Lotusphere Comes To You 2010
Sponsor proposal

About Lotusphere Comes To You

- Lotusphere Comes To You (LCTY) is IBM's flagship conference on collaboration and portal solutions in India where we bring our key experts , technology updates and strategic directions to our clients at one single location. LCTY is held in India every year and is very popular among IBM clients.

- LCTY 2010 promises to add more punch in ISA covering 12 cities by June '10

- With '**Power of Community**' as its main theme, the event will target approx 1500 clients that include
    - Decision makers – IT & LOB from various Industries
    - Senior IT Professionals
    - Developers
    - Business Partners
    - ISV Partners
    - IBM Software Sellers
    - Business Analyst

- Event is expected to touch over 15000 targeted individuals through its messaging & communication

LCTY 09 memories

Event Video

In 2009, IBM Lotus Software successfully hosted its 5th annual conference in 8 cities in India with over 1000 participants from the IT Community

Lotus. software   IBM

IBM Lotusphere Comes to You 2009

Platinum Sponsor
AVAYA
GLOBALCONNECT
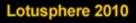INTELLIGENT COMMUNICATIONS

Gold Sponsor
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Just Enough Governance for Notes

Why should you partner with LCTY 2010

- Reach out to targeted 1500 Lotus and WebSphere Portal software enthusiasts – from users, developers, administrators, project managers to IT/LOB executives and IBM Business Partners & ISVs
- A platform to address IBM clientele & prospects
- For thought leadership : Industry and product/technology experts from IBM and other organizations will present viewpoints on Collaboration, Portal and cloud computing based Solutions
- Unique opportunity to interact face-to-face with users & experts to gain insights into the different scenarios in which collaborations solutions can be deployed
- Unique branding and promotion opportunities at various stages of the event
- Build brand awareness, loyalty and preference with our customers & prospects
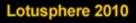- Strengthen your positioning and messaging in the marketplace

Event Dates & Cities – Phase I (Feb-Mar 2010)

City	Date	Expected audience nos.
Hyderabad	Feb 16	100
Mumbai	Feb 19	500
Chennai	Feb 23	100
Colombo	Feb 24	100
Bangalore	Mar 3	125
Delhi	Mar 5	125

Subject to venue availability

Event Dates & Cities – Phase II (Apr-May 2010)

City	Date	Expected audience nos.
Pune	Apr	100
Ahmedabad	Apr	80
Chandigarh	Apr	100
Kolkata	May	125
Bangladesh	May	80

* Proposed & Tentative

Event agenda overview

Mumbai (10:00 am – 4:30 pm)

- Main Tent (4 sessions, including Sponsor session & Client testimonial & Lotus IDOL award presentation for best Lotus deployment)
- Solution Tracks for Clients and IBM Business Partners (Technology bake-off session + Client session)
- Certifications
- Demo Solution Showcase

Other Cities (10:00 am – 3:30 pm)

- Main Tent (3 sessions)
- Solution track (3 session + Hands on session)
- Certifications
- Demo Solution Showcase

Sponsorship Details

Sponsorship & Investments	Platinum INR 12,00,000	Gold INR 8,00,000	Silver INR 6,00,000	Solution Kiosk INR 100,000
No of cities covered	All	All	All	Per city
PRE-EVENT				
Branding in the conference 'Invite'	Y	Y	Y	X
URL Posting	Logo/Link	Logo/Link	Logo/Link	Logo/Link
Branding in conference promotions	Y	Y	Y	X
Branding on conference collateral	Y	Y	Y	X
Branding on conference guide	Y	Y	Y	X
AT REGISTRATION				
Branding in registration area	Y	Y	Y	X
Company logo on event kit	Y	Y	Y	X
Company collateral included in event kit	Y	Y	Y	X
AT CONFERENCE				
20-Minute speaker session	Y	X	X	X
Video/Slide Show play during the conference	Y	Y	X	X
Onsite promotions	Y	Y	Y	X
Branding on conference Badges	Y	Y	X	X
No. of conference badges	10	7	5	2
Exhibit Space badges	6	4	3	2
Exhibit space	24 sq meter	18 sq meter	9 sq meter	1 Kiosk
Branding at certification area	Y	Y	X	X
Product Showcase	Y	Y	Y	X
Lamppost Banners	Y	Y	Y	X
Slide in Opening General Session	Y	Y	Y	X
Sponsor Signage on Pedestal	Y	Y	Y	X
POST EVENT				
Attendee database	Y	X	X	X
Post event communication for promos (email + web)	Y	Y	X	X

For further clarification & confirmations, please contact :

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