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IBM Information
> > > On Demand
2007

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

OCTOBER 14-19, 2007

MANDALAY BAY
LAS VEGAS, NEVADA

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TO OUR VALUED BUSINESS PARTNERS:

On behalf of everyone at IBM Information Management, I am pleased to invite you to join us in Las Vegas this coming October for the premier information management conference: IBM Information On Demand 2007.

If you were among the 1,000 Business Partners who attended last year's conference, you know what an exciting event this is. In its first year, the conference drew more than 5,000 attendees and featured more than 600 sessions — both technical education tracks and business leadership tracks by industry. There were 200 customer speakers, more than 1,000 free certification exams and more than 50 Birds of a Feather sessions. And at the hub of the week's networking activities was our EXPO, featuring 146 sponsors and more than 100 IBM demos.

Many attendees called it the best event they had ever attended. And, our 2007 event promises to be an even bigger success — we expect more than 7,000 attendees.

IBM's Information On Demand solutions enable organizations to act on changing market conditions, emerging business opportunities and competitive threats by have the right information, right context, right process and right controls. That means your customers can make the right business decisions. Right now.

As a participant, this conference offers you an invaluable opportunity to showcase your solutions, close existing business and generate new leads. The entire conference is designed to promote an environment for networking, selling and learning new skills. You'll also be able to take advantage of our Business Partner Development Day designed exclusively for you — our valued partners.

The following prospectus details the benefits and exceptional value that you will enjoy as a sponsor. So Act Right Now! Top sponsorships are already selling out. We look forward to welcoming you at IBM Information On Demand 2007.

Sincerely,

Dr. Ambuj Goyal
General Manager, IBM Information Management Software

BUSINESS PARTNER BENEFITS AT-A-GLANCE

A UNIQUE OPPORTUNITY:
- Showcase your solutions at THE premier information management event in the industry, with over 7,000 attendees
- Take advantage of invaluable networking opportunities with customers, industry experts, peers and Information Management executives
- Generate revenue by closing and progressing existing deals—nearly one-third of attendees will be Line of Business and IT decision-makers!
- Generate leads and increase sales
- Gain insight into IBM's Information Management strategy and vision
- Differentiate yourself in your markets by learning more about the full breadth of Information Management technologies

THE EXPO:
- The EXPO Solution Center will be THE place to close 4th quarter sales and get a jump start on your 2008 objectives
- Exhibitor hours include dedicated time in the program
- Multiple sponsorship opportunities
- Showcase your brand and differentiate yourself from the competition by bringing your own booth!

BUSINESS PARTNER DEVELOPMENT DAY:
- Participate in our special one-day event, just for Business Partners
- Learn about unique Business Partner programs and current initiatives
- Hear from the IBM Executive Management Team
- Discover how IBM can help you maximize your business results
- All included with a Full Conference Registration fee!

IBM INFORMATION ON DEMAND BUSINESS PARTNER EXPO SPONSORSHIP PRICING FOR 2007

SPONSORSHIP LEVEL	Diamond	Platinum	Gold	Silver
Investment	$105,000	$78,000	$45,000	$18,000
Early Bird Discount Investment[1]	$95,000	$70,000	$40,000	$15,000
Number of Packages Available	8	9	7	24

[1]Sign up by June 30th, 2007

CONFERENCE INCLUSION

	Diamond	Platinum	Gold	Silver
Exhibit Space	20' x 30'	20' x 20'	10' x 20'	10' x 10'
Wireless Lead Retrieval Units	1	1	1	1
Dedicated Meeting Room on EXPO Floor	1	N/A	N/A	N/A
Full Conference Registrations[2]	5	3	2	1
Exhibitor Registrations[3]	7	5	2	1
Theme Party Tickets	7	5	2	1
Meeting Room in THEhotel at Mandalay Bay	1	N/A	N/A	N/A
Host a Vendor Sponsored Presentation Breakout Session[4]	2	1	1	N/A
Host a Birds of a Feather (BOF) Session[5]	1	1	N/A	N/A

[2]Full Conference Registration badge includes access to all General Sessions, breakouts, EXPO, meals, receptions, Theme Party, and access to Business Partner Development Day.

[3]Exhibitor Registration badge includes access to EXPO, General Sessions, EXPO receptions, and breakfast/lunch on days that EXPO is open ONLY. For a reduced price of $995, upgrade to a Full Conference Registration badge which allows full Conference access including all breakout sessions, Theme Party, community receptions, and all meals.

[4]Host your own presentation during a Conference breakout session. Diamond receives 1 Technical and 1 Business Leadership session. Platinum receives 1 Business Leadership session. Gold receives 1 Technical session. Speakers must hold a Full Conference Registration badge.

[5]BOF speakers must hold a Full Conference Registration badge.

FUNCTION CO-SPONSORSHIPS

Function	EXPO Receptions (Sun – Tue)	Lunch (Mon – Thu)	Breakfast in Event Center (Mon – Thu)	Dessert Break in EXPO (Mon – Wed)
Logo on Function Signage	✔	✔	✔	✔
Acknowledgement in Conference Materials	✔	✔	✔	✔

OTHER BENEFITS INCLUDE

PROMOTIONS	Diamond	Platinum	Gold	Silver
Logo on Signage at Registration and EXPO Entranceway	✔	✔	✔	✔
Company Name, Logo and Company Description in Conference Directory	✔	✔	✔	✔
Company Name and Logo on IBM Conference Website, with Hyperlink to Sponsor Website	✔	✔	✔	✔
4-color Ad in Conference Directory	Full Page	1/2 Page	1/4 Page	N/A
Logo on Cover of Conference Directory	✔	✔	N/A	N/A
Logo on Diamond or Platinum Sponsorship Banner	✔	✔	N/A	N/A
Logo on Conference Bags	✔	N/A	N/A	N/A
Promotional Insert in Welcome Kit Materials *Insert provided by sponsor.* *Can be one 8.5"x11" page or one small trinket.*	✔	✔	✔	✔
Pre- or Post-show Mailing to Attendees *Mailer provided by sponsor. Additional postage and handling charges apply.*	2	1	1	N/A
Email Pre-show Mailing to Attendees *Sponsor provides paragraph to be included in e-newsletter with other sponsors.*	2	1	1	1
Reserved Seats at General Sessions (Mon, Tue, Wed)	10	6	4	N/A
First Right of Refusal for Same Sponsorship Level at IBM Information On Demand 2008	✔	✔	✔	✔
Private IBM Conference Ambassador to Assist You throughout the Conference	✔	N/A	N/A	N/A
Sponsor Acknowledgement at General Session	✔ (Mon - Wed)	✔ (Tue - Wed)	✔ (Wed)	N/A
25 Word Write-up in Information On Demand Today e-Newsletter *75,000 subscribers.*	✔	N/A	N/A	N/A
25 Word Write-up in DB2 Magazine Email *50,000 subscribers.*	✔	N/A	N/A	N/A
Theme Party Arcade Sponsorship – *Sponsor provides nominal prize for arcade game(s).*	✔	✔	✔	✔

EXHIBITOR PACKAGE   Investment: **$6,000**

■ **10' x 10' Exhibit Space**

■ **2Exhibitor Badges** (access to EXPO, General Sessions, EXPO receptions, and breakfast/lunch on days that the EXPO is open ONLY). For a reduced price of $995, an Exhibitor Badge can be upgraded to a Full Conference Badge which allows full Conference access including all breakout sessions, Theme Party, community receptions, and all meals.

■ **Company Description in Conference Directory**
■ **Company Name Listed on Conference Website**

ADDITIONAL EXPO ONLY BADGE   Investment: **$600**

ADDITIONAL MARKETING OPPORTUNITIES AVAILABLE FOR PURCHASE

ADVERTISING

- Ad on Conference Directory Cover (full page; subject to availability)
  - Outside Back Cover — **$5,000**
  - Inside Front Cover — **$5,000**
  - Inside Back Cover — **$4,000**
- Ad on Inside Page of Conference Directory
  - Full Page — **$2,500**
  - Half Page — **$1,500**
  - Quarter Page — **$1,000**
- Conference Directory Wrapper — **$6,000**
- Logo on Daily Onsite Newsletter — **$1,000** per day

HOTEL PROMOTIONAL OPPORTUNITIES (additional hotel charges will apply)

- Electronic Marquee Signage — **$10,000**
- Escalator Carpet — **$1,000**
- Hotel Room Drop — **$1,000**
- In-room TV Channel — **$1,000**

SPONSORSHIPS

- Arcade Prizes (Theme Party) — **$500**
- Birds of a Feather — **$15,000** per session
- Business Leadership Breakout Room (signage/acknowledgement only) — **$5,000**
- Business Partner Golf Day – Sponsorships Available - Contact: nancyberlin@us.ibm.com
- Coffee Breaks (entire Conference) — **$7,500**
- Conference Theme Party – Themed Areas — **$10,000**
- Cyber Café (entire Conference) — **$7,500**
- Developer Den — **$10,000**
- Executive Center — **$35,000**
- Hands-on Lab Room — **$2,000**
- Meet the Experts — **$7,500**
- Product Certification Area — **$7,500**
- Wireless – Mandalay Bay (entire Conference) — **$10,000**

OTHER OPPORTUNITIES

- Dining Area Promotions (approved brochures provided by sponsor) — **$5,000** per meal
- Hyperlink from IBM Conference Website — **$500**
- Pre- or Post-show Mailing (additional postage and handling charges apply) — **$1,000**
- Vendor-sponsored Presentation during Conference Breakout Sessions (includes one Full Conference Registration) — **$25,000**

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PROMOTIONAL OPPORTUNITIES – DESCRIPTIONS

Available to all exhibitors and sponsors.

ADVERTISING

Ad on Conference Directory Cover

Maximize your exposure by placing a four-color advertisement in the Conference directory. These directories typically go home with attendees — extending your exposure after the Conference is over!

(Full page; subject to availability)

- *Outside Back Cover*   *Investment:* **$5,000**
- *Inside Front Cover*   *Investment:* **$5,000**
- *Inside Back Cover*   *Investment:* **$4,000**

Ad on Inside Page of Conference Directory

- *Full Page*   *Investment:* **$2,500**
- *Half Page*   *Investment:* **$1,500**
- *Quarter Page*   *Investment:* **$1,000**

Conference Directory Wrapper   *Investment:* **$6,000**

Here's a sure-fire way to get your company noticed by every attendee: have your message displayed on the Conference directory wrapper!

Logo on Daily Onsite Newsletter   *Investment:* **$1,000 per day**

Feature your logo on our "must read" daily onsite Newsletter!
Investment includes your logo on the newsletter for one day.
Other logos may be included in the article content.

HOTEL PROMOTIONAL OPPORTUNITIES

Take advantage of these hotel offerings to keep your company's name and logo top of mind with every attendee! Please note that Additional hotel charges will apply.

Electronic Marquee Signage   *Investment:* **$10,000**
Have your name in lights on the Vegas strip! Sponsor provides a short message in a loop with other messages. Message will run for the duration of the Conference. Additional hotel charges apply.

Escalator Carpet   *Investment:* **$1,000**
Touch every Conference attendee. Sponsor provides a carpet with a message on it to be placed at the top or bottom of the escalators. Carpeting will remain for the duration of the Conference. Additional hotel charges apply.

Hotel Room Drop   *Investment:* **$1,000**
Capture the attention of attendees with a hotel room drop. This opportunity allows you to work with the hotels for the optimum delivery of your materials. Additional hotel charges apply.

In-Room TV Channel   *Investment:* **$1,000**
Reach Conference attendees. Provide a video that can be shown on a loop on the in-room hotel TV channel. Additional hotel charges apply.

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SPONSORSHIPS

Arcade Prizes (Theme Party)   *Investment:*   **$500**
*Opportunity to provide a promotional item of nominal value
for the Theme Party Arcade. Sponsor to provide logo'd item.*

Birds of a Feather   *Investment:* **$15,000**
per session
*One of the most popular and valuable ways to meet other
Information Management professionals is at a Birds of a Feather
session. On Wednesday or Thursday evening, you will be able
to lead your peers in an informal discussion based on your topic
of interest. Your session will be published in the Conference
Directory and you will receive signage at your session. You can
also place your literature on a table during the session. You must
hold a Full Conference Pass to lead or attend this session.*

Business Leadership   *Investment:*   **$5,000**
Breakout Room
*Gain more exposure by sponsoring a Business Leadership
Breakout Room. These are the sessions that the decision-
makers attend. Appropriate signage will be displayed and you
will receive acknowledgement in the Conference Directory.
Your own promotional literature can be placed inside the room.
This sponsorship does NOT include a speaking opportunity.*

Business Partner Golf Day
*Contact Nancy Berlin – nancyberlin@us.ibm.com –
for sponsorship opportunities.*

Coffee Breaks   *Investment:*   **$7,500**
*Sponsor the coffee breaks for the entire Conference and
put the focus on your brand! Your company name will appear in
the Conference Directory and on signage at the coffee break areas.
Three (3) opportunities available.*

Conference Theme Party   *Investment:* **$10,000**
– Themed Areas
*Be part of the Conference Theme Party at the Mandalay Bay beach
and pool areas. Sponsor a themed area. There will be multiple
entertainment venues, interactive activities, themed areas with food
and drink and fun games...and Elvis is sure to make an appear-
ance! Additional details will be provided.*

Cyber Café   *Investment:*   **$7,500**
*Create a strong presence for your company by sponsoring the
Conference Cyber Café and Scheduling Kiosks in hallways.
We will incorporate your company logo as part of a screensaver
on all monitors in the Cyber Café and Scheduling Kiosks. Your
company name will appear in the Conference Directory and there
will be signage in the Cyber Café. You may also place promotional
materials on a table inside the Cyber Café room.
Six (6) opportunities available.*

Developer Den   *Investment:* **$10,000**
*For developers, our Developer Den will be the place to be!
Over 300 developers used the Developer Den at the IBM
Information On Demand 2006 Conference. And as a sponsor,
you'll be gaining premier name recognition for your brand. The
Developer Den gives attendees the opportunity to install software
and work through tutorials, all under the guidance of seasoned
experts. You will also be offered an opportunity to present a demo
in a specified timeslot. This is a great opportunity to keep your
company top of mind with the top developers in the business!
You'll receive signage in the Den and can display your own
promotional brochure. You'll also receive acknowledgement
in the Conference Directory. Four (4) opportunities available.*

SPONSORSHIPS (cont.)

Executive Center   *Investment: $35,000*

The Executive Center will be the hub of activity for one-on-one meetings with key decision-makers. This is your opportunity to make sure your brand is top of mind with these key executives! As the exclusive sponsor, your name, logo and URL will be prominently displayed throughout the Center. Your brochure can be placed at the Executive Center Registration Desk. Reach over 1000+ targeted decision makers. Over 100 meetings per day were held at the IBM Information On Demand 2006 Conference.

Hands-On Lab Room   *Investment: $2,000*

Get the focused attention of the technical community. Sponsor a Hands-on Lab room for the entire week. Hands-on Labs were the most in-demand instructor led technical sessions at the IBM Information On Demand 2006 Conference. Sponsorship includes appropriate signage in the room and acknowledgement in the Conference Directory. Your literature can also be placed in the room. Fourteen (14) opportunities available.

Meet the Experts   *Investment: $7,500*

Meet the Experts offers a unique opportunity to all attendees to meet with technical experts from various focus areas in a one-on-one environment. Meet the Experts is located in the EXPO Center. Sponsorship includes a shared hanging banner in the EXPO Center, your brochure in the Meet the Experts area and acknowledgement in the Conference Directory. Two (2) opportunities available.

Product Certification Area   *Investment: $7,500*

Guess who's giving away free certifications? We are! This area promises to be one of the most popular destinations at this Conference and is a fantastic opportunity to get your company noticed! Over 1000 certification tests were given at the IBM Information On Demand 2006 Conference. Sponsorship includes signage in the certification room and acknowledgement in the Conference Directory. You can also place a promotional brochure in the certification room. Multiple opportunities available.

Wireless – Mandalay Bay   *Investment: $10,000*

Wireless is available throughout this Conference! Sponsor wireless at the Mandalay Bay Convention Center with up to two other sponsors for the week and get your brand name noticed throughout the Conference! Sponsorship includes your name prominently displayed on a banner, as well as recognition in the Conference Directory. Three (3) opportunities available.

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OTHER OPPORTUNITIES

Dining Area Promotions *Investment:* **$5,000**
per meal

Gain valuable exposure for your brand during lunch in the Dining Area! You'll have the opportunity for your firm's brochures to be placed on every table.

Hyperlink from IBM Conference Website *Investment:* **$500**

Drive attendees to your website with a hyperlink from the IBM Information On Demand Conference Website directly to yours!

Pre- or Post-Show Mailing *Investment:* **$1,000**

Communicate directly with Conference attendees by gaining access to our exclusive mailing list! Seize this opportunity to generate excitement around your company prior to the event... or keep your name top of mind long after the Conference has ended. Additional postage and handling charges apply.

Vendor-Sponsored Presentation *Investment:* **$25,000**

Have a customer success story you'd like to highlight? Then this opportunity is custom-made for you. Generate buzz around your brand by delivering a presentation during one of our breakout sessions! All you have to do is submit the topic and content to IBM for approval. For 60 minutes, the "stage" is yours! One Full Conference Registration badge is included. Additional speakers must have a Full Conference badge.

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FOR MORE INFORMATION

For more information on the Sponsorship Packages, or to customize your Sponsorship Package, please contact:

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