

November 18, 2002

To: Distribution

Title: IBM Retail Store Solutions 2003 Advertising Incentive Program

The Offer

Eligible IBM Business Partners and Independent Software Vendors (ISV) can receive an incentive payment when they place an IBM approved advertisement in an eligible publication for IBM Retail Store Solution (RSS) that includes a qualifying IBM Retail Store product(s). The incentive payment is equal to 50% of the cost of placing the advertisement in a publication or \$2,000 USD (\$3,000 CDN), whichever is less. An eligible IBM Business Partner or ISV can only receive two incentive payments under this program.

Start and/or End Dates

The invoice, for the cost of IBM approved advertisements that are published, must be for issues that have a publication date on or after January 1, 2003 to December 31, 2003.

The IBM RSS 2003 Advertising Incentive Program Payment Request Form must be submitted within 30 calendar days from the date of the invoice, but no later than December 19, 2003.

The IBM RSS 2003 Advertising Incentive Program Lead Response Form should be submitted within two months after the end of the month in which the publication was issued.

Who is eligible?

The following IBM Business Partners, who are authorized to remarket IBM RSS products, are eligible for this program:

- Solutions Providers who acquire products directly from IBM
- Solution Providers who acquire IBM products from IBM Business Partner -- Distributors
- Systems Integrators

The following ISVs, who are members of PartnerWorld for Developers, are eligible for this program:

- Member Level
- Advanced Level
- Premier Level

Where is it available?

This program is available only in:

- the United States (including Puerto Rico)
- Canada

This program is not available in Caribbean North countries.

Qualifying/Eligible Products

Description	Machine Type	Model
IBM Kiosk	4835	All
SurePOS 300 Series	4810	All
SurePOS 500/600 Series	4840	All
SurePOS 700 Series	4800	All
Point of Sale System	4694	All
SureOne Point of Sale Terminal	4614	All
SureMark Point of Sale Printer	4610	All

Eligible Publications

Accuvia
Canadian Grocer
Canadian Hospitality
Canadian Retailer
Chain Store Age
Executive Technology
Grocery Headquarters
HFTP BottomLine
Hospitality Technology
Hospitality Upgrade
Hotel & Motel Management
Hotel Business
Hotels
IGWB
Indian Gaming
Integrated Solutions for Resellers
Kiosk Business
Kiosk Magazine
National Hotel Executive
Nations Restaurant News
Progressive Grocer
QSR
Resort Management
RIS News
STORES Magazine
SuperMarket News

Additional Information/Conditions

The advertisement must meet the following criteria:

- It must feature a StoreProven solution using an eligible IBM RSS product(s).
- It must include the StoreProven logo.
- Eligible IBM Business Partners must include the IBM Business Partner emblem, which must conform to the guidelines described in the Emblems and Naming section of the following PartnerWorld Web site:

<http://www.ibm.com/partnerworld>

- A successful installation of a StoreProven solution using an eligible IBM RSS product(s) must be featured. Business Partners/ISVs are responsible for obtaining permission from the end-user customer before including them in the advertisement. This does not apply to ads promoting the IBM Kiosk solution.
- Some type of method to capture leads must be included in the advertisement (i.e., 1-800-xxx-xxxx, Web site, etc.)

The advertisement must be approved by IBM prior to publication. Complete the IBM Retail Store Solutions 2003 Advertising Incentive Program Approval Request Form (see attached) and send it along with a proof, blue-line, or PDF copy of the advertisement.

IBM reserves the right to reject advertisements that do not meet IBM advertising standards or contain inappropriate material. Advertisements will be approved or rejected within 10 business days of receipt of the approval request form.

To receive payment, complete the IBM Retail Store Solutions 2003 Advertising Incentive Program Payment Request Form (see attached) for each publication the advertisement is placed in and send it along with a copy of the invoice for the placement cost of the advertisement, and a copy of the actual advertisement.

Business Partners/ISVs should complete an IBM Retail Store Solutions 2003 Advertising Incentive Program Lead Response Form (see attached) for each publication the advertisement is placed in and send it within two months after the end of the month in which the publication was issued.

IBM reserves the right to modify or withdraw this program at any time.

IBM Retail Store Solutions 2003 Advertising Incentive Program

Approval Request Form

To request IBM approval, complete this form and send it along with a proof, blue-line, or PDF copy of the advertisement to:

IBM Retail Store Solutions Ad Program
Att: Belinda Whitaker-Gary
5601 Six Forks Road
Raleigh, NC 27609
Fax: 919-301-5636

You will receive, via e-mail, notice of approval or reject with 10 business days of receipt of this form.

Contact Name (please print)	
Company Name	
e-mail Address	
Daytime Phone Number	

I certify by my signature that I have received permission from the end user customer included in the advertisement and that the advertisement meets the program criteria.

Signature	Date
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IBM Retail Store Solutions 2003 Advertising Incentive Program

Payment Request Form

To receive an incentive payment for a publication, complete this form and send along with a copy of the invoice for the placement cost of the advertisement and a copy of the actual announcement to:

IBM Retail Store Solutions Ad Program
Att: Belinda Whitaker-Gary
5601 Six Forks Road
Raleigh, NC 27609
Fax: 919-301-5636

An incentive payment is equal to 50% of the cost of placement of \$2,000 USD (\$3,000 CDN) whichever is less. You can only receive two incentive payments under this program.

A separate payment request form must be submitted for each publication.

Allow up to xx {sponsor please provide} weeks after submission for your incentive payment to arrive.

Contact Name (please print)		
Company Name		
Address		
City	State/Province	Zip/Postal Code
e-Mail Address	Daytime Phone Number	
Publication Name	Month Issued	

I certify by my signature that the information I have entered on this form is accurate and complete.

Signature	Date
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IBM Retail Store Solutions 2003 Advertising Incentive Program

Lead Response Form

Complete this form for each publication the advertisement is placed in and sent it to:

IBM Retail Store Solutions Ad Program
Att: Belinda Whitaker-Gary
5601 Six Forks Road
Raleigh, NC 27609
Fax: 919-301-5636

within two months after the end of the month in which the publication was issued.

Contact Name (please print)	
Company Name	
e-Mail Address	Daytime Phone Number
Publication Name	Month Issued
Number of Lead Responses	Projected Revenue

I certify by my signature that the information I have entered on this form is accurate and complete.

Signature	Date
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