



sponsorship package outline

new! Special Content for WebSphere and Eclipse Developers

July 18 – 22, 2004

Gaylord Texan Hotel and Convention Center

Grapevine, Texas

www.ibm.com/software/rational/ruc



■ Event Overview

Plans are underway for the IBM Rational Software Development User Conference 2004, July 18-22. This is your opportunity to participate in this ground-breaking event.

The conference may have a new name, but the event is still the only event that focuses on training and educating the IBM customer. With 10 content tracks and more than 200 sessions, this event 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.

What's new to this conference is special content focused on IBM WebSphere and Eclipse developers. And as always, we're planning an exciting lineup of keynote speakers, hands-on-workshops, and other networking forums.

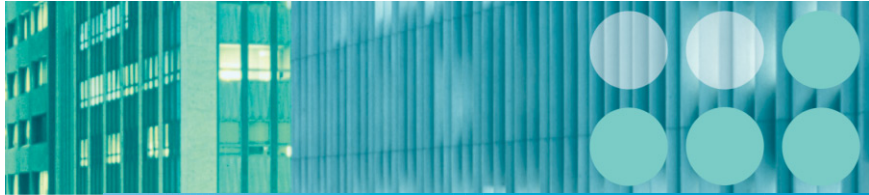
Please join us this year in Grapevine, Texas at the Gaylord Texan Hotel and Convention Center. It is a new venue designed to provide maximum exposure and access for every booth. As a sponsor, you'll have the opportunity to talk with product users in a setting ripe for exchanging ideas and information—and to demonstrate how your complimentary offerings can help them.

Sincerely,

Kimberly Mascaro
WW Events Strategist
IBM Software Group
kimyoung@ibm.us.com

EXHIBIT HALL HOURS

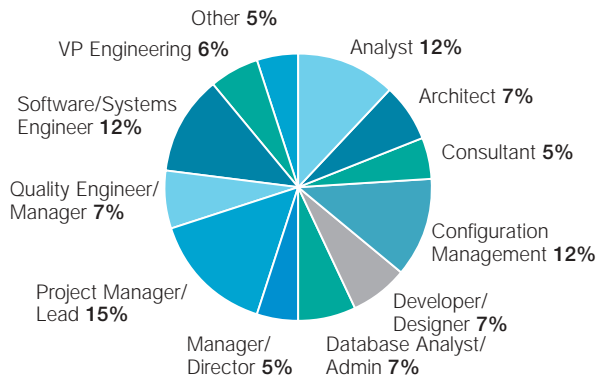
Monday, July 19	5:00 pm – 8:00 pm (reception)
Tuesday, July 20	11:30 am – 2:00 pm 4:30 pm – 8:00 pm (reception)
Wednesday, July 21	11:30 am – 2:00 pm



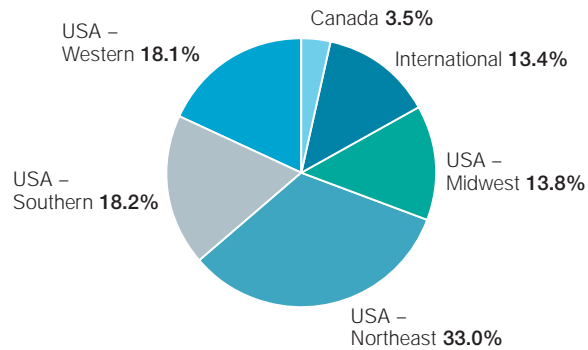
Conference Demographics

The following charts represent expected audience at IBM Rational Software Development User Conference 2004.

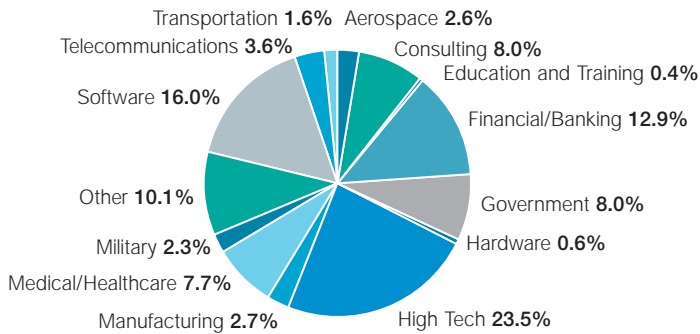
JOB FUNCTION



REGION



INDUSTRY



2004 Expected Attendees: 2,500
 2003 Confirmed Attendees: 2,000
 2002 Confirmed Attendees: 2,000
 2001 Confirmed Attendees: 2,000

97% of 2003 conference attendees plan to attend the 2004 conference



■ 2003 Exhibitors

Addison-Wesley/Prentice Hall PTR
ARINC
Black Diamond Software
Blueprint Technologies, Inc.
Casewise Systems, Inc.
CCS, Inc. (formerly Andrews Technology)
Clearvision & A Better Solution
COAST Software
Configuration Management, Inc.
DataDirect Technologies
Dunn Solutions Group
Electric Cloud, Inc.
Fair, Isaac and Company, Inc.
Flashline, Inc.
Hewlett Packard
Indudata Near Shore IT Services
Inferdata Corporation
Jaczone AB

klocwork
Macrovision
Microsoft
Noblestar
Number Six Software
Praxis Engineering Technologies, Inc.
Rainfinity
RTTS
SafeNet Consulting Inc.
Software Quality Engineering
SteelTrace & Chiara Corporation
Sun Microsystems
Versata, Inc.
VMware, Inc.

For additional information or questions, contact:

Ken Bacon

Exhibit Sales Manager
(781) 278-2517 – phone
(781) 440-4617 – fax
ken.bacon@conferon.com



■ Sponsorship Packages

DIAMOND-LEVEL SPONSORSHIP • \$80,000

Limit 1 • Maximum Exposure for Your Company

Diamond Sponsors touch every conference attendee before, during and after the show.

BEFORE THE SHOW

- Company name listed in preliminary agenda mailed to all IBM Rational Customers in March/April
- Company logo, URL, 150-word company description and booth number included on the conference website
- One blind postal mailing to conference attendee database (through IBM's bonded mail house and upon copy approval from IBM – sponsor pays design, print, postage and handling charges.)

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
- Two-Page 4-Color ad (consecutive) in Program Guide
- Company name, logo, booth # and 150-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

- **Internet Kiosks Sponsor**
 - 100 internet and email stations in various prominent conference areas
 - Customized splash screen with your company logo
 - Two questions specific to your company to be included in the on-line conference survey
 - Company logo on signage in prominent area of the conference
- 20' X 20' priority booth space
- Four Full Conference Passes – **a \$5980 value**
- Eight Exhibit Hall-Only Passes (includes access to Keynotes, Welcome Reception, Exhibitor Lounge) Meals and Special Event) – **a \$2000 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
- Two presentations in Exhibit Hall theater
- Participation in the Exhibit Hall Game

AFTER THE SHOW

- One blind postal mailing to conference attendee database (through IBM's bonded mail house and upon copy approval from IBM – sponsor pays design, print, postage and handling charges.)



■ Sponsorship 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 in March/April
- Company logo, URL, 100-word company description and booth number included on the conference website
- One blind postal mailing to conference attendee database (through IBM's bonded mail house and upon copy approval from IBM – sponsor pays design, print, postage and handling charges.)

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 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 \$5980 value**
- Eight Exhibit Hall-Only Passes (includes access to Keynotes, Welcome Reception, Exhibitor Lounge) Meals and Special Event – **a \$2000 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

AFTER THE SHOW

- One blind postal mailing to conference attendee database (through IBM's bonded mail house and upon copy approval from IBM – sponsor pays design, print, postage and handling charges.)



■ Sponsorship 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 in March/April
- Company logo, URL, 75-word company description and booth number included on the conference website
- One blind postal mailing to conference attendee database pre or post conference (through IBM's bonded mail house and upon copy approval from IBM – sponsor pays design, print, postage and handling charges.)

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

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
- 10' X 20' booth space
- Two Full Conference Passes – **a \$2990 value**
- Six Exhibit Hall-Only Passes (includes access to Keynotes, Welcome Reception, Exhibitor Lounge) Meals and Special Event) – **a \$1500 value**
- Company logo featured in a variety of prominent conference areas
- Booth location highlighted on floor plan in the Program Guide
- One electronic lead retrieval machine



■ Sponsorship 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 in March/April
- Company logo, 50-word company description and booth number included on the conference website
- One blind postal mailing to conference attendee database pre or post conference (through IBM's bonded mail house and upon copy approval from IBM – sponsor pays design, print, postage and handling charges.)

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 \$1495 value**
- Four Exhibit Hall-Only Passes (includes access to Keynotes, Welcome Reception, Exhibitor Lounge Meals and Special Event) – **a \$1000 value**
- One electronic lead retrieval machine

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 \$1000 value**

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



■ Additional Opportunities

EXHIBIT HALL GAME • (LIMIT 12) • \$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 Thursday, July 22

ADVERTISING IN PROGRAM GUIDE

- Black & White full page ad \$1,500
- 4-color full page ad \$2,500
- Upgrade from Black & White to 4-color ad \$1,000

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

- 30-minute time slot available Monday & Tuesday evenings
- Presentation promoted in on-site Program Guide
- Opportunity to distribute literature, CD-ROM, give-a-way or other item pending IBM approval
- Theater area capacity: 50 attendees
- Standard equipment included: screen, microphone

CONFERENCE PENS • NEW! • \$5,000

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

HOTEL ROOM DROP • \$4,800

- Create your own personal message to welcome IBM Rational Software Development User Conference 2004 attendees – and have it delivered directly to their sleeping rooms at the Gaylord Texan
- Item must be able to slide under door

HOTEL KEY CARDS (EXCLUSIVE) • \$15,000

- From the moment the attendee checks into the hotel, your company message will be visible each time the key is used
- Maximum exposure throughout the conference

ASTROVISION / JANUS BOARD ADVERTISING • NEW! • \$12,000

- Opportunity to show a 30-second company video on jumbo screen in hotel atrium played 30 times throughout duration of conference – video must be approved by IBM



■ Benefits At-A-Glance

	DIAMOND	GOLD	SILVER	BRONZE	EXHIBITOR
Space	20x20	20x20	10x20	10x10	10x10
Staff passes	8	8	6	4	4
Conference passes	4	4	2	1	–
Advertising	Two-page spread, color	Full-page color	Full-page color	Full-page black & white	
Company description	150-word	100-word	75-word	50-word	–
Logo on web	✓	✓	✓	✓	
Logo in Program Guide	✓	✓	✓		
Lead retrieval	✓	✓	✓	✓	
Exhibit Hall game	✓	✓			
Preliminary agenda	✓	✓	✓	✓	
# postal mailings	2	2	1	1	
Booth location highlight	✓	✓	✓		
Bag insert	✓	✓	✓		
Theater presentation	✓				
Logo registration promotion	✓	✓			
Walkway banner promotion	✓				
Lunch Sponsor			✓		
Reception Sponsor			✓		
Special Event Sponsor		✓			
Internet Kiosk Sponsor	✓				
Logo on conference notebook	✓	✓			