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IBM RATIONAL SOFTWARE

Development Conference 2006

SPONSOR PACKAGE

June 4-8, 2006

Walt Disney World Swan and Dolphin Resort
Orlando, Florida

www.ibm.com/rational/rsdc

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Event Overview

Preparations for the Rational Software Development Conference have begun and 2006 looks to be the best conference yet. The Walt Disney World Swan & Dolphin Resort in Orlando, Florida will host the Conference on June 4–8, 2006.

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 2006 Sponsorship and Exhibit Packages, please contact:

Robb Trost
Senior Sponsorship & Exhibit Sales Manager
The George P. Johnson Company
650.226.0656 – Direct
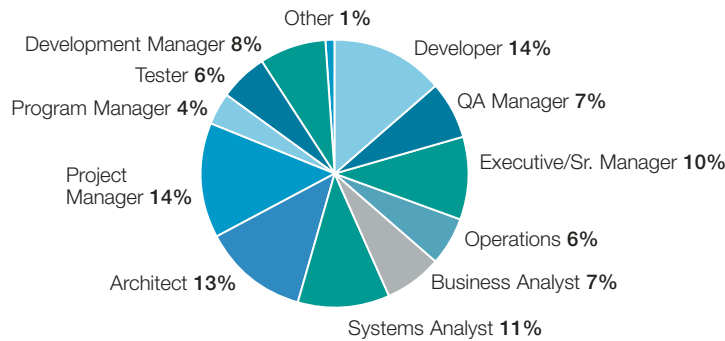650.226.0601 – Fax
robb.trost@gpjco.com

Exclusive Exhibit Hall Hours

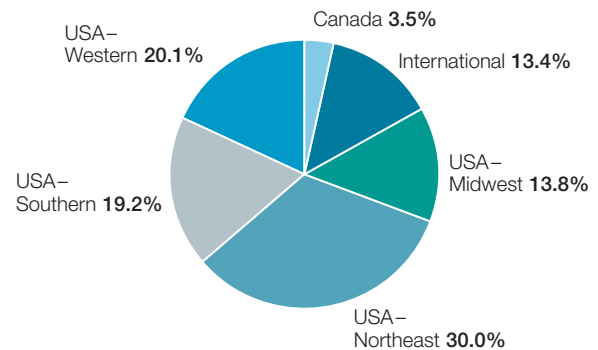|	
Monday, June 5	5:00 pm – 8:00 pm: Exhibit Hall & Solution Center (Reception)
Tuesday, June 6	11:30 am – 2:00 pm: Exhibit Hall & Solution Center
	4:30 pm – 8:00 pm: Exhibit Hall & Solution Center (Reception)
Wednesday, June 7	11:30 am – 2:00 pm: Exhibit Hall & Solution Center

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.

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Demographics

The following charts represent expected audience at IBM Rational Software Development Conference 2006.

JOB FUNCTION

Other **1%**
Developer **14%**
Development Manager **8%**
Tester **6%**
QA Manager **7%**
Program Manager **4%**
Executive/Sr. Manager **10%**
Project Manager **14%**
Operations **6%**
Architect **13%**
Business Analyst **7%**
Systems Analyst **11%**

REGION

Canada **3.5%**
USA–Western **20.1%**
International **13.4%**
USA–Midwest **13.8%**
USA–Southern **19.2%**
USA–Northeast **30.0%**

INDUSTRY

Finance & Securities **5%**
Banking **7%**
Consulting/Systems Integration **13%**
Government–Civilian **6%**
Government–Defense **9%**
Computer Related Services **2%**
Government–State/Local **3%**
Other **12%**
Health Care/Pharmaceuticals **8%**
Travel & Transport **3%**
Telecommunications **6%**
Insurance/Real Estate **11%**
Software Development **8%**
Manufacturing: Other than Computers/Software **23.5%**
Professional Services **2%**
Media Publishing **2%**
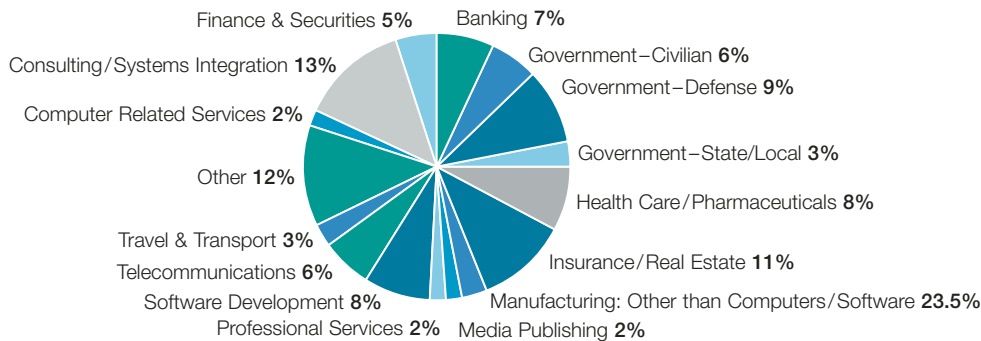
2006 Expected Attendance: 2,500
2005 Confirmed Attendees: 2,300
2004 Confirmed Attendees: 2,000
2003 Confirmed Attendees: 2,000

94% of 2005 attendees said they would consider attending the IBM Rational Software Development Conference 2006, June 4-8 at the Walt Disney World Swan & Dolphin Resort in Orlando, Florida.

JUNE 4-8, 2006 | Walt Disney World Swan and Dolphin Resort | Orlando, Florida | www.ibm.com/rational/rsdc
For more info, contact: ROBB TROST, GEORGE P. JOHNSON COMPANY | 650.226.0656 | robb.trost@gpjco.com

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2005 Sponsors

Actuate

Addison-Wesley/IBM Press

Armstrong Process Group

Black Diamond Software

Bowstreet

BuildForge, Inc.

Business Objects

Catalyst Systems

Codagen

Codefast Inc.

cognence, Inc.

Coverity

CrossLogic

DataDirect

Electric Cloud

EmbeddedPlus Engineering

Exaltec Software Ltd

Flashline

Fortify Software

IBM Innovations Centers

Icon Medialab, Inc.

Ilog

Instantiations, Inc.

Intel

Island Training Solutions, Inc.

It Era

Jaczone/Ivar Jacobson International

Klocwork

LogicLibrary 520 Pathfinder Solutions

Noblestar

Number Six Software, Inc.

Praxis Engineering Technologies, Inc.

Ready for IBM Rational Software

ReleaseTEAM

RTTS

Secure Software

Sofea

Systems Evolution, Inc.

Testing Technologies

Unisys

VMware

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Sponsor Packages

GOLD-LEVEL SPONSORSHIP | $60,000

Limit 1 | Superior Marketing Opportunity for Your Company

Gold Sponsor gets high exposure of your company name, logo and message. Show your fun side as a 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 Conference website
- Company recognition in Conference promotions
- Access to event co-marketing web banner

At Registration

- One (1) piece of company/product literature (1 page, 8 1/2" x 11") or CD-Rom in Conference bag –
  (upon IBM approval)
- Company logo featured on Conference notebook
- One (1) full page 4-color ad in Program Guide
- Company name, logo, booth number and 100-word company description in Program Guide
- Booth location highlighted on floor plan in Program Guide
- Company logo displayed in registration area

During the Show

- Special Event Sponsor
  – Company logo on Special Event banners and event promotional signage throughout the Conference
  – Company logo featured on Special Event banner
  – Company logo featured on Special Event give-a-ways
  – Recognition on Special Event invitation in Conference bag
- 20' x 20' priority booth space
- Four (4) full Conference passes — *a $5,980 value*
- Eight (8) Exhibit Hall-only passes (includes access to Keynotes, Welcome Reception, Exhibitor Lounge, Meals and Special Event) — *$2,000 value*
- Company logo featured on a variety of prominent Conference locations
- One (1) electronic lead retrieval machine
- Participation in the Exhibit Hall Game
- One (1) Speaking slot in Exhibit Hall theater

Post-Conference

- Access to opt-in attendee list (one [1] text or HTML email communication, provided through a third-party mailing house, content subject to IBM approval)

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.

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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, 75-word company description and booth number included on Conference website
- Company recognition in Conference promotions
- Access to event co-marketing web banner

At Registration

- One (1) piece of company/product literature (1page 8 1/2" x 11") or CD-Rom in Conference bag – (upon IBM approval)
- One (1) full page 4-color ad in Program Guide
- Company name, logo, booth number and 75-word company description in Program Guide
- Booth location highlighted on floor plan in Program Guide

During the Show

- 10' x 20' booth space
- Two (2) full Conference passes — *a $2,990 value*
- Six (6) Exhibit Hall-only passes (includes access to Keynotes, Welcome Reception, Exhibitor Lounge, Meals and Special Event) — *a $1,500 value*
- Company logo featured on-site on Conference Welcome and Sponsor banners
- One (1) electronic lead retrieval machine
- Participation in the Exhibit Hall game

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*
  - Opportunity to display literature during Evening Reception in public area
  - Sponsorship recognition at food and beverage stations during Monday or Tuesday Exhibit Hall Evening Receptions
  - One (1) 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.

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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 Conference website
- Access to event co-marketing web banner

At Registration
- Company name, logo, booth number and 50-word company description in Program Guide
- One (1) full-page black & white ad in Program Guide

During the Show
- 10' x 10' booth space
- One (1) full Conference pass — *a $1,495 value*
- Four (4) 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.

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Sponsor Packages

EXHIBITOR PACKAGE | $6,000
Ideal entry level package!

Before the Show
- Company name and URL included on Conference website
- Access to event co-marketing web banner

At Registration
- Company name and booth number in Program Guide

During the Show
- 10' x 10' booth space
- Four (4) 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.

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Partner Marketing Opportunities (MPO)

Exhibit Hall Game | **$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

Advertising in Program Guide

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

Conference Bag Insert | **$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 | **$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

Walkway Lamp Double-sided Banner |
$3,500 each or $6,000 for 2

- Maximum exposure as attendees walk between the two hotels

- Your company color logo on white background with Conference co-branding

Conference Pens | EXCLUSIVE | **$5,000**

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

Hotel Room Drop | **$5,000**

- Create your own personal message to welcome IBM Rational Software Development Conference 2006 attendees—and have it delivered directly to their sleeping rooms at the Walt Disney Swan & Dolphin Resort

- Item must be able to slide under door, content subject to IBM approval

Hotel Key Cards | EXCLUSIVE | **$5,000**

- Get your branding in the hands of all attendees staying at the Walt Disney Swan & Dolphin Resort

- Your company color logo on white background with Conference co-branding

Post-Conference Opt-In Attendee List | **$8,000**

- Two (2) text or HTML email communication to full attendee opt-in list from 2006 Conference

- Provided through a third-party mailing house, content subject to IBM approval

- Available for 45 days from end date of Conference, communication setup and confirmation must be completed before start date of Conference

Water Bottle Sponsorship | EXCLUSIVE | **$20,000**

- Your company color logo on white background with Conference co-branding

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

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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 Hame	✔	✔		
Highlight in Preliminary Agenda	✔	✔	✔	
Booth Location Highlight	✔	✔		
Conference Bag Insert	✔	✔		
Lunch Sponsor		✔		
Reception Sponsor		✔		
Special Event Sponsor	✔			
Logo on Conference Notebook	✔			
Conference Attendee List	✔			