



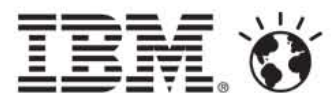
SmarterCommerce

Global Summit 2013 Nashville

May 21-23, 2013 | Gaylord Opryland Resort & Conference Center

Redefining commerce in the age of the customer.

Business Partner Sponsorship Prospectus



Dear Valued Business Partner

At IBM, we are dedicated to helping our clients and our IBM Business Partners succeed, by providing opportunities that showcase our solutions in an educational environment. To that end, I'd like to personally invite you to be a key sponsor at the **Smarter Commerce Global Summit 2013** in Nashville, Tennessee. This is our premier event that provides our customers insights into the business practices, products, and solutions that they need to accelerate their business.

Key to the success of this conference is our Business Partner sponsors showing clients your solutions to help them solve their most critical business problems. We continue to adapt our Solution Center offerings based on your feedback to make this event the perfect opportunity for you to showcase your products and solutions.

Our attendees value the interaction, strategy, and hands-on learning that our session tracks, partners, and interaction with IBM subject matter experts bring. They choose to attend in order to find innovative ways to extend their investments in our products and solutions and to understand how the IBM ecosystem of products, partner solutions, and peer-to-peer best practices can improve their business. It is this dynamic and personal interaction that makes the IBM Smarter Commerce Global Summit 2013 a must-attend event for our customers and prospects and we believe there is a distinct advantage for Business Partners who have a presence.

I truly hope you will join us at the IBM Smarter Commerce Global Summit 2013 event. I encourage you to invest in one of our sponsorship levels today so that your presence will be felt throughout the IBM community.



A handwritten signature in blue ink that reads "Steve Cowley". The signature is fluid and cursive, written in a professional style.

Steve Cowley,
Vice President, Industry and Solution Sales, SWG

Partnering for Success

The IBM Smarter Commerce Global Summit 2013 will continue to expand upon the success of our previous Summits. Business Partners can take advantage of the opportunity to meet corporate executives, and line-of-business managers, from some of the top companies in the world. You'll hear thought-provoking ideas, participate in focused educational sessions, and learn best practices through customer presentations and networking opportunities.

Smarter Commerce Global Summit 2013 will attract 3,500 attendees including clients from the Websphere Commerce Leadership Forum, Sterling Commerce Customer Connection, Unica Marketing Innovation Summit, Emptoris Empower Customer Conference and DemandTec Demand Better.

Business Partner Forum – Monday, May 20, 2013

For our Business Partners, the Conference will kick off on Monday, May 20th with the Business Partner Forum. This one-day event is focused on topics that matter most to our Business Partners. Our emphasis is on assisting you to develop your opportunities and increase your profitability.

Sponsoring and exhibiting at Smarter Commerce Global Summit 2013 will enable you to:

- Generate revenue by closing existing deals and developing new opportunities with managers, directors, C-level executives and other decision makers.
- Leverage the global IBM customer base, to springboard the launch of new products and initiatives.
- Capitalize upon and leverage the experience and capabilities you have across the Smarter Commerce portfolio, including Unica, Coremetrics, Sterling Commerce, WebSphere Commerce, ILog, Emptoris, DemandTec and Tealeaf.
- Stay competitive by providing clients and prospects with all important hands-on experience with your solutions.
- Attend multiple tracks offering the best in education, including tracks for business leadership and practitioners.
- Build brand awareness and generate press/media coverage.
- Reinforce the joint value proposition that you and IBM bring to our most relevant customers in the marketplace.

“IBM Smarter Commerce Global Summit is a great networking, learning, client based event that we will be a part of for years to come.”

– Dayna Carlin,
Miracle Software
Systems, Inc.

“Great Summit, very focused on Smarter Commerce. One of the best summits we've attended in 2012.”

– Robert Bredlau,
e-Spirit Inc.

“I especially loved how IBM has embraced mobile and social media at SCGS...we were often told to have our phones turned ON, but on silent mode – Love it!”

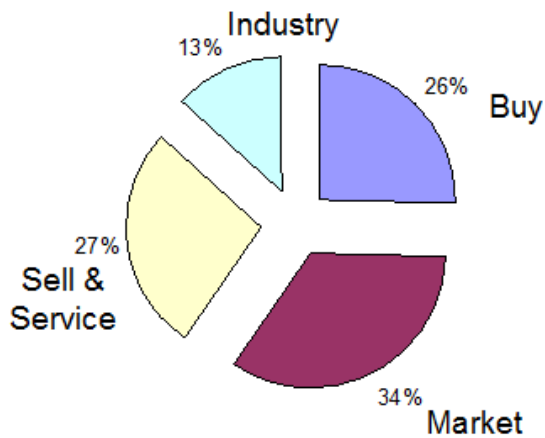
– Bill Onion,
Briteskies

Anticipated Conference Attendee Demographics

2013 Smarter Commerce Global Summit— Anticipated Customer Attendance by Industry

We expect to increase our total registrations by **15%**, and anticipate that the attendance by track will remain similar to what we experienced in Orlando in September, 2012.

2012 Smarter Commerce Global Summit— Attendance by Track



We saw a **152%** increase in customer registrations from 2011 to 2012.

“I can't wait for next year's Conference. It's going to be bigger than this because Smarter Commerce is gaining market space especially with the new acquisitions like Tealeaf. I don't foresee us slowing down.” – *Feedback from 2012 Overall Survey*

Sponsorship Packages

A Sponsor's eligibility to exhibit will be determined and approved by IBM. Many of the sponsorship and exhibitor packages in this guide may be eligible for co-marketing reimbursement from IBM. To determine if you are eligible for an IBM co-marketing offering, please contact your IBM Channel Marketing Manager.

Sponsorship Level	Platinum	Gold	Silver	Exhibitor
Number of Packages Available	1	4	14	45
Full Conference Price	\$90,000	\$55,000	\$27,500	\$12,000
Early Bird Price				
(20% discount good until 3/1/13)	\$72,000	\$44,000	\$22,000	\$9,600
Package Inclusions	Platinum	Gold	Silver	Exhibitor
Breakout Presentation (with IBM client speaker, subject to review and approval)	Three (3) Breakout Sessions	Two (2) Breakout Sessions	One (1) Breakout Session	N/A
All Breakout Presentation nominations must be submitted for approval prior to March 15, 2013				
Guaranteed Mention in the Opening and Closing General Session	√	N/A	N/A	N/A
Reserved Table in the Meet the Experts Room (scheduling to be done by Platinum Sponsor)	√	N/A	N/A	N/A
Meetings with IBM Executives	Three (3) thirty minute meetings, to be scheduled by 5/6/12	Two (2) thirty minute meetings, to be scheduled by 5/6/13	One (1) thirty minute meeting, to be scheduled by 5/6/13	N/A
Full Conference Passes (To be used by Business Partners and staff, not clients)	20	14	10	5
Exhibit Only Passes (To be used by Business Partners and Staff, not clients)	10	6	4	2

Smarter Commerce Global Summit 2013

Exclusive use of Meeting Room	1 room available throughout the event	2 rooms shared by 4 Gold Sponsors	No	No
Exhibit Space Extras	Flat panel monitors, Internet Connectivity	Flat panel monitors, Internet Connectivity	Flat panel monitors, Internet Connectivity	Flat panel monitors, Internet Connectivity
Turnkey Exhibit Property	Platinum display property	Premier display property	Select display property	Standard display property
Pedestals in Exhibit Space	4 Premium location Soft seating and Casual Seating	2 Soft seating	2 Casual seating	1 Casual seating
Exhibit Space Signage	IBM Produced Includes Company Name, Logo and messaging	IBM Produced Includes Company Name, Logo and messaging	IBM Produced Includes Company Name, Logo and messaging	IBM Produced Includes Company Name, Logo and messaging
Conference Bag Insert	2 Pieces	1 piece	1 piece	N/A
Digital Branding throughout the conference	Platinum sponsor level branding	Gold sponsor level branding	Silver sponsor level branding	Exhibitor sponsor level branding
Logo on Event Website	√	√	√	√
Logo included in customer mailings	√	√	√	√
URL Posting	√	√	√	√
Company Description in the Conference Guide	300 Words	75 Words	75 Words	75 Words
Advertisement in the Conference Guide	Full Page Ad	Half Page Ad	Quarter Page Ad	N/A
Collateral Promotion - IBM's digital Collateral Kiosk	Up to 10 pieces	Up to 7 pieces	Up to 5 pieces	1 piece

**Note: Full Conference Passes and Expo Passes included in the Sponsorship are intended for Business Partners and Staff, not clients.*

Solution Center Hours of Operation (DRAFT 2)

	Solution Center Open to visitors	Designated Solution Center Booths must be manned
Tuesday, May 21, 2012	10:00am – 8:00pm	12:30pm – 3:00pm 5:00pm – 8:00pm
Wednesday, May 22, 2012	10:00am – 7:00pm	12:30pm - 3:00pm 5:00pm – 7:00pm
Thursday, May 23, 2012	9:30am – 3:15pm	12:30 – 3:15pm

Additional Sponsorship Opportunities

Available as additional Marketing Opportunities for Platinum, Gold, Silver and Exhibitor packages.

Business Partner Cafe Sponsorship

Sponsorship includes:

- Sponsor Logo featured on BP Café Signage inside & outside the BP Café
- Exclusive Table Location within the BP Café for meetings and discussions
- Sponsor Logo Placement on Website
- Sponsor Logo Placement in Conference Guide
- Access to Reserved Meeting Rooms in BP Café (6 hrs of meeting time)
- Ability to Purchase One Discounted Full Conference Badge

\$8,500
(Includes: 3 Expo Passes)

\$10,000
(Includes: 3 Expo Passes and 1 Full Conference Pass)



Social Media Sponsorship

Sponsorship includes:

- Social Media Lounge Signage
- Inclusion in Social Media mentions throughout the event (Twitter, LinkedIn, Facebook)
- Digital Branding throughout the conference
- Sponsor Logo on event Web site and Social tab
- Sponsor Logo on social media quick reference page in Pocket Guide
- 1 piece of collateral in the IBM Digital Collateral Kiosk
- URL Posting
- Exclusive dinner for 10 (Sponsor and Thought Leaders)
- One 30-minute meeting with IBM Executives (scheduled by 5/6/13)
- Four (4) Full Conference passes (to be used by Business Partner staff, not clients)
- Four (4) Expo passes (to be used by Business Partner staff, not clients)
- Four (4) Expo passes (to be used by Business Partner staff, not clients)

\$28,000



For Business Partners that are eligible for IBM Co-marketing funds, the sponsorship items below are eligible for co-marketing reimbursement if you are also an exhibitor sponsor.

Other Sponsorship Opportunities	QTY Available	Price
Branded Charging Station	4	\$8,000
Branded Water Bottles 1 available each day of the conference	3	\$10,000
Dedicated Breakout Session (Submitted with a client prior to 3/31/13, subject to IBM approvals)	TBD	\$8,000
Room Drop (8.5 x 11) flyer to slide under the door (Gaylord National Only)	1	\$7,000
Branded Thumb Drive provided at Registration Check in to all attendees	1	\$20,000
Touch screen Monitor in Pedestal	N/A	\$1,500
Collateral in Welcome Packet Limited to 1 piece per Company	N/A	\$5,000
Branded Coffee Break	4	\$7,000

Sponsorship Booth Layouts

Platinum Sponsorship:

We will work with our Platinum Sponsor on the Booth design and location within the Solution Center.

Gold, Silver & Exhibitor Sponsorships:

