



Pulse2011

Optimising the World's Infrastructure

IBM® Sponsorship Prospectus

Pulse 2011
27 - 28 July, 2011
Melbourne, Australia

Pulse2011

Optimising the World's Infrastructure

At Pulse 2010, we demonstrated how IBM Service Management helps organisations manage their dynamic infrastructures and remain competitive in today's digitally connected environment. Pulse 2011 will showcase how IBM Service Management adapts concepts and systems created for managing digital assets to manage physical assets and create business opportunity in the new smarter planet. Pulse 2011 will offer business value for our clients, whether they manage transportation systems, facilities, production equipment, telecommunications infrastructure, or IT hardware and software.

With over 500 expected attendees, Pulse 2011 will be the perfect environment for building deeper relationships, developing new connections and expanding into new markets. Pulse 2011 aims to match likeminded individuals that can help each other map out their future infrastructure plans.

The following prospectus details the full range of opportunities you'll enjoy as an exhibitor. Don't miss this unique opportunity to leverage the power of IBM Service Management for increased success in your business agenda. We look forward to seeing you at Pulse 2011.

EVENT OVERVIEW

For the sixth successive year in Australia, IBM's key Service Management conference will bring attendees the latest information on Enterprise Asset Management, Service Delivery and Process Automation, Performance and Availability management, Security, Network Service Assurance, Cloud technologies, Storage and z System Management over two full days cross 8 concurrent tracks.

TARGET AUDIENCE

- Installed Tivoli® Customers and Prospects
- Executives and Senior Business Managers
- Technical Professionals and Influencers
- Line of Business Professionals
- IBM Business Partners

WHY SPONSOR

Participation at Pulse 2011 can provide you the opportunity to:

- Create awareness and activate your brand
- Reach a target market of IBM® software installed and committed customers
- Have an audience generated for you, IBM will be driving attendance of new prospects
- Participate in a sponsorship with IBM
- Communicate with pre-qualified technical and strategic decision makers
- Drive demand by showcasing your deployment and consulting expertise directly to attendees so you can identify leads
- Participate in scheduled networking opportunities so you can provide delegates some valuable insights on the topic of choice
- Receive recognition through the event guide, sessions, website, social media

EVENT SPONSORSHIP

EVENT SPONSOR PACKAGE

Sponsors of this package will receive the following benefits, subject to the terms and conditions set out in this document.

Cost AU \$11,000K inc gst

Limited to two (2) business partners, which includes:

- One speaking slot in a 50-minute breakout session*
- Track sponsorship: Opportunity to welcome attendees to the track in the track kickoff
- Seat drop in main plenary for keynote session (Day one)*
- Logo and link to website on <http://www.ibm.com/events/au/pulse/> main landing and sponsor pages**
- The sponsor logo on all conference PowerPoint holding slides in plenary sessions
- One page advertisement in the Conference Guide*
- Sponsorship of the conference satchel OR conference lanyard (to be supplied by IBM)
- In addition, the inclusion of one full Exhibiting Event Partner package

**Contents of the speech and other material provided by the Event Sponsor will be subject to review and approval by the Pulse event committee prior to the conference.*

EVENT EXHIBITOR

EXHIBITING EVENT PARTNER

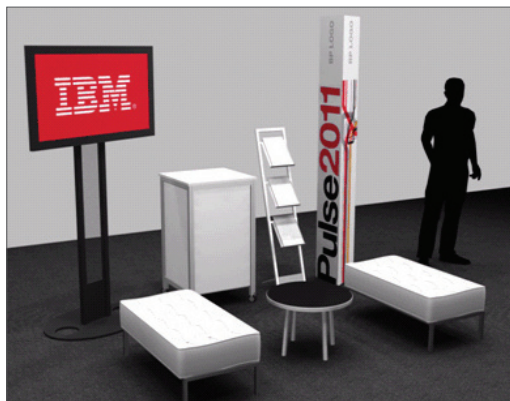
Sponsors of this package will receive the following benefits, subject to the terms and conditions set out in this document.

Cost AU\$2,500 inc gst includes:

- Logo on single tower
- Lounge Networking space in showcase / networking area, including 2 x long seats, 1 x coffee table, 1 x lockable cabinet and brochure stand (approximately 2m x3m)
- Inclusion of logo and website link in conference guide
- Logo and link to website on the <http://www.ibm.com/events/au/pulse/sponsors> page**
- Option to run a lead capture competition at your own cost
- 1 x plasma and stand
- 1 x power board
- Wireless internet access
- Morning and afternoon tea and lunch for up to 4 people

*** Please note all logos are required in high resolution .eps file format only no later than Monday 27th June 2011.*

In addition to becoming an exhibitor at Pulse 2011, you have the opportunity to participate in the additional Integrated Marketing Opportunities. Participation in these optional activities is designed to help you get the greatest return for your investment at Pulse. These opportunities are only available to those partners who commit to being an event sponsor or exhibitor.



**Please note this image is to be used as a guideline only and is subject to change*

Integrated Marketing Opportunities

Integrated Marketing Opportunities are additional opportunities only offered to Business Partners who have chosen to be an Exhibiting Event Partner or Event Sponsor. All opportunities are offered on a first in, first served basis.

Price A\$ incl GST

<p>Electronic offer promotion: Inclusion in IBM's post event email communications using your company's promotional offer to a maximum of 150 words. This will involve sending of a single email to event registrants who have opted in to receive email communications from IBM and have expressed an interest in your solution area (Maximo/EAM, Storage, IT Service Management, System z® or Security). Promotion of your offer on the Pulse 2011 website at www.ibm.com/events/au/pulse/ <i>This sponsorship opportunity is limited to three (3) Business Partners.</i></p>	\$500
<p>Delegate Survival Kit. Help delegates kick-start their morning on day two of the conference with a survival kit packaged in a branded bag with your company logo. Limited to 400 packs only. <i>This sponsorship opportunity is limited to one (1) Business Partner.</i></p>	\$3000
<p>Company video at conclusion of track kickoff. Video is limited to a maximum of 3 minutes in length. Video must be provided to IBM by the Business Partner in high resolution, 14 days in advance of conference commencement. <i>This sponsorship opportunity is limited to one (1) Business Partner per track.</i></p>	\$750
<p>Seat drop (Option 1) as provided by your company, in one only of the track kickoff session of your choice. <i>This sponsorship opportunity is limited to one (1) Business Partner seat drop per session.</i></p>	\$1000
<p>Seat drop (Option 2) as provided by your company, in the breakout session of your choice. <i>This sponsorship opportunity is limited to one (1) Business Partner seat drop per session, and excludes track kickoff and main plenary sessions.</i></p>	\$500
<p>Theatrette session on the exhibition floor in networking lounges. Presentation demos are limited to 12 minute durations and will be scheduled throughout duration of conference. Timeslots to be allocated based on order of commitment to this sponsorship. <i>This sponsorship opportunity is limited to five (5) Business Partners.</i></p>	\$900
<p>Delegate Scanners are available to be hired for the duration of the event to capture attendee details. These will be downloaded into a spreadsheet and sent directly following the event.</p>	\$500
<p>Branded Barista for two days. Espresso style coffee machine, coffee and all consumables including equipment and baristas for the duration of the event. Opportunity to supply branded coffee cups and apparel for barista. <i>This sponsorship opportunity is limited to one (1) Business Partner.</i></p>	\$3000
<p>Pulse 2011 co-branded notepad and pen. Each delegate will receive at the time of registration a quality notepad and pen co-branded with your logo. This item has extended lifespan beyond the conference. Sponsorship subject to deadlines. <i>This sponsorship opportunity is limited to one (1) Business Partner.</i></p>	\$3500

• All Business Partner supplied printed collateral, video and offer to be reviewed and approved by the Pulse 2011 event committee prior to the conference.

APPLICATION FORM

Sponsorship applications must be received by IBM 5pm AEST on Friday 24 June 2011 and payment is to be received by 5pm AEST on Friday 1st July 2011. We must receive your logo (eps file only) no later than Monday 27th June 2011.

Please complete the following application form, including sponsorship selection and investment totals as well as the terms and conditions and fax it to +61 2 8569 7610 or email to: **sarah.lane@gpj.com**

Contact Name: _____

Company Name: _____

ABN: _____

Address: _____

Telephone: _____ **Mobile:** _____

Email: _____

Purchase order number: _____

I have read and agree to abide by the Terms and Conditions outlined in this document.
(refer to pages 8-10)

Name: _____

Date: _____

Company Name: _____

ABN: _____

Signature: _____

Important Privacy Statement

Thank you for completing this form. This data may be used by IBM or selected organisations for promotional purposes or to provide you with information about other offerings and may be stored on servers located overseas. If you or your organisation would prefer not to receive further information on IBM products, please advise us on: 132 426 (Australia) or 0800 801 800 (New Zealand).

E-mail: Stay informed about IBM products, services, and other offerings! If you want to stay informed by e-mail, please let us know by checking the box below:

e-mail: Yes, please have IBM or an affiliate send me information about other offerings via e-mail

Other communications: IBM or an affiliate or selected organisations may keep you informed about IBM related products, services and other offerings through ways other than e-mail, for example, by telephone or postal mail. If you do not want us to use the information you provided here to keep you informed through other ways, please indicate in the box below:

Other communications: Please do not use this data to send me information about other offerings.

You can request access to or correction of your details by calling IBM on: 132 426 (Australia) or 0800 801 800 (New Zealand).

EVENT SPONSORSHIP

(select and add totals)

		A\$ Cost (incl GST)
<input type="checkbox"/>	Event Sponsor package Please select one option only: <input type="checkbox"/> Conference satchel OR <input type="checkbox"/> Conference lanyard	11,000
<input type="checkbox"/>	Exhibiting Event Partner	2,500
<input type="checkbox"/>	Electronic Offer Promotion Nominated specialty area: <input type="checkbox"/> Maximo <input type="checkbox"/> Security <input type="checkbox"/> Storage <input type="checkbox"/> IT Service Management <input type="checkbox"/> System z	500
<input type="checkbox"/>	Delegate survival kit	3000
<input type="checkbox"/>	Track kickoff video Nominated track area: <input type="checkbox"/> Maximo <input type="checkbox"/> Security <input type="checkbox"/> Storage <input type="checkbox"/> IT Service Management <input type="checkbox"/> Network Service Assurance <input type="checkbox"/> System z	750
<input type="checkbox"/>	Seat drop (Option 1) as provided by your company, in one only of the track kickoff sessions. Nominated track area: <input type="checkbox"/> Maximo <input type="checkbox"/> Security <input type="checkbox"/> Storage <input type="checkbox"/> IT Service Management <input type="checkbox"/> Network Service Assurance <input type="checkbox"/> System z	1000
<input type="checkbox"/>	Seat drop (Option 2) as provided by your company, in the breakout session of your choice. Please nominate track area, actual session to be advised once the agenda is available. <input type="checkbox"/> Maximo <input type="checkbox"/> Security <input type="checkbox"/> Storage <input type="checkbox"/> IT Service Management <input type="checkbox"/> Network Service Assurance <input type="checkbox"/> System z	500
<input type="checkbox"/>	Theatrette session	900
<input type="checkbox"/>	Delegate scanners	500
<input type="checkbox"/>	Barista	3000
<input type="checkbox"/>	Pulse 2011 co-branded notepad and pen	3500
TOTAL INVESTMENT		\$

Payment details

- Once IBM has confirmed your sponsorship status, please re-complete this form ensuring you include a purchase order number and read and sign the accompanying terms and conditions.
- Fax or email the application form and the signed terms and conditions to George P. Johnson +61 2 8569 7610 or email sarah.lane@gpj.com
- Once the fax or email is received and processed, George P. Johnson will send you an invoice for the amount stated above.
- Please pay the invoice as per the details outlined in the invoice.
- We note that George P. Johnson's payment terms are 7 days from the date of the invoice.
- We note that George P. Johnson can only accept credit card payment in AUD. George P. Johnson can accept payment via EFT, company or bank cheque, credit card or direct deposit. If the payment is made by credit card, George P. Johnson will charge the following credit card processing fee: 3.30% for AMEX and 1.71% for all other credit cards.

We accept Mastercard, Visa or Amex

NAME ON CARD

Card Type

Card Number:

Card Expiry Date:

(Month / Year)

Security Code:

Amount:

*(incl Credit Card
Merchant fee)*

Signature of Cardholder:

I authorise George P. Johnson (Australia) Pty Limited to charge the above amount to the credit card details provided on this form.

Email Address:

Schedule of merchant fees:

AUD

Amex	3.30% (incl GST)
Mastercard	1.71% (incl GST)
Visa	1.71% (incl GST)

Terms and conditions

Sponsorship as an Exhibiting Event Partner and Event Sponsor's

In addition to the terms and conditions outlined in the application form and prospectus above, the following terms and conditions apply to sponsorship of the IBM Pulse 2011 Conference ("Event") by you, the Business Partner, and collectively form the agreement between IBM Australia Limited ("IBM") and the Business Partner in respect of that sponsorship ("Agreement"). The Agreement will commence on the date IBM notifies the Business Partner of its acceptance as an Exhibiting Event Partner of the Event and conclude one week after the conclusion of the Event, unless extended or terminated in accordance with this Agreement ("Sponsorship Term").

General:

1. IBM appoints the Business Partner as an Exhibiting Event Partner and Event sponsor of the Event and grants to the Business Partner the sponsorship benefits set out under section A ("Sponsorship Benefits"), during the Sponsorship Term in accordance with this Agreement.
2. In consideration of IBM granting the Business Partner the Sponsorship Benefits and other rights on the terms of this Agreement, the Business Partner will pay IBM the Sponsorship Fee by 1 July 2011, in accordance with the procedure outlined above.
3. IBM reserves the right to accept or decline sponsorship applications. Exhibiting Event Partner sponsorship applications and applications for Integrated Marketing Opportunities will be assessed on a "first come, first served" basis.
4. By completing and submitting this application, you agree to be bound by the Terms and Conditions below.
5. Applications are subject to acceptance by IBM. Exhibition space will not be confirmed without your organisation's acceptance and execution of these Terms and Conditions.
6. Sponsoring Business Partners will have access to the Exhibition Area for the duration of the event.

A. Sponsorship Benefits

General Sponsorship as an Exhibiting Event Partner at the Event entitles you to the following:

- Inclusion of your company's logo and a link to your company's website on the IBM event sponsor page

<http://www.ibm.com/events/au/pulse/>

- A single space exhibition area (Approximately 2m x 3m) in Business Partner showcase
- Inclusion of logo and website link in Conference Guide
- Logo and link to website on the <http://www.ibm.com/events/au/pulse/sponsors/pages>
- Option to run a lead capture competition at your own cost
- Logo on single tower
- Lounge networking space including 2 x long seats, 1 x coffee table, 1 x lockable cabinet and 1 x brochure stand
- 1 x plasma screen and stand
- 1 x power board
- Internet access
- Morning and afternoon tea and lunch for up to 4 people
- Option to participate in the additional Integrated Marketing Opportunities

The Event Sponsor Package entitles you to the following:

- One speaking slot in a 50-minute breakout session*
- Track sponsorship: opportunity to welcome attendees to the track in the track kickoff
- Seat drop in main plenary for keynote session day one
- Logo and link to website on <http://www.ibm.com/events/au/pulse/> main landing and sponsor pages
- The sponsor logo on all conference PowerPoint holding slides in plenary sessions
- One page advertisement in Conference Guide
- Sponsorship of the conference satchel OR conference lanyard (to be supplied by IBM)
- Inclusion of one full Exhibiting Event Partner package
- Option to participate in the additional Integrated Marketing Opportunities

B. Criteria for exhibiting:

7. Business Partners must focus their exhibition on their applications/solutions.
8. Business Partners must be able to show how their applications/solutions are used, what features are available and how customers will benefit from their applications/solutions.
9. Business Partners must only exhibit applications/solutions that are based on IBM Software.
10. Set-up at each event must be completed prior to arrival time of clients and within recommended bump in times advised by IBM.
11. Business Partners are responsible for arranging their own accommodation, meals (if this exceeds the 4 meals provided as part of your Exhibiting Event Partner package) and travel to and from the Event at their own cost.
12. Business Partners shall only promote their products/services at the Event and shall not promote the products/services of third parties unless authorised by IBM.

C. Cancellation Policy:

13. IBM has the sole right and discretion to change the Event programme(s), date(s) of the Event venue, or cancel the Event.
14. In the event that IBM changes the Event date(s) or the Event venue, or cancels the Event for any reason, IBM's sole liability to participating Business Partners is limited to the following:
 - a) providing notification as far in advance as possible of such changes or cancellation; and
 - b) in the event that IBM cancels or terminates the Event, payment to the Business Partner in the amount that the Business Partner has paid to IBM in respect for its sponsorship of the Event, pro-rated to take into account the Sponsorship Benefits (if any) received by the Business Partner up to the cancellation or termination.
15. Should IBM change or cancel the Event for any reason, the Business Partner waives any claim, damage, loss or liability whatsoever arising from such change or cancellation.
16. IBM will not be liable for any additional costs resulting from cancellation of the Event.

17. In the event that the Business Partner cancels or fails to use its exhibition space at the Event, the Business Partner is liable to pay IBM Australia Limited the full and total amount of the sponsorship that the Business Partner contracted to partake in. For example, if sponsoring a general sponsorship, the Business Partner will be liable to pay IBM \$2500 (incl GST).
18. IBM may terminate this agreement immediately by giving written notice to the Business Partner:
 - a) at any time if IBM decides to cancel or postpone the Event for any reason;
 - b) if the Business Partner breaches any term of this Agreement and fails to remedy the breach within 14 days of receiving written notice from IBM to remedy the breach; or
 - c) if the Business Partner is insolvent.
- D. Other Terms and Conditions:**
19. IBM reserves the right to accept or decline applications from Business Partners to be an Event Sponsor, Exhibiting Event Partner or for Integrated Marketing Opportunities. IBM may refuse to display any exhibition at its absolute discretion, or if it is not compliant with these Terms and Conditions.
20. Applications for sponsorship close at 5pm AEST on Friday 24th June 2011, or when the maximum number of sponsorship packages has been accepted, whichever comes first.
21. Payment of sponsorship monies must be paid by credit card, EFT or company or bank cheque cleared by the bank nominated by IBM by 5pm AEST on Friday 1st July 2011. It is the Business Partner's responsibility to ensure all monies are in the nominated account by the cut-off date and time. Any Business Partner failing to do so will lose the right, at IBM's discretion, to the sponsorship or exhibition space at the Event.
22. Business Partners are responsible for the activities of their employees, contractors and agents and for the proper use and acceptable return of equipment hired from the venue and/or IBM.
23. Business Partners must provide a high resolution copy of its logo or trade mark and website URL (the "Intellectual Property") for the purposes of providing the branding recognition set out in this Agreement, by sending this information to sarah.lane@gpj.com no later than Monday 27th June 2011 after notification by IBM of their acceptance as a sponsor. Logos must be provided in eps file format only.
24. Business Partners grant to IBM a non-exclusive, royalty free, worldwide licence to use the Business Partner's name and the Intellectual Property during the Sponsorship Term in accordance with this Agreement, solely for the purpose of complying with its obligations under this Agreement, and for promoting the Event.
25. Each party warrants that:
 - a) it has full legal capacity and power to enter into this Agreement;
 - b) it has taken all corporate action that is necessary or desirable to authorise its entry into this Agreement and to carry out the transactions and grant the rights contemplated under this Agreement;
 - c) its entry into this Agreement does not breach any existing agreement or arrangement with any other person or infringe the rights, including the Intellectual Property rights, of a third party; and
 - d) it will comply with all applicable laws, codes of conduct and industry standards when exercising its rights or complying with its obligations under this Agreement.
26. The Business Partner warrants to IBM that:
 - a) it owns, or is entitled to use and licence to IBM, the Intellectual Property; and
 - b) IBM's exercise of its rights and performance of its obligations in accordance with this Agreement will not infringe the rights, including the intellectual property rights, of any person, or breach any law.
27. The Business Partner agrees to indemnify, defend and hold IBM, its employees, contractors, directors and agents harmless from and against all losses, damages, liabilities and claims relating to its use of the exhibition space and/or any negligence or wilful misconduct on the part of the Business Partner, its employees or agents, or breach of this Agreement by the Business Partner.
28. To the extent permitted by law, the Business Partner acknowledges that IBM will bear no liability for (i) bodily and/ or personal injury or death or property damage caused to the Business Partner, its employees or agents or to others by the Business Partner, its employees, contractors or agents in connection with the Event or its exhibition stand, (ii) medical expenses or injuries sustained by the Business Partner, its employees or agents, or (iii) loss, destruction or theft of any property of the Business Partner or any third party brought to the Event by the Business Partner.
29. To the extent that liability of IBM to the Business Partner under or in connection with the Business Partner's sponsorship of the Event, whether in contract, tort (including negligence and breach of statutory duty) or otherwise cannot be excluded at law, IBM limits its liability to the amount paid by the Business Partner to IBM in sponsorship fees for this Event.
30. To the extent permitted by law, in no circumstances will IBM be liable in contract, tort (including negligence or breach of statutory duty) or otherwise, and whatever the cause, to compensate the Business Partner for any special, indirect or consequential loss or damage of any nature.
31. The Business Partner must at all times effect and keep a current public risk insurance policy with a reputable insurer in an amount not less than AU\$10 million, and will provide evidence of such policy if requested by IBM.
32. The Business Partner must keep the exhibition area clear of rubbish, must not obstruct common areas and must not do anything which, in IBM's reasonable opinion, may be a nuisance or annoyance to Event attendees or other Business Partners.
33. The Business Partner must ensure that its employees, directors, agents and contractors do not engage in any conduct that will or is likely to harm IBM's name, reputation, products or services, or may bring IBM or the Event into disrepute, scandal or ridicule.
34. The security of all items displayed or stored at the Event by the Business Partner is the responsibility of the Business Partner. IBM is not liable for any loss or damage to any of the Business Partner's items, equipment and personal belongings during the Event.

35. The Business Partner must comply with all reasonable directions of IBM and Event organisers.
36. No items may be nailed or in anyway affixed to the walls or fixtures of the venue, without the prior written approval of IBM and the Event venue/s.
37. The Business Partner must arrange for the removal or return of all items and equipment from its exhibition space at the conclusion of the Event.
38. IBM is not liable for any items not removed by the Business Partner after the conclusion of the Event.
39. The delivery of any equipment or item prior to the Event must be by arrangement directly between the Business Partner and the venue organiser.
40. The Business Partner may not assign, sub-licence, novate or otherwise deal with their Agreement with IBM without IBM's prior written consent.
41. The terms of this Agreement are governed by the laws of New South Wales and the parties submit to the jurisdiction of the courts of New South Wales.

TRADEMARKS: IBM, the IBM logo, ibm.com, Smarter Planet, the planet icon, System z and Tivoli are trademarks or registered trade marks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml. Other product, company or service marks or names may be trademarks or service marks of others.

© Copyright IBM Australia Limited 2011
ABN 79 000 024 733

© Copyright IBM Corporation 2011

© Copyright IBM New Zealand
Limited 2011

All rights reserved.