

Connect 2016

January 31 - February 3

Hilton Orlando

#ibmconnect



Top reasons for Business Partners to attend

IBM Connect 2016 is the premier conference for social business and digital experience. As an IBM Business Partner, you will gain specific insights and strategies to help you claim your share of the \$100 billion social business market opportunity. Learn how to transform your business to a cloud-based services model, or expand your current portfolio of cloud offerings with innovative, market-leading solutions.

- 1 Capitalize on opportunities**
Learn from other IBM Business Partners as they present their unique solutions, customer successes and best practices to help you grow your footprint in existing accounts and capitalize on new opportunities.
- 2 Increase your expertise**
Compelling keynotes, 150 sessions and customer stories, hands-on labs and insights into the latest industry trends and innovations will deepen your expertise.
- 3 Build a competitive advantage**
Learn how IBM can help you provide solutions tailored to the specific needs of your clients, including public, private and hybrid cloud services. Hit the ground running with the latest APIs, drive new revenue and deliver added value to your customers.
- 4 Extend your social network**
Network with thought leaders, IBM executives, peers and Business Partners in dedicated open-dialogue sessions and special receptions.
- 5 Experience the latest solutions**
Get hands-on and give your feedback on the latest IBM products and prototypes in our Design Labs.

Don't miss Connect 2016, the premier social business and digital experience conference! Register by October 27th to save \$200 off the regular conference rate.

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