

Better Software. **Better Business.**



**IBM Rational Software
Development Conference 2005**

Sponsorship and Exhibit Opportunities

www.ibm.com/rational/rsdc

May 22-26, 2005

Mandalay Bay Resort and Casino
Las Vegas, Nevada

DB2 Data Management Software

Lotus software

Tivoli software

WebSphere software





Event Overview

Preparations for the Rational Software Development Conference have begun and 2005 looks to be the best conference yet. The Mandalay Bay Hotel & Conference Center in Las Vegas, Nevada will host the conference on May 22 – 26, 2005.

This year's conference will provide all the technical insight and practical knowledge you need to better use and leverage IBM Rational's comprehensive set of development tools and services. As always, we're planning an exciting lineup of keynote speakers, hands-on workshops, and other networking forums.

You may choose to be a Gold Sponsor, Exhibitor Level participant or somewhere in between. Each level of participation offers a variety of benefits that include branding, PR, and the ability to demonstrate products on the Sponsor & Exhibit Show Floor.

For more information about 2005 Sponsorship and Exhibit Packages, please contact:

Robb Trost
Sponsorship & Exhibit Sales Manager

The George P. Johnson Company
650.226.0656 – Direct
650.226.0601 – Fax
robb.trost@gpjco.com

EXCLUSIVE EXHIBIT HALL HOURS

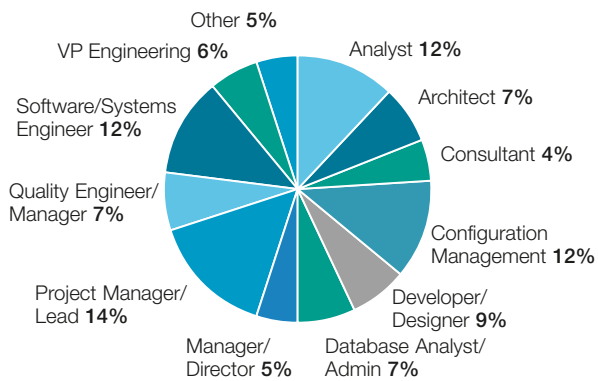
Monday, May 23	5:00 pm – 8:00 pm (reception)
Tuesday, May 24	11:30 am – 2:00 pm 4:30 pm – 8:00 pm (reception)
Wednesday, May 25	11:30 am – 2:00 pm

Note: Prices are for space and sponsorship and noted benefits only. Prices do not include drayage, electrical, internet connection or any expense incurred outside of the noted benefits. Each booth receives: pipe, drape, and identification sign.

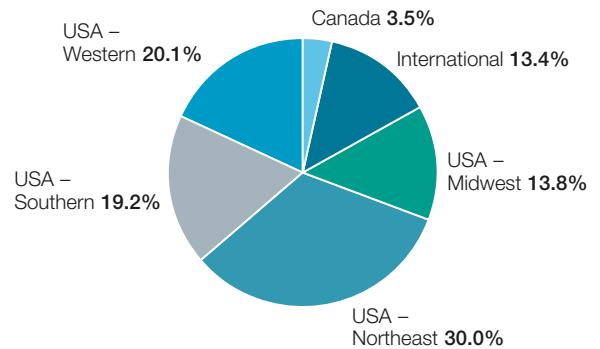
Demographics

The following charts represent expected audience at IBM Rational Software Development Conference 2005.

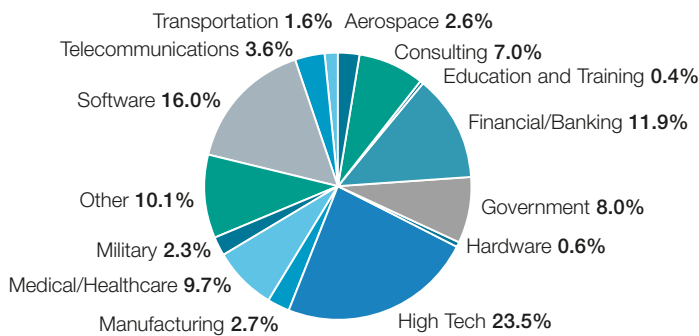
JOB FUNCTION



REGION



INDUSTRY



2005 Expected Attendance: 2,500
 2004 Confirmed Attendees: 2,000
 2003 Confirmed Attendees: 2,000
 2002 Confirmed Attendees: 2,000

97% of 2004 conference attendees plan to attend the 2005 conference.



2004 Exhibitors



Addison-Wesley/Prentice Hall
Adobe Systems Inc.
American Systems Corporation
Black Diamond Software
Bowstreet
BuildForge, Inc.
Business Objects
Catalyst Systems Corp.
Configuration Management, Inc.
Cyanea Systems Corp.
DataDirect Technologies
Dunn Solutions Group
Electric Cloud
Fair Isaac Corporation
Flashline
IconMedialab, Inc.

InferData
Intel Corporation
Jaczone, Inc.
Klocwork, Inc.
Microsoft
Network Appliance, Inc.
Noblestar
Number Six Software
Praxis Engineering Technologies, Inc.
Release TEAM, Inc.
RTTS
Sanctum, Inc.
Sun Microsystems
Systems Evolution Inc.
VA Software
VMware, Inc.



Sponsor Packages



GOLD-LEVEL SPONSORSHIP • \$60,000

Limit 2 • Superior Marketing Opportunity for Your Company

Gold Sponsor gets high exposure of your company name, logo and message. Show your fun side as a co-sponsor of the Special Event.

BEFORE THE SHOW

- Company name listed in preliminary agenda mailed to all IBM Rational Customers
- Company logo, URL, 100-word company description and booth number included on the conference website
- Company recognition in conference promotions

AT REGISTRATION

- One piece of company/product literature or CD-Rom in conference bag – (1 pg. 8.5" x 11")
- Company logo featured on conference notebook
- Full page 4-color ad in Program Guide
- Company name, logo, booth # and 100-word company description in the Program Guide
- Booth location highlighted on floor plan in the Program Guide
- Company logo displayed in registration area

DURING THE SHOW

- **Special Event Co-Sponsor**
 - Company logo on Special Event banners and event promotional signage throughout the conference
 - Company logo featured on-site at Special Event
 - Company logo featured on Special Event give-a-ways
 - Special Event invitation and recognition in conference bag
- 20' X 20' priority booth space
- Four Full Conference Passes – **a \$5,980 value**
- Eight Exhibit Hall-Only Passes (includes access to Keynotes, Welcome Reception, Exhibitor Lounge)
- Meals and Special Event – **a \$2,000 value**
- Company logo featured in a variety of prominent conference areas
- Company logo featured on conference banners in main walkway
- One electronic lead retrieval machine
- Participation in the Exhibit Hall Game

Note: Prices are for space and sponsorship and noted benefits only. Prices do not include drayage, electrical, internet connection or any expense incurred outside of the noted benefits. Each booth receives: pipe, drape, and identification sign.



Sponsor Packages



SILVER-LEVEL SPONSORSHIP • \$20,000

Limit 4

Silver Sponsors get high visibility in a very cost-effective package to promote your company name, logo and message.

BEFORE THE SHOW

- Company name listed in preliminary agenda mailed to all IBM Rational customers
- Company logo, URL, 75-word company description and booth number included on the conference website
- Company recognition in conference promotions

AT REGISTRATION

- One piece of company/product literature or CD-Rom in conference bag – (upon IBM approval)
- Company name, booth # and 100-word company description in the Program Guide
- Full-page 4-color ad in Program Guide

DURING THE SHOW

- 10' X 20' booth space
- Two Full Conference Passes – **a \$2,990 value**
- Six Exhibit Hall-Only Passes (includes access to Keynotes, Welcome Reception, Exhibitor Lounge, Meals and Special Event) – **a \$1,500 value**
- Company logo featured in a variety of prominent conference areas
- Booth location highlighted on floor plan in the Program Guide
- Participation in the Exhibit Hall Game
- One electronic lead retrieval machine

Choice of one of the four following opportunities:

- Lunch Sponsor – Tuesday or Wednesday
 - Opportunity to promote company during Tuesday or Wednesday lunch (handout as attendees enter lunch area or item at each seat)
 - Company logo at buffet stations, highlighting sponsorship
 - Sponsorship recognition at desert and coffee stations post lunch in the Exhibit Hall
- Exhibit Hall Evening Reception Sponsor – Monday or Tuesday
 - Sponsorship recognition at food and beverage stations during Monday or Tuesday Exhibit Hall Evening Receptions
 - Display literature during Evening Reception in public area
 - One presentation in the Exhibit Hall theater during evening reception

Note: Prices are for space and sponsorship and noted benefits only. Prices do not include drayage, electrical, internet connection or any expense incurred outside of the noted benefits. Each booth receives: pipe, drape, and identification sign.



Sponsor Packages

BRONZE-LEVEL SPONSORSHIP • \$10,000

Bronze Sponsors get great on-site opportunities for one-to-one contact.

BEFORE THE SHOW

- Company name listed in preliminary agenda mailed to all IBM Rational customers
- Company logo, 50-word company description and booth number included on the conference website

AT REGISTRATION

- Company name, booth # and 50-word company description in the Program Guide
- Full-page black & white ad in Program Guide

DURING THE SHOW

- 10' X 10' booth space
- One Full Conference Pass – **a \$1,495 value**
- Four Exhibit Hall-Only Passes (includes access to Keynotes, Welcome Reception, Exhibitor Lounge, Meals and Special Event) – **a \$1,000 value**

Note: Prices are for space and sponsorship and noted benefits only. Prices do not include drayage, electrical, internet connection or any expense incurred outside of the noted benefits. Each booth receives: pipe, drape, and identification sign.



Sponsor Packages



EXHIBITOR PACKAGE • \$6,000

Ideal entry level package!

BEFORE THE SHOW

- Company name and URL included on the conference website

AT REGISTRATION

- Company name and booth # in Program Guide

DURING THE SHOW

- 10' X 10' booth space
- Four Exhibit Hall-Only Passes (includes access to Keynotes, Welcome Reception, Exhibitor Lounge, Meals and Special event) – **a \$1,000 value**

Note: Prices are for space and sponsorship and noted benefits only. Prices do not include drayage, electrical, internet connection or any expense incurred outside of the noted benefits. Each booth receives: pipe, drape, and identification sign.



Additional Opportunities



EXHIBIT HALL GAME • (LIMIT 7) • \$1,800

- Your company logo will be highlighted on a game card created to drive traffic to your booth
- All conference attendees are eligible to participate in the game and will be required to stop by your booth in order to win
- All game details, promotion and prize will be managed by IBM
- Grand prize winner will be announced at the Wrap Up Session on Friday, May 20th

ADVERTISING IN PROGRAM GUIDE

- Black & white full page ad \$1,500
- 4-color full page ad \$2,500

CONFERENCE BAG INSERT • (LIMIT 3) • \$2,000

- Your company literature inserted in attendee bag (or folder)
- Distribution to all conference attendees at registration; Insert subject to IBM approval

THEATER PRESENTATIONS • (LIMIT 6) • \$2,500

- 30-minute time slot available Monday and Tuesday evenings
- Presentation promoted in on-site Program Guide; Theater area capacity: 50 attendees
- Opportunity to distribute literature, CD-Rom, give-a-way or other item pending IBM approval

CONFERENCE PENS • *EXCLUSIVE* • \$5,000

- Pens with company logo distributed to all attendees in conference bags

HOTEL ROOM DROP • (LIMIT 2) • \$5,000

- Create your own personal message to welcome IBM Rational Software Development Conference 2005 attendees—and have it delivered directly to their sleeping rooms at the Mandalay Bay Las Vegas; Item must be able to slide under door

SHOE SHINE STATION • *EXCLUSIVE* • \$4,000

- Two person station to shine and polish dress shoes at the conference
- Your company logo will be featured on signage in a high traffic area of the convention center

LUGGAGE TAGS • *EXCLUSIVE* • \$7,000

- Your company is guaranteed visibility long after the conference by sponsoring these attractive luggage tags featuring your company name and logo

BADGE LANYARD • *EXCLUSIVE* • \$10,000

- Display your company logo on badge lanyards distributed to every attendee at registration; Your company (1-color) logo imprinted on the lanyard

TRAVEL COFFEE MUG • *EXCLUSIVE* • \$10,000

- This travel mug is the perfect companion for our Conference attendees to use and take home—and it showcases your company logo long after the Conference is over

Benefits At-A-Glance

	GOLD	SILVER	BRONZE	EXHIBITOR
Investment	\$60,000	\$20,000	\$10,000	\$6,000
Space	20x20	10x20	10x10	10x10
Staff passes	8	6	4	4
Conference passes	4	2	1	
Program Guide advertising	Full-page color	Full-page color	Full-page black & white	Company name and booth # listed
Company description	100-word	75-word	50-word	
Logo on web	✓	✓	✓	
Logo in Program Guide	✓	✓		
Lead retrieval machine	✓	✓		
Exhibit Hall game	✓	✓		
Preliminary agenda	✓	✓	✓	
Booth location highlight	✓	✓		
Conference bag insert	✓	✓		
Logo registration promotion	✓			
Lunch Sponsor		✓		
Reception Sponsor		✓		
Special Event Sponsor	✓			
Logo on conference notebook	✓			