

# Innovate2010

The Rational Software Conference

June 6–10 Orlando, Florida

The premier software and product delivery event.

## TOP 5 Reasons to Attend

### 1 Get Skilled

- Over 350 Sessions with focus on IT, systems, security, customer stories and much more
- 26 technical workshops for hands-on training with IBM products for your entire software lifecycle
- IBM Certification Testing

### 2 Get Informed

- Hear inspiring, educational and innovative keynotes
- Learn how to seize business opportunities with reduced risk and cost
- Leading technology experts share product demonstrations and share their insights on software delivery

### 3 Get Smarter

- Learn how IBM's smarter systems & software will help your company increase your ROI
- See how IBM Rational gives you a competitive edge to achieve precision in desired business outcomes
- Learn better ways to collaborate, automate and report

### 4 Get Savings

- Get one year's worth of education in one week! (Value: \$15,000!)
- Save by registering early!
- One-stop technical education opportunity

### 5 Get Together with Your Peers

- Network and innovate with top executives, architects and peers
- Participate in the IBM Innovate 2010 Jam and conference sessions to exchange ideas and information on smarter products and services
- Attend the Exhibit Hall and IBM Solution Center

You do so much more than just build, deliver and manage. **You innovate.** And, since software is the invisible thread that speeds innovation and helps us design and build the smarter products and services we need to build a smarter planet, you deserve a conference that sparks and celebrates innovation. Get ready for Innovate 2010: the premier software and product delivery event for IT leaders, business executives, developers, testers, configuration managers, architects and systems engineers. Innovate is the place to expand and deepen the critical skills needed to enhance software development, delivery and management.

Let's **build** a smarter planet.

**Register Now & Save!**  
[www.ibm.com/rational/innovate](http://www.ibm.com/rational/innovate)

