



IBM Software Group

Sponsorship Packages

IBM Rational Software Development Conference 2009
May 31 – June 4, 2009
Walt Disney World Swan & Dolphin Resort
Orlando, Florida

Rational. software

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Event Overview

We invite you to join the 4,000+ IBM Rational customers, partners and software industry experts to experience first-hand why they keep coming back year after year. As a 2009 sponsor, you will create new sales opportunities, generate leads and position your organization as a premier IBM partner. Each level of participation offers a variety of benefits that include branding, PR and the ability to demonstrate products on the Sponsor and Exhibitor Show Floor. This year, sponsorship offerings have been expanded to offer more opportunities, more options and more visibility for your company.

The 2009 conference will provide all the technical insight and practical knowledge needed 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.



For more information about available 2009 Sponsorships and Exhibitor Packages, please contact our Sponsorship Manager:
jtatusko@nthdegree.com

EXCLUSIVE EXHIBIT HALL HOURS:

Monday, June 1

5:00 pm–8:00 pm:
 Exhibit Hall IBM Solution Center and Rational Labs (Reception)

Tuesday, June 2

11:00 am–2:00 pm:
 Exhibit Hall and IBM Solution Center
 4:30 pm–7:00 pm:
 Exhibit Hall IBM Solution Center and Rational Labs (Reception)

Wednesday, June 3

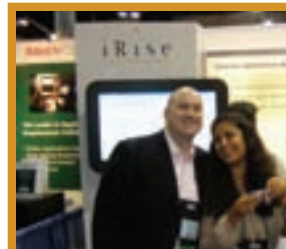
11:00 am–2:00 pm:
 Exhibit Hall IBM Solution Center and Rational Labs
 Note: Prices are for space and sponsorship and noted benefits only. Prices do not include drayage, electrical, internet connection or any other expenses incurred outside of the noted benefits. Each booth receives pipe, drape, and identification sign.

Why exhibit at this year's IBM Rational Software Development Conference?

- Exposure to 4,000+ attendees including managers, directors, C-level executives and other decision makers
- Visibility for your company with exhibits and demonstrations in a high-traffic Exhibit Hall
- Unlimited networking opportunities with industry customers, prospects and peers
- Opportunities to showcase your products and solutions
- Learn and share best practices to position your company as an industry leader
- **Generate Leads and Increase Sales!**



- 97% of 2008 exhibitors were happy with the quality of the leads they captured at the event
- 96% of 2008 exhibitors expect to close business as a result of participating in the event



"Participating at the IBM Rational Software Development Conference for the past several years has given us a chance to meet hundreds of potential customers, as well as grow our relationship with IBM. Each year we receive a number of qualified leads, which have turned into successful new business opportunities for the company."

– Jenny Pittman, Noblestar

What's new in 2009?

- More conference attendees (An estimated audience of over 4,000 attendees!)
- Innovation 2009: Co-located Telelogic User Group Conference
- Expanded Rational Labs area with new demonstrations of future technologies
- Ask the Experts Promotional Opportunity
- New Technical Tracks and More Sessions
- Track sponsorship opportunities
- Opportunity to Host a Special Interest Group Session
- Case Study Speaking Opportunities



"The only annual opportunity to connect with your clients. It's a first-class conference." – Pat McDermott, Rocket Gang

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John Tatusko, Nth Degree Events

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