

# Innovate2012

The Premier Event for Software and Systems Innovation

Next  NOW!

August 7 - 9 | Bangalore

## SPONSOR A NEW IDEA.

Bring ideas to life by being an esteemed sponsor at India's premier Software and Systems Innovation event - IBM Innovate 2012.

### WHY THIS IS AN EVENT YOU CAN'T AFFORD TO MISS!

- Even bigger and better, with more to see and do than at Innovate 2011
- Visibility for your company with exhibit and demonstrations in a high traffic Exhibit Area
- Reap more value with updated sponsorship offerings
- Showcase your products and solutions at the country's premier Software and Systems Innovation event
- Enjoy the unmatched opportunity to network with peers, customers and new prospects
- Benefit from access to top subject matter experts, visionary leaders and executive one-on-one meetings
- Attend multiple tracks offering best in class education
- See real-world demonstrations of our latest solutions at the IBM Solution Center
- See demonstrations of products on the not-too-distant horizon in the Innovation Labs
- Attend track keynotes where product road maps will be outlined
- Learn about best practices of industries from around the world

**Click here**  
to sponsor a new idea  
at Innovate 2012

### BENEFITS AT-A-GLANCE

The Innovate 2012 conference will be better than ever because it has been designed to meet the needs and requests of our valued sponsors

- Sponsors Café: Where you can meet with subject-matter experts
- Breaks and receptions strategically located within the Exhibit Hall to drive more traffic
- Exciting updated sponsorship opportunities to add more value to your Innovate experience
- Exclusive Sponsors Day on Sunday with more compelling content and sessions than ever before
- IBM will continue to deliver the benefits and experience you have come to expect from Innovate:
  - An estimated audience of over 3,000 attendees
  - The latest in thought leadership, solution deep dives and real-world experiences for those developing and delivering software and systems across every major industry
  - High energy Exhibit Area provides booth visibility, better flow and ease of navigation
  - Make your presence known through one of our many marketing opportunities available to sponsors and exhibitors
  - A full spectrum of high-quality business opportunities and technical content —in both General Keynotes and Breakout Sessions
  - An opportunity to present a case study
  - A chance to be inspired by motivational speakers
  - World-class entertainment

**For more information on Innovate 2012 opportunities, please contact:**

Ashok Pinto

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## EXHIBITOR SPONSOR

- Benefit from access to top subject matter experts, business visionaries and one-on-one meetings with technology leaders.
- Help your company name, url and logo gain visibility on the IBM Innovate 2012 conference web page.
- Reach out to a wider audience through branding opportunities in the Conference Guide, circulated to all attendees, across cities.
- Get 1 complementary kiosk at the event in Bangalore, and 1 Conference Pass in Bangalore worth ₹3500, absolutely free!
- **No more than 5 Exhibitor Sponsors through invitation only.**
- **Investment Amount:** ₹3,00,000 (Approx USD 6,000)

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## SILVER SPONSOR

- Engage directly with the young and vibrant Rational Software community of peers, customers and new business prospects that Innovate 2012 attracts.
- Let IBM's audience learn more about you through a 50 word description of your company on the IBM Innovate 2012 conference web page.
- Help your company gain greater visibility by appearing in one piece of pre-conference communication.
- Reach out to a wider audience through branding opportunities in the Conference Guide.
- Get a 3mX2m pre-fabricated stall at the event.
- **One exclusive Silver Sponsor through invitation only.**
- **Investment Amount:** ₹6,00,000 (Approx USD 12,000)



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## GOLD SPONSOR

- Generate new leads and increase sales by networking with the finest minds, across industries.
- Leverage this event to project your brand's belief and effectiveness in innovation, by appearing in one piece of pre-conference and post-conference communication, and a 75 word description of your company on the IBM Innovate 2012 conference web page.
- Reach out to a greater audience by designing one piece of communication – CD Rom / Leaflet – for the Innovate Registration Kit across cities, and through branding opportunities in the Conference Guide.
- Learn more about how the world views your organisation by asking one question on the Conference Feedback Form, and via one kiosk at the Bangalore event.
- Get 5 Conference Passes in Bangalore worth ₹3,500 each, absolutely free!
- Gain exclusive access to feedback and photographs of the event.
- **No more than two Gold Sponsors through invitation only.**
- **Investment Amount:** ₹10,00,000 (Approx USD 20,000)

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## PLATINUM SPONSOR

- Showcase your unique products and solutions at India's premier Software and Systems Innovation event.
- Leverage this event to project your brand's belief and effectiveness in innovation, through one piece of pre-conference and post-conference communication, and a 100 word description of your company on the IBM Innovate 2012 conference website.
- Reach out to a greater audience by designing one piece of communication – CD Rom / Leaflet – for the Innovate Registration Kit across cities. And through branding opportunities in the Conference Guide, at our registration counters, and on the stage backdrop.
- Share the stage with other business and technology visionaries in an exclusive Speaker Slot in the most high-profile Track.
- Get premium positioning for your Exhibition Booth in Bangalore. (Your booth can be custom built for you. Do let us have your booth design and structure by 25th July 2012.)
- Learn more about how the world views your organisation by asking two questions on the Conference Feedback Form.
- Get 10 Conference Passes worth ₹3,500 each for the event, absolutely free!
- Gain exclusive access to feedback and photographs of the event.
- **One exclusive Platinum Sponsor through invitation only.**
- **Investment Amount:** ₹15,00,000 (Approx USD 30,000)

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