

Impact2014

April 27 – May 1

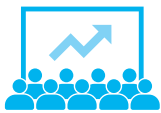
The Venetian – Las Vegas, Nevada ibm.com/impact #ibmimpact



Be **First.** ▶▶▶

Mobile, Social, Cloud, Big Data, Internet of Things, Security – these are the new technologies that are disrupting business every day. Join us at Impact 2014 and BE FIRST to capitalize on these technologies to create new business models, engage customers in new meaningful ways, and adapt faster than your competition. With more than 9,000 industry experts, IBM clients, thought leaders and Business Partners, Impact 2014 is the one conference you cannot afford to miss.

Top reasons for IBM Business Partners to attend Impact 2014



Attend our Business Partner Summit

to learn about new initiatives to help you maximize sales and marketing results, and accelerate your success in high-growth areas like mobile, cloud, social business, big data and analytics, and more.



Meet with experts and thought leaders

who want to share insights with you to help give you a competitive edge.



Gain new skills to help you succeed

through lectures, hands-on labs, meet-the-experts sessions and more. Take advantage of complimentary and discounted certification tests.



Learn from technology innovators

including IBM clients, analysts and thought leaders about how today's outperforming organizations are leveraging new solutions and technologies.



Connect with the IBM executive team

through one-on-one meetings to help you close new business and strengthen your collaboration with IBM.

Generate demand

by meeting IBM clients and prospects that are looking for new solutions, including more than 9,000 developers, business and IT leaders who will attend Impact 2014.



Increase your visibility

by showcasing your solutions and services at the Solution EXPO, engaging with prospects, and having IBM teams see your demos in action so they can bring your solutions into engagements.



Network with influencers

and your peers in the Business Partner Café, evening receptions and at the legendary ImpactRocks featuring Imagine Dragons!



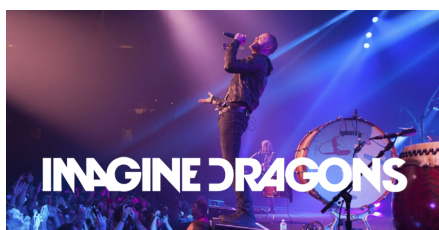
Explore new possibilities

and expand your horizons by learning how to deliver new value to your clients, and transform and grow your own business.



Learn how to BE FIRST

to create new business models, engage customers in new meaningful ways, and adapt faster than your competition to address new markets and opportunities.



See Imagine Dragons at Impact 2014!

The Grammy-winning rock band with platinum-selling singles "It's Time" and "Radioactive" will perform live for our conference attendees.

Visit ibm.com/impact to see detailed information on tracks, sessions and registration.