiting at this location:
- The exhibitor space will be in the New York Ballroom. Each exhibitor will be provided with a six foot table, two chairs, and access to standard electrical power. If anything more than this is required, please make arrangements directly with the hotel. All expenses related to additional exhibit area items are the responsibility of the sponsor.
- Exhibit space will be assigned once all sponsorships are sold or 1-week prior to the event – whichever comes first.

- Set-up times: 5/8 6:30 – 7:00 a.m.
- Set-up must be completed no later than 7:00 a.m. on 5/8
- Tear-down times: 5/8 6:00– 6:30 p.m.
- Tear-down must be completed no later than 6:30 p.m. on 5/8

Venue contact:

Denise Kurland

denise.kurland@sheraton.com

212.841.6414

IBM location contact:

Colleen Murphy

Portland - May 24th

Event Format: Modified Mid-AM Schedule
Venue:
> DoubleTree by Hilton Hotel
> 1000 NE Multnomah Street, Portland, OR 97232

Room block rate:
> $89/night

Room block deadline:
> May 7, 2012

To make reservations:
> Call 503-281-6111 and use the code IB5 to request the IBM UserNet room block discount rate or make your online reservation at: http://doubletree.hilton.com/en/dt/groups/personalized/R/RLLC-DT-IB5-20120523/index.jhtml?WT.mc_id=POG

Transportation:
> Cab will cost around: $35-40
>
> According to our hotel contact, the best way to the hotel is on the Max Red Line. It is $2.35 from the airport, I believe and drops guests off across the street from the hotel. Here is the link: http://www.trimet.org/schedules/maxredline.htm
>
> Alternate Shuttle Options recommended by the hotel (average cost: $40-75)
> www.ShuttleFare.com
> www.hutshuttle.com

Shipping details:
- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- IBM has negotiated the hotel drayage fee of $3.00 per box.
- Address all packages as follows:
  > Lisa Going-Green
  > DoubleTree by Hilton Portland
  > 1000 NE Multnomah
  > Portland, OR 97232
  > HOLD FOR: Your Name and Company Name
  > IBM UserNet - 5/24/12

Exhibiting at this location:
- The exhibitor space will be in Multnomah/Holladay. Each exhibitor will be provided with a six foot table, two chairs, and access to standard electrical power. If anything more than this is required, please make arrangements directly with the hotel. All expenses related to additional exhibit area items are the responsibility of the sponsor.
- Exhibit space will be assigned once all sponsorships are sold, or 1-week prior to the event – whichever comes first.
- Set-up times: 5/23 9:00 – 10:00 p.m. and 5/24 7:00 – 8:30 a.m.
- Set-up must be completed no later than 8:30 a.m. on 5/24
- Tear-down times: 5/24 3:00 – 5:00 p.m.
- Tear-down must be completed no later than 5:00 p.m. on 5/24

Venue contact:
Marlene Tharp
mtharp@portlanddoubletree.com
503-331-4952

IBM location contact:
Tawna Canhoto

Toronto – June 14th

Event Format: Full Day
Venue:
      Hilton Suites Toronto/Markham
      Conference Centre & Spa
      8500 Warden Avenue
      Markham, Ontario L6G 1A5
Room block rate:
      $113/night CAN
Room block deadline:
      May 28, 2012
To make reservations:
      Call 905-470-8500 and request the
      IBM room block discount rate – group code: IBM or register online at:
      http://www.hilton.com/en/hi/groups/personalized/Y/YYZAPHF-IBM-
      20120613/index.jhtml?WT.mc_id=POG>
Shipping details:
- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- Address all packages as follows:
      Hilton Suites
      8500 Warden Avenue
      Markham, Ontario L6G 1A5
- **All packages must have a hotel specific label attached.** (link is to the label required.)

Exhibiting at this location:
- The exhibitor space will be in Donald Cousens 3-5. Each exhibitor will be provided with a six foot table, two chairs, and access to standard electrical power. If anything more than this is required, please make arrangements directly with the hotel. All expenses related to additional exhibit area items are the responsibility of the sponsor.
- Exhibit space will be assigned once all sponsorships are sold, or 1-week prior to the event – whichever comes first.
- Set-up times: 6/14 6:00 –7:30 a.m.
- Set-up must be completed no later than 7:30 a.m. on 6/14
- Tear-down time: 6/14 6:30-8:00 p.m.
- Tear-down must be completed no later than 8:00 p.m. on 6/14

Venue contact:
      Astrid Schyvenaars, Assistant Director of Catering
      astrid.schyvenaars@markhamsuites.com
      905-415-7608
IBM location contact:
      Tawna Canhoto

Vancouver – June 22nd

Event Format: Modified AM Schedule
Venue:

Hilton Vancouver Metrotown
6083 McKay Avenue
Burnaby, British Columbia
Canada V5H 2W7

Room block rate:

$130/night

Room block deadline:

June 11, 2012

To make reservations:

Call 888/744-5866 and request 2012 IBM ECM Regional UserNet Event room block rate – group code IBM or register online at: http://www.hilton.com/en/hi/groups/personalized/Y/YVRVMHF-IBM-20120621/index.jhtml?WT.mc_id=POG

Shipping details:
- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- Hotel drayage charge is $5 per box.
- Address all packages as follows:

        Hilton Vancouver Metrotown
        6083 McKay Avenue
        Burnaby, British Columbia
        Canada V5H 2W7
        HOLD FOR: Your Name and Company Name
        Crystal Ballroom - IBM UserNet - 6/22/12

Exhibiting at this location:
- The exhibitor space will be in the Crystal Ballroom. Each exhibitor will be provided with a six foot table, two chairs, and access to standard electrical power. If anything more than this is required, please make arrangements directly with the hotel. All expenses related to additional exhibit area items are the responsibility of the sponsor.
- Exhibit space will be assigned once all sponsorships are sold, or 1-week prior to the event – whichever comes first.

- Set-up times: 6/21 3:00–8:00 p.m.
- Set-up must be completed no later than 8:00 p.m. on 6/21
- Tear-down time: 6/22 2:30-5:00 p.m.
- Tear-down must be completed no later than 5:00 p.m. on 6/22

Venue contact:

Tyler Foley

tyler.foley@hilton.com

604-639-3721

IBM location contact:

Tawna Canhoto

Washington D.C. – May 11th

Event Format: Full Day
Venue:
>   Doubletree by Hilton Hotel
>   Washington DC Crystal City
>   300 Army Navy Drive
>   Arlington, VA 22202

Room block rate:
> $190/night

Room block deadline:
>   April 17, 2012

To make reservations:
>   Call 800-222-Tree and request group code: IBM or register online at
>   http://doubletree.hilton.com/en/dt/groups/personalized/D/DCAAEDT-IBM-20120510/index.jhtml?WT.mc_id=POG

Shipping details:

- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- Do Not Ship more than 3days prior to event. If larger than 4'x4' or shipment of 10/more boxes cannot be delivered more than 48hrs prior to event (contact Banquet Manager on duty to check arrival of packages)
- Boxes may be delivered Mon-Fri 8:00 a.m. to 3:00 p.m.
- Address all packages as follows:
  >   Doubletree Hotel Crystal City
  >   300 Army Navy Drive
  >   Arlington, VA 22202
  >   HOLD FOR: Your Name and Company Name
  >   Crystal Ballroom
  >   Regional UserNet 2012 DC (5.11.12)

Exhibiting at this location:

- The exhibitor space will be in the Crystal Ballroom. Each exhibitor will be provided with a six foot table, two chairs, and access to standard electrical power. If anything more than this is required, please make arrangements directly with the hotel. All expenses related to additional exhibit area items are the responsibility of the sponsor.
- Exhibit space will be assigned once all sponsorships are sold, or 1-week prior to the event – whichever comes first.

- Set-up times: 5/11 6:30 – 7:00 a.m.
- Set-up must be completed no later than 7:00 a.m. on 5/11
- Tear-down times: 5/11 6:00 – 6:30 p.m.
- Tear-down must be completed no later than 6:30 p.m. on 5/11

Venue contact:

Hope Woodend
Hope.Woodend@hilton.com
703.416.3850

IBM location contact:

Colleen Murphy

WHO TO CONTACT

	Name	eMail	Telephone
Austin, Chicago, Long Beach, Minneapolis, Portland, Toronto, Vancouver	Tawna Canhoto	tcanhoto@us.ibm.com	714-327-5723
Albany, Atlanta, Boston, Columbus, New York City, Washington D.C.	Colleen Murphy	comurphy@us.ibm.com	508-432-2477