



Putting Content to Work
ECM UserNet 2011
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. Last year more than 1,000 customers attended the ten city series. With an additional two cities and presentations added to address the needs of an expanded audience, we are excited see that number grow this year.

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 3

RAFFLE PARTICIPATION..... 3

SHIPPING 4

SPONSOR ATTENDEE REGISTRATION & HOTEL RESERVATIONS 4

SPECIFICATIONS..... 5

 Presentations 5

 Virtual UserNet..... 6

 Logo for Website..... 6

 Logo for Program Guide 6

 Logo for Event Signage..... 6

 Ad for Program Guide..... 7

 Logo for Bags..... 7

 Logo for Lanyards 7

 Bag Inserts 7

LOCATION DETAILS 8

 Albany - May 24th 8

 Austin - April 12th & 13th 9

 Boston - June 2nd 11

 Chicago - April 19th..... 13

 Columbus - May 17th..... 14

 Long Beach - June 7th..... 15

 Minneapolis - May 12th -13th 16

 New York City - May 10th 18

 Orlando - May 19th..... 19

 Seattle - May 4th 20

 Toronto - June 15th..... 22

 Washington D.C. - April 26th..... 23

WHO TO CONTACT 24



SERIES SCHEDULE AT A GLANCE

Date(s)	City	Venue	Event Format	Estimated Attendance
April 12-13	Austin, TX	Hilton Austin	Two Day	150
April 19	Chicago, IL	Westin Lombard Yorktown Center	Full Day	160
April 26	Washington D.C.	Crystal Gateway Marriott	Full Day	139
May 4	Seattle, WA	Hilton Bellevue	Modified	100
May 10	New York City, NY	Millennium Broadway Hotel Times Square	Full Day	190
May 12-13	Minneapolis, MN	Sheraton Bloomington Hotel Minneapolis	Two Day	200
May 17	Columbus, OH	SMG/Greater Columbus Convention Center	Full Day	190
May 19	Orlando, FL	Hilton Orlando	Full Day	115
May 24	Albany, NY	New York State Museum	Modified	100
June 2	Boston, MA	Westin Boston Waterfront	Full Day	130
June 7	Long Beach, CA	The Westin Long Beach	Full Day	146
June 15	Toronto, ON	The Fairmont Royal York	Modified	100

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 organizations name in front of the event attendee's. New to this part of the event is the opportunity for you to present your giveaway on stage to the winning customer.

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

Sponsors are encouraged to participate in the end of event raffle - especially since separate raffles are not permitted at the event.



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 must 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 to 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.

(Up to three additional passes may be purchased by Platinum, Gold, or Silver level sponsors by contacting [Tawna Canhoto](#).)



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 no later than a week prior to the event the presentation will be first given at.

**Virtual UserNet**

The following benefits are also a part of sponsorship:

Diamond	Platinum	Gold
Webinar and IT Keynote Breakout 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 mwinn@us.ibm.com or they can be copied onto a DVD and mailed to:

Mia Winn
IBM Corporation
3565 Harbor Boulevard
Costa Mesa, CA 92626

Webinars

Pre-recorded by the sponsor

File format: wmv

Video file size limit: 25 MB

Presentation length: Not to exceed 50 minutes

Deadline: File must be received no later than ~~May 20, 2011~~ May 26, 2011

Podcasts

Pre-recorded by the sponsor

File format: mp3

Presentation length: Not to exceed 10 minutes

Deadline: File must be received no later than ~~May 20, 2011~~ May 26, 2011

Logo for Website

Note: Currently, only Diamond Sponsor logo's are posted on the 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



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 Bags

All logos on the bags will be printed in white

Resolution: 300 dpi or better

File format: vector .eps file

Deadline: March 14, 2011

Logo for Lanyards

All logos on the lanyards be printed in white

Resolution: 300 dpi or better

File format: vector .eps file

Deadline: March 14, 2011

Bag Inserts

Bag 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 bag insert should exceed 2 lbs.

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

Shipping: When shipping the bag inserts, use shipping instructions for the specific location and make sure the package is address to the attention of the IBM location contact.

Deadline: Inserts must arrive no later than 24-hours prior to the event start.



LOCATION DETAILS

Albany - May 24th

Event Format: [Modified PM Schedule](#)

Venue:

[New York State Museum](#)

Empire State Plaza, Albany, NY

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 Gnidica. 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:
Albert Gnidica
Communications/Special Events
New York State Museum
3025 Cultural Education Center
Albany, New York 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 charges.



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 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 out, or 1-week prior to the event – whichever comes first.
- Set-up times: 5/24 9:00 – 11:00 a.m.
- Set-up must be completed no later than 11:00 a.m. on 5/24
- Tear-down times: 5/24 5:00 – 5:45 p.m.
- Tear-down must be completed no later than 5:45 p.m. on 5/24

Venue contact:

Albert Gnidica

agnidica@mail.nysed.gov

IBM location contact:

[Colleen Murphy](#)



Austin - April 12th & 13th

Event Format: [Two Day](#)

Venue:

[Hilton Austin](#)

500 East 4th Street
Austin, Texas 78701

Room block rate:

\$229/night

Room block deadline:

March 28, 2011

To make reservations:

Call 1-800-236-1592 and reference group code: IBM or

http://www.hilton.com/en/hi/groups/personalized/A/AUSCVHH-IBM-20110411/index.jhtml?WT.mc_id=POG



Shipping details:

- 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/>
- IBM has negotiated a discount of 25% with the UPS Store. Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- 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, April 12, 2011
 - Hilton Austin
 - 500 E. 4th Street
 - Austin, Texas 78701

Exhibiting at this location:

- The exhibitor space will be in Salons A-C 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 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 out, or 1-week prior to the event – whichever comes first.

Sponsor Survival Guide



- Set-up times: 4/11 2:00 – 6:00 p.m. and 4/12 9:00 – 11:30 a.m.
- Set-up must be completed no later than 11:30 a.m. on 4/12
- Tear-down times: 4/13 3:30 – 5:00 p.m.
- Tear-down must be completed no later than 5:00 p.m.

Venue contact:

Jennifer Cvar

Jennifer.Cvar@hilton.com

512/682-2708

IBM location contact:

[Tawna Canhoto](#)



Sponsor Survival Guide

Boston - June 2nd

Event Format: [Full Day](#)

Venue:

[Westin Boston Waterfront](#)

425 Summer Street
Boston, MA 02210

Room block rate:

\$259/night

Room block deadline:

May 25, 2011

To make reservations:

Call 888-627-7115

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	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

* Payment for this service must be established prior to receiving your package(s). All packages will be held until a payment method has been confirmed.

- Address all packages as follows:
Colleen Murphy/IBM UserNet 2011 Conference
Sponsor Name/Sponsor Arrival Date
Westin Boston Waterfront Hotel
425 Summer Street
Boston, MA 02210
RE: IBM UserNet 2011 Conference

Exhibiting at this location:

- The exhibitor space will be in the Grand Ballroom AB. 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 out, or 1-week prior to the event – whichever comes first.



Sponsor Survival Guide



- Set-up times: 6/2 6:00 – 7:15 a.m.
- Set-up must be completed no later than 7:15 a.m. on 6/2
- Tear-down times: 6/2 7:00 – 8:00 p.m.
- Tear-down must be completed no later than 8:00 p.m. on 6/2

Venue contact:

Melissa Lowery
melissa.lowery@westin.com

IBM location contact:

[Colleen Murphy](#)



Chicago - April 19th

Event Format: [Full Day](#)

Venue:

[Westin Lombard Yorktown Center](#)

70 Yorktown Center
Lombard, Illinois 60148

Room block rate:

\$79/night

Room block deadline:

April 11, 2011

To make reservations:

888-627-9031 or

<http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1103165628&key=4B86>

Shipping details:

- IBM has negotiated complimentary drayage with the hotel.
- Address all packages as follows:

Westin Lombard Yorktown Center

Hotel Contact: Tammy Jordan

70 Yorktown Center

Lombard, IL 60148

Event: **IBM-UserNet 4/18/2011**

Company Name & Your Company On-site Contact:

Exhibiting at this location:

- The exhibitor space will be in Grand Ballroom E/F. 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 out, or 1-week prior to the event – whichever comes first.
- Set-up times: 4/18 2:00 – 6:00 p.m. and 4/19 6:00 – 7:00 a.m.
- Set-up must be completed no later than 7:00 a.m. on 4/19
- Tear-down times: 4/19 7:00 – 8:00 p.m.
- Tear-down must be completed no later than 8:00 p.m.

Venue contact:

Tammy Jordan

tammy.jordan@westin.com

IBM location contact:

[Tawna Canhoto](#)





Columbus - May 17th

Event Format: [Full Day](#)

Venue:

[SMG/Greater Columbus Convention Center](#)

400 North High Street
Columbus, OH 43215

Hotel:

[Hyatt Regency Columbus](#)

350 North High Street
Columbus OH 43215

Hotel room block rate:

\$77/night

Hotel room block deadline:

May 9, 2011

To make hotel reservations:

Call 888-421-1442 or make reservation

on-line at <https://resweb.passkey.com/go/2011IBMECMregionalusernet>



Convention center shipping details:

- The facility charges a drayage fee of \$58.00 per each 100 lbs. All payments must be pd in full prior to event. Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- Address all packages as follows:
 - C/O A.C.T., Inc
 - 4185 Jantrol Rd, Columbus OH 43228
 - Name of Event:UserNet 2011 Columbus
 - Room Name/Room #: Ballroom 2
 - Company Rep Name: Colleen Murphy

Exhibiting at this location:

- The exhibitor space will be in Ballroom 2. 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 out, or 1-week prior to the event – whichever comes first.
- Set-up times: 5/16 5:00 – 8:00 p.m. and 5/17 6:30 – 7:15 a.m.
- Set-up must be completed no later than 7:15 a.m. on 5/17
- Tear-down times: 5/17 7:00 - 8:00 p.m.
- Tear-down must be completed no later than 8:00 p.m. on 5/17

Venue contact:

Katie Suty, ksuty@columbusconventions.com

IBM location contact:

[Colleen Murphy](#)



Long Beach - June 7th

Event Format: [Full Day](#)

Venue:

[The Westin Long Beach](#)

333 E. Ocean Boulevard

Long Beach, California 90802

Room block rate:

\$135/night

Room block deadline:

May 31, 2011

To make reservations:



<http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1103246930&key=E2DE7>

Shipping details:

- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- Address all packages as follows:
 - TO: Hold for /Arrival Date
 - IBM Regional UserNet – Jesse Escobar
 - 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 out, or 1-week prior to the event – whichever comes first.
- Set-up times: 6/6 2:00 – 6:00 p.m. and 6/7 6:00 – 7:00 a.m.
- Set-up must be completed no later than 7:00 a.m. on 6/7
- Tear-down times: 6/7 7:00 – 8:00 p.m.
- Tear-down must be completed no later than 8:00 p.m. on 6/7

Venue contacts:

Jesse Escobar

or

Raquel Paredes

562-499-2005

562-499-2019

jesse.escobar@westinlb.com

IBM location contact:

[Tawna Canhoto](#)



Minneapolis - May 12th -13th

Event Format: [Two Day](#)

Venue:

[Sheraton Bloomington Hotel](#)

Minneapolis

7800 Normandale Blvd

Bloomington, Minnesota 55439

Room block rate:

\$107/night

Room block deadline:

April 28, 2011

To make reservations:

(800) 325-3535 (ask for the IBM block) or

<http://www.starwoodmeeting.com/Book/ibmecm>

Shipping details:

- The Hotel's Shipping and Receiving Department is available 24 hours a day, 7 days a week, and provides storage, pick-up and transfer of materials (less than 200 pounds) from any location within the hotel.
- Any materials shipped to the Hotel may not arrive earlier than three (3) days prior to your function and may not remain longer than three (3) days after your function.
- IBM has negotiated complimentary drayage with the hotel.
- Address all packages as follows:

SHERATON BLOOMINGTON HOTEL

GUEST NAME (Name of the onsite contact, not Hotel contact)

IBM ECM USERNET – 5/12

GUEST ARRIVAL DATE

7800 Normandale Boulevard

Bloomington, MN 55439

Exhibiting at this location:

- The exhibitor space will be in the Grand Ballrooms West and Center. 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 out, or 1-week prior to the event – whichever comes first.



Sponsor Survival Guide



- Set-up times: 5/11 3:00 – 7:00 p.m. and 5/12 9:00 – 11:30 a.m.
- Set-up must be completed no later than 11:30 a.m. on 5/12
- Tear-down times: 5/13 3:30 – 5:30 p.m.
- Tear-down must be completed no later than 5:30 p.m.

Venue contact:

Jill Hubbs

952-893-8493

jhubbs@twincities-hotel.com

IBM location contact:

[Tawna Canhoto](#)



New York City - May 10th

Event Format: [Full Day](#)

Venue:

[Millennium Broadway Hotel Times Square](#)

145 West 44th Street, New York, NY 10036

Room block rate:

\$289/night

Room block deadline:

May 2, 2011

To make reservations:

Call 800-622-5569 or go to

<https://gc.synxis.com/rez.aspx?hotel=11533&dest=&chain=&shell=11533&template=11533&lang=1&Group=1105IBMCOR&arrive=05/09/2011&depart=05/11/2011&adult=1&child=0>

Shipping details:

- IBM has negotiated complimentary hotel drayage. Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- Address all packages as follows:
 - Millennium Broadway Hotel
 - 150 West 45th Street
 - New York, New York 10036 USA
 - Event Planner: Colleen Murphy
 - Event Name: IBM-UserNet 2011
 - Event Date: May 10, 2011

Exhibiting at this location:

- The exhibitor space will be in Gallery 8 on the 8th floor where both lunch and the reception will be held. 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 out or 1-week prior to the event – whichever comes first.
- Set-up times: 5/10 6:30 – 11:00 a.m.
- Set-up must be completed no later than 11:00 a.m. on 5/10
- Tear-down times: 5/10 7:00– 8:00 p.m.
- Tear-down must be completed no later than 8:00 p.m. on 5/10

Venue contact:

Eunice Martinez

emartinez-sharkey@mill-usa.com

IBM location contact:

[Colleen Murphy](#)



Orlando - May 19th

Event Format: [Full Day](#)

Venue:

[Hilton Orlando](#)

6001 Destination Parkway
Orlando, FL 32819

Room block rate:

\$199/night

Room block deadline:

May 11, 2011

To make reservations:

Call 888.488.3509

Shipping details:

- IBM has negotiated the hotel drayage fees of \$7.50 per pound after 7lbs or \$250.00 per pallet. Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- Address all packages as follows:
 - Hilton Orlando
 - 6001 Destination Parkway
 - Orlando, FL 32819
 - Guest Name:
 - Guest Arrival Date/IBM ECM UserNet

Exhibiting at this location:

- The exhibitor space will be in Orange D. 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 out, or 1-week prior to the event – whichever comes first.
- Set-up times: 5/19 6:00 – 7:15 a.m.
- Set-up must be completed no later than 7:15 a.m. on 5/19
- Tear-down times: 5/19 7:00 – 8:00 p.m.
- Tear-down must be completed no later than 8:00 p.m. on 5/19

Venue contact:

Kimberly Martinez
Kimberly.Martinez@hilton.com

IBM location contact:

[Colleen Murphy](#)



Seattle - May 4th

Event Format: [Modified AM Schedule](#)

Venue:

[Hilton Bellevue](#)

300 112th Avenue SE
Bellevue, Washington 98004

Room block rate:

\$139/night

Room block deadline:

April 28, 2011

To make reservations:

Register [online](#) or call 1-800-321-3232 and use code: IBMC

Shipping details:

- IBM has negotiated complimentary drayage (handling/storage) with the hotel. Sponsors are responsible for all charges incurred for shipping.
- All materials will be accepted no earlier than 3 days prior to your event.
- Advance notice of any large shipments should be given to Gwen.Walton@Hilton.com
- The delivery of material is not allowed through the main entrance of the hotel. The entrance to the loading dock is on the south end banquet level.
- Address all packages as follows:
 - Hilton Bellevue
 - GUEST NAME (Name of the onsite contact, not Hotel contact)
 - IBM ECM USERNET – 5/4**
 - 300 – 112th Avenue S.E.
 - Bellevue, WA 98004
- For any packages not already in the ballroom upon your arrival, please ask the banquet captain, guest services agent or catering/convention contact to bring them to the ballroom. (You will be required to provide a signature to receive your materials.)
- For outgoing shipments, please remember to bring your air bills and shipping supplies. Shipments will not go out if boxes are not properly sealed and labeled.

Exhibiting at this location:

- The exhibitor space will be in the Salons 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 out, or 1-week prior to the event – whichever comes first.



Sponsor Survival Guide



- Set-up times: 5/3 8:00–10:00 p.m. and 5/4 6:00–7:30 a.m.
- Set-up must be completed no later than 7:30 a.m. on 5/4
- Tear-down time: 5/4 2:30–4:00 p.m.
- Tear-down must be completed no later than 4:00 p.m. on 5/4

Venue contact:

Gwen Walton
Gwen.Walton@hilton.com
425-450-4167

IBM location contact:

[Tawna Canhoto](#)



Sponsor Survival Guide

Toronto - June 15th

Event Format: [Modified AM Schedule](#)

Venue:

[The Fairmont Royal York](#)

100 Front Street West
Toronto, Ontario M5J 1E3

Room block rate:

\$339/night CAN

Room block deadline:

June 8, 2011

To make reservations:

800-441-1414 and provide the code: IBM0611

Shipping details:

- Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- Address all packages as follows:
XEROX BUSINESS CENTRE
at The Fairmont Royal York
Attn: Laura Mattachione
IBM ECM UserNet 6/13-6/16
<Sponsor Company Name>
100 Front Street West
Toronto, Ontario M5J 1E3 Canada

Exhibiting at this location:

- The exhibitor space will be in Tudor 7 & 8. 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 out, or 1-week prior to the event – whichever comes first.
- Set-up times: 6/14 6:30–8:00 p.m. and 6/15 6:15 –7:30 a.m.
- Set-up must be completed no later than 7:30 a.m. on 6/15
- Tear-down time: 6/15 2:30-4:00 p.m.
- Tear-down must be completed no later than 4:00 p.m. on 6/15

Venue contact:

Kristine Whitmore

Kristin.Whitmore@Fairmont.com

416/860-4533

IBM location contact:

[Tawna Canhoto](#)



Washington D.C. - April 26th

Event Format: [Full Day](#)

Venue:

[Crystal Gateway Marriott](#)

1700 Jefferson Davis Hwy
Arlington, MA 22202

Room block rate:

\$209/night

Room block deadline:

April 9, 2011

To make reservations:

Call 800-228-9290 and use code:

IBM11358 or register online at

<http://www.marriott.com/hotels/travel/wasgw?groupCode=ibmibma&app=resvlink&fromDate=4/25/11&toDate=4/27/11>



Shipping details:

- IBM has negotiated complimentary drayage (handling/storage) with the hotel. Sponsors are responsible for all charges incurred for shipping, handling, and storage (a.k.a. drayage.)
- Address all packages as follows:
Crystal Gateway Marriott
1700 Jefferson Davis Highway
Arlington, Virginia 22202
Hold For: Sponsor Name, for IBM ECM UserNet
Arrival Date: Contact Arrival Day and Date

Exhibiting at this location:

- The exhibitor space will be in Salons 1-3. 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 out, or 1-week prior to the event – whichever comes first.
- Set-up times: 4/25 6:00 – 8:00 p.m.
- Set-up must be completed no later than 8:00 p.m. on 4/25
- Tear-down times: 4/26 7:00 – 8:00 p.m.
- Tear-down must be completed no later than 8:00 p.m. on 4/26

Venue contact:

Ashley Cutts

Ashley.Cutts@marriott.com

IBM location contact:

[Colleen Murphy](#)



WHO TO CONTACT

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