



IBM Information

>>> On Demand

2006



SPONSORSHIP AND EXHIBIT OPPORTUNITIES

OCTOBER 15-20, 2006

*ANAHEIM CONVENTION CENTER
ANAHEIM, CALIFORNIA*

TAKE BACK CONTROL

IBM.COM/EVENTS/INFORMATIONONDEMAND



OCTOBER 15-20, 2006
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BUSINESS PARTNER PACKAGE

TO OUR VALUED BUSINESS PARTNERS:

On behalf of everyone at IBM Information Management, I am pleased to invite you to join us in Anaheim this coming October for our first ever global conference: IBM Information On Demand 2006.

These are exciting times for Information On Demand and I encourage you to be a part of this premier event. For the first time, we are bringing together many of our local conferences into one spectacular global event. The end result will be all of the added value you've come to expect from our events – and much more.

Ten years ago, the discussion around information management was all about repositories. Today, the discussion is about gaining the competitive advantage by unlocking the incredible business value in our information assets ... and making information work for us. It's about having trusted information available across the enterprise: to provide the right information, to the right people or process, at the right time.

Attend this conference and better understand how to help your customers Take Back Control of their information, their markets, their risk, their bottom line and their future.

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.

The following prospectus details the benefits and exceptional value that you will enjoy as a sponsor. We look forward to welcoming you at IBM Information On Demand 2006.

Sincerely,

*Ambuj Goyal
General Manager, IBM Information Management Group*



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BUSINESS PARTNER BENEFITS AT-A-GLANCE

A UNIQUE OPPORTUNITY

- *Showcase your solutions at THE premier information management event in the industry, with over 8,000 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 2007 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 Software Group Executive Management Team.*
- *Discover how IBM can help you maximize your business results.*
- *All included with a full conference registration fee!*



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THE WEEK'S AGENDA

SATURDAY, OCTOBER 14th

All Day *Business Partners Arrive*

SUNDAY, OCTOBER 15th

8:00 a.m. – 3:00 p.m. *Business Development Day for Business Partners*
5:00 p.m. – 7:00 p.m. *EXPO Grand Opening/Evening Reception*

MONDAY, OCTOBER 16th

8:00 a.m. – 9:45 a.m. *Grand Opening Session*
All Day *Breakout Sessions*
Lunch & Networking
10:15 a.m. – 2:00 p.m. *EXPO Open*
5:15 p.m. – 7:15 p.m. *EXPO Open/Evening Reception*
7:30 p.m. – 9:00 p.m. *Star Entertainment*

TUESDAY, OCTOBER 17th

All Day *Breakout Sessions*
General Session
Lunch & Networking
12:30 p.m. – 7:00 p.m. *EXPO Open*
5:30 p.m. – 7:00 p.m. *EXPO Evening Reception*
7:30 p.m. – 11:30 p.m. *Evening Theme Party – Disney's California Adventure® Park*

WEDNESDAY, OCTOBER 18th

All Day *Breakout Sessions*
General Session
Lunch & Networking
12:30 p.m. – 3:45 p.m. *EXPO Open*
3:00 p.m. *Dismantling of EXPO Begins*
5:45 p.m. – 6:45 p.m. *Birds-of-a-Feather*

THURSDAY, OCTOBER 19th

All Day *Breakout Sessions*
General Session
Lunch & Networking
6:30 p.m. – 7:30 p.m. *Birds-of-a-Feather*

FRIDAY, OCTOBER 20th

Morning *Breakout Sessions*
Afternoon *Departures*



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PRE-PACKAGED SPONSORSHIP OPPORTUNITIES

To help you get the most out of your marketing investment and gain maximum exposure at this event, we have created the following Pre-Packaged Sponsorship Opportunities:

SPONSORSHIP LEVEL	Diamond	Platinum	Gold	Silver
Investment	\$105,000	\$78,000	\$45,000	\$18,000
Early bird discount investment¹	\$95,000	\$70,000	\$40,000	\$15,000
Number of packages available	5	7	12	15

¹Sign up by June 30th, 2006

CONFERENCE INCLUSION

Exhibit space	20' x 30'	20' x 20'	10' x 20'	10' x 10'
Wireless lead retrieval units	2	2	1	1
Dedicated meeting room on EXPO floor	1	N/A	N/A	N/A
Full conference registrations²	5	3	2	1
Exhibitor registrations³	12	8	4	2
1-day EXPO guest passes	10	8	6	4
Hotel hospitality suite	1	N/A	N/A	N/A
Host a breakout session⁴	2	1	N/A	N/A

²Includes access to all General Sessions, breakouts, EXPO, meals, receptions, Theme Party, and access to Business Partner Development Day.

³Includes access to EXPO, General Sessions and theme party only. Meals available on days that EXPO is open. Upgrade to full conference badge at reduced price of \$1,595.

⁴Host your own presentation during conference breakout sessions. Customer-presented success story must be part of presentation.

FUNCTION CO-SPONSORSHIPS*

Function	Theme Party	Welcome Reception	Lunch	Breakfast
Logo on function signage	✓	✓	✓	✓
Live recognition at function	✓	✓	✓	✓
Acknowledgement in Conference materials	✓	✓	✓	✓
Theme party tickets	12	N/A	N/A	N/A

*Sponsorship is shared with other sponsors at your sponsorship level.



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OTHER BENEFITS INCLUDED

PROMOTIONS	Diamond	Platinum	Gold	Silver
Logo on signage at registration and EXPO entranceway	✓	✓	✓	✓
Company name, logo and company description in EXPO directory	✓	✓	✓	✓
Company name and logo on IBM Conference web site, with hyperlink to sponsor web site	✓	✓	✓	✓
4-color ad in Conference directory⁵	Full page	1/2 page	1/4 page	N/A
Logo on cover of Conference materials	✓	✓	N/A	N/A
Logo on Platinum or Diamond sponsorship banner	✓	✓	N/A	N/A
Logo on Conference bags, distributed to all Conference attendees	✓	N/A	N/A	N/A

⁵Host your own presentation during conference breakout sessions. Customer-presented success story must be part of presentation.

SPONSORSHIP LEVEL

Promotional insert in welcome kit materials <i>Insert provided by sponsor.</i>	✓	✓	✓	✓
Pre- or post-show mailings to all attendees <i>Mailer provided by sponsor. Additional charges apply.</i>	2	1	1	N/A
Pieces of literature placed on literature table on EXPO floor <i>Literature provided by sponsor.</i>	3	2	1	N/A
Pieces of literature handed out at a General Session <i>Literature provided by sponsor.</i>	1	N/A	N/A	N/A
Pieces of literature in Press Room <i>Literature provided by sponsor.</i>	3	2	1	N/A
Reserved seats at the Opening General Session	10	6	4	N/A
First right of refusal for same sponsorship level at IBM Information On Demand 2007	✓	✓	N/A	N/A
Private IBM Conference Ambassador to assist you throughout the Conference	✓	N/A	N/A	N/A
Sponsor acknowledgement at General Session	✓	N/A	N/A	N/A
1 full page ad in 2Q or 3Q issue of DB2 Magazine <i>DB2 Magazine: circulation 300,000.</i>	✓	N/A	N/A	N/A
25 word write-up in DB2 Magazine e-mail <i>DB2 Magazine e-mail: 50,000 subscribers.</i>	✓	N/A	N/A	N/A



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EXHIBITOR PACKAGE

Investment: \$5,000

Becoming an Exhibitor at IBM Information On Demand 2006 offers a range of benefits, including:

- **10' x 10' Exhibit Space**
- **2 Exhibitor Badges** (access to EXPO, General Sessions and theme party only, but upgradeable to full Conference passes – reduced price of \$1595)
- **Meals on Days that EXPO is Open**

Upgrade to a Full Conference Badge

Investment: \$1,595

Additional EXPO Only Badges

Investment: \$475



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ADDITIONAL PROMOTIONAL OPPORTUNITIES

Available to all Exhibitors and Sponsors

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: **\$2,500**
- **Inside Front Cover** Investment: **\$2,250**
- **Inside Back Cover** Investment: **\$2,000**

AD WITHIN CONFERENCE DIRECTORY

- **Full Page Right Hand Side** Investment: **\$2,000**
- **Full Page Left Hand Side** Investment: **\$1,750**
- **Half Page** Investment: **\$950**
- **Quarter Page** Investment: **\$525**

Conference Directory Wrapper Investment: **\$1,500**

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

Literature on EXPO Floor Investment: **\$500**

The EXPO will be the hub of the Conference networking activities. Get noticed by displaying your promotional piece at the prominently placed EXPO literature table.

Logo on Daily On-Site Newsletter Investment: **\$500**

Feature your logo on our "must read" daily on-site Newsletter! Investment includes your logo on the newsletter for one day.

BECOME A SPONSOR

Business Partner Golf Day Investment: **\$75,000**

Maximize exposure for your brand by becoming the focal point of tee time—and much more! As players gather for our Business Partner Golf Tournament, they'll be greeted by a large banner exclusively promoting your company. At the Call to Carts, you'll have the opportunity to "drive" home your business message during your 5-minute welcoming remarks. And when the game is over? It's just beginning! Your brand will be featured on signage at all food functions, you'll receive special recognition at the Awards event and you'll also receive recognition in the Conference Directory.

General Session Investment: **\$50,000**

Put your company in the spotlight! As the exclusive General Session sponsor, your company name will be featured on signage both inside and outside of the Convention Center Arena—during the entire conference! You'll also be recognized live in the Opening General Session by Ambuj Goyal and receive Special Recognition in the Conference Directory. Don't miss out on this opportunity to see your "name in lights!"

Developer Den Investment: **\$30,000**

For developers, our Developer Den will be the place to be! 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. 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.



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ADDITIONAL PROMOTIONAL OPPORTUNITIES (CONTINUED)

Available to all Exhibitors and Sponsors

Birds of a Feather

Investment: \$15,000

Our Birds of a Feather sessions on Wednesday and Thursday evenings are destined to be "must see" events! Sponsor one of these evenings and you'll receive signage at all sessions and can also place a promotional brochure in each session. You'll also receive acknowledgement in the Conference Directory.

Business Leadership Breakout Room

Investment: \$5,000

Gain more exposure by sponsoring a Business Leadership Breakout Room. Sponsorship includes signage outside the door, your own banner and promotional literature displayed inside the room, and acknowledgement in the Conference Directory.

Executive Center

Investment: \$35,000

The Executive Center will be the hub of activity for those participating in our Business Leadership track. This is your opportunity to make sure your brand is top of mind with these key executives! Become a sponsor and your name, logo and URL will be prominently displayed throughout the Center, including in each of the offices, in the hallways, at the food & beverage stations and at the centrally-located Information Desk.

Product Certification Area

Investment: \$22,500

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! Sponsorship includes signage and a promotional brochure in the certification rooms, and acknowledgement in the Conference Directory.

EXPO Networking Park

Investment: \$8,000

Put your brand front and center by sponsoring our EXPO Networking Park. Sponsorship includes signage in the EXPO and acknowledgement in the Conference Directory.

WiFi Hot Spot

Hilton or Marriott Hotel

Investment: \$8,000

Convention Center

Investment: \$10,000

Our WiFi areas are sure to be hot spots throughout this Conference! Sponsor one of our Hot Spots for the week and get your brand name noticed throughout the conference! Sponsorship includes signage in the Hot Spot as well as recognition in the Conference Directory. Available at either the Hilton, the Marriott or the Convention Center.

Coffee Break

Investment: \$3,000

Sponsor a morning or afternoon coffee break and put the focus on your brand! Your company name will appear in the Conference agenda and on signage at the coffee break. You may also place a promotional item at each site.

Cyber Café

Investment: \$2,500

Create a strong presence for your company by sponsoring the Conference Cyber Café for one day! Your company name will appear in the Conference agenda and on signage at the entrance to the Cyber Café. We will incorporate your company logo as the screensaver for each monitor that day. You may also place promotional materials at the entrance!



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ADDITIONAL PROMOTIONAL OPPORTUNITIES (CONTINUED)

Available to all Exhibitors and Sponsors

HOTEL PROMOTIONAL OPPORTUNITIES

Take advantage of these hotel offerings to keep your company's name and logo top of mind with every attendee! Additional hotel charges apply to the following:

Hotel Door Drop **Investment: \$1,500**

Capture the attention of every attendee with a hotel door drop. Your materials will be delivered right to the door of all registered attendees!

Hotel Electronic Message Board Ad **Investment: \$1,000**

Keep your company name front and center by displaying your message on the monitors located throughout the hotels.

Hotel In-House TV Channel Ad **Investment: \$1,000**

Reach Conference attendees right in their rooms by broadcasting your message on the hotel in-house TV network.

Logo on Hotel Key **Investment: \$2,500**

Maximize your exposure by having your logo on every attendee's room key!

Logo on Hotel Key Packet **Investment: \$1,000**

You can also have your logo on the hotel key packet.

OTHER OPPORTUNITIES

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. Then, invite a customer to share the podium and help present the story. For 75 minutes, the "stage" is yours!

Dining Area Promotions **Investment: \$8,000 (Per Meal)**

Gain valuable exposure for your brand during a breakfast or lunch in the Dining Area! You'll have the opportunity to place your firm's brochures and a tent card on every table.

Meeting Room on EXPO Floor **Investment: \$5,000**

Close and progress existing deals, and generate new ones—all in the privacy of your own meeting room! Conveniently located right near the EXPO entrance.

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

Communicate directly with every Conference attendee 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 charges apply.

Hyperlink from IBM Conference Web Site **Investment: \$500**

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



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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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For more information on the Conference, please visit our web site:

IBM.COM/EVENTS/INFORMATIONONDEMAND