

IBM Information On Demand 2012 Alumni discount incentive

Announcement Letter Number 512-209
May 1, 2012

Value proposition

This program is designed to provide a value to our Alumni Business Partners that have consistently participated in the Information On Demand EXPO for the past three (3) years.

The offer

For a limited time only, eligible IBM® Business Partners can receive a credit of \$400 if they have a sponsorship in the Information On Demand 2012 EXPO, and have also participated in the last three (3) consecutive Information On Demand EXPOs, from 2009 through 2011.

In order to qualify, participation in the last three consecutive EXPOs must have included sponsorship.

Credits can be applied to the Business Partner's total EXPO contract package price, or they can be used to purchase additional a la carte EXPO offerings. Any credit amounts not applied to the contract package price or other EXPO offerings and still remaining at the conclusion of the event will be forfeited.

Start and/or end dates

Completed Exhibitor/Sponsor Applications from Solution Providers and Resellers must be received by IBM on or after May 1, 2012, but no later than September 1, 2012.

Who is eligible?

The following IBM Business Partners are eligible for this incentive:

- Solution Providers and Resellers who acquire products directly from IBM
- Solution Providers and Resellers who acquire IBM products from IBM Business Partner -- Distributors
- Distributors for Workstation software
- Resellers for Workstation software
- Systems Integrators

IBM Business Partners who are operating under the Solution Provider -- Complementary Marketing or Systems Integrator -- Complementary Marketing terms are eligible for this incentive.

Where is it available?

This incentive is available only in the United States and its territories.

Additional information/conditions

IBM will notify Business Partners who qualify no later than September 8, 2012.

IBM reserves the right to modify or withdraw this incentive at any time. This incentive may not be offered in 2013 or in subsequent years.

This incentive is subject to the terms and conditions of any applicable Agreements.

Need help?

Questions pertaining to this incentive should be directed to Anthony Ramon at aramon@us.ibm.com, Tony Donald at tdonald@us.ibm.com, or PartnerWorld® Contact Services at 800-426-9990.