

# IBM Information On Demand 2012 EXPO Event in a Box incentive

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## Value proposition

This incentive provides the Business Partner the opportunity to leverage hosting or participating in Event in a Box sessions to receive an incentive to have an EXPO presence in the Information On Demand 2012 EXPO. This incentive also represents another tool to assist in driving the overall conference attendance.

## The offer

For a limited time only:

- if eligible IBM® Business Partners host or participate in a total of five (5) qualifying Event in a Box sessions, they can receive a 5% discount off any EXPO participation level or a la carte offering listed in the 2012 EXPO Sponsorship Guide.
- if eligible IBM Business Partners host or participate in a total of ten (10) or more qualifying Event in a Box sessions, they can receive a 10% discount off any EXPO participation level or a la carte offering listed in the 2012 EXPO Sponsorship Guide.

Qualifying Information Integration and Governance Event in a Box sessions require the Business Partner to host the session, and qualifying UserNet Event in a Box sessions require Business Partner participation in a session that is hosted by IBM.

Solution Providers and Reseller participants who accept a no-charge Gold Sponsorship upgrade award under the terms of the Information On Demand 2012 conference VAD incentive are not eligible to receive benefits under the terms of this incentive.

For a list of qualifying Event in a Box sessions, refer to the [Qualifying/Eligible products](#) section.

## Start and/or end dates

Qualifying Information Integration and Governance Event in a Box sessions must be held on or after May 16, 2012, but no later than August 31, 2012.

Business Partner participation in UserNet Event in a Box sessions must occur at sessions held on or after May 16, 2012, but no later than August 31, 2012.

Business Partners must provide the EXPO team with a list of the events they held, date they were held, and attendees, as well as events they participated in, no later than August 31, 2012.

## Who is eligible?

As long as the IBM Business Partner is an approved Information On Demand 2012 EXPO participant, 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 – Complimentary 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.

## Qualifying/Eligible products

### Qualifying Information Integration and Governance Event in a Box sessions

To host a half-day seminar or webcast, Business Partners can access IBM's Event in a Box, complete with Pre-event; Day of event; and Post event assets, on IBM PartnerWorld®. Four kits have been created to support IBM's Information Integration and Governance messaging & key solution areas, available at the following Web sites:

- Accelerating Master Data Management with Information Integration & Governance (MDM Server & Initiate®)

<https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/M537290U26643S81>

- Best Practices for Securing Information Across the Enterprise (for Guardium®)

<https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/D803326J88924J28>

- Integration Strategies to Enable Information Governance (InfoSphere® Information Server & Foundation Tools)

<https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/Z422162J31146R63>

- Managing the Data Lifecycle from Requirement to Retirement (InfoSphere Optim™)

<https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/N753696S90498V81>

## **Qualifying UserNet Event in a Box sessions**

Business Partners can access information on event locations and dates, and how to register to participate by visiting the following Web sites:

<http://www-01.ibm.com/software/ecm/events/usernet/>  
<http://www-01.ibm.com/software/ecm/events/usernet/sponsorship-opportunities.html>

## **Additional information/conditions**

The EXPO team will validate Event in a Box sessions were held or participated in prior to confirming Event in a Box Discounts.

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

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

### **Can this offer be combined?**

Solution Providers and Resellers accepting awards under the terms of this incentive cannot also receive a no-charge Gold Sponsorship upgrade under the terms of the IBM Information On Demand 2012 conference VAD incentive.

Event in a Box sessions used to qualify for this incentive cannot be the same Event in a Box sessions used to qualify for the IBM Information On Demand 2012 Event in a Box Business Partner incentive. Business Partners should carefully evaluate which incentive best meets their needs.

## **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.

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