



Sponsorship & Exhibit Opportunities

IBM Software

Information On Demand **2011**

October 23–27 Mandalay Bay | Las Vegas, Nevada

www.ibm.com/events/informationondemand

OFFERINGS AND ENHANCEMENTS

- Enhanced Sponsorship Package Pricing
- Electricity and Lead Retrieval Scanners Included
- New Booth Accessory Packages
- 1-Day EXPO Badge and 1-Day Full Conference Badge
- Full Conference and EXPO Registrations Included
- Advertising Options on SmartSite Kiosks and Digital Signs
- Podcast and Video Interview Offerings
- Reserved Seats at General Sessions
- Enhanced Passport Program
- Advertisements in Online Conference Directory and Printed EXPO Directory

SPONSORSHIP OVERVIEW

| SPONSORSHIP LEVEL | Diamond Sponsor | Platinum Sponsor | Gold Sponsor | Elite Exhibitor | Turnkey Pedestal |
|--|-----------------|------------------|--------------|-----------------|------------------|
| Full Conference Price | \$95,000 | \$65,000 | \$36,000 | \$13,500 | \$14,500 |
| Early Bird Discounted Price <i>Early Bird Price Through August 1st</i> | \$80,000 | \$45,000 | \$21,000 | \$8,500 | \$10,000 |

OPTIONAL BOOTH ACCESSORY PACKAGES

| Accessory Package A - \$2,000 | Accessory Package B - \$3,200 | Accessory Package C (for 10x20 Footprint) - \$4,300 |
|---|--|---|
| 1 - 8' Draped Table 1 - Basic Chair 1 - Garbage Can 1 - Plant (Table Top) 1 - 3'x5' Booth Sign Vacuuming & Garbage Removal Labor, including Drayage, Set-up, Tear-Down | 1 - 8' Draped Table 1 - Orion Computer Kiosk 2 - Basic Swivel Chairs 1 - Garbage Can 2 - Plants (Table Top & Floor) 1 - 3'x5' Booth Sign Vacuuming & Garbage Removal Labor, including Drayage, Set-up, Tear-Down | 1 - Display Counter 1 - Orion Computer Kiosk 1 - Banana Bar Stool 2 - Cubes, Black Leather 1 - Geo Coffee Table 1 - Garbage Can 2 - Plants (Table Top & Floor) 1 - 3'x5' Booth Sign Vacuuming & Garbage Removal Labor, including Drayage, Set-up, Tear-Down |

| PACKAGE INCLUSIONS | Diamond Sponsor | Platinum Sponsor | Gold Sponsor | Elite Exhibitor | Turnkey Pedestal |
|--|-----------------|------------------|--------------|-----------------|------------------|
| Exhibit Space | 30x30 | 20x20 | 10x20 | 10x10 | Pedestal |
| Wireless Internet Access | ✓ | ✓ | ✓ | ✓ | ✓ |
| One Lead Retrieval Unit and Booth Electricity (1000w) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Full Conference Registrations (1) | 12 | 6 | 3 | 1 | N/A |
| Exhibitor Registrations (2) | 7 | 6 | 4 | 3 | 2 |
| 1-Day Full Conference Badge (3) | 3 | 2 | 1 | N/A | N/A |
| 1-Day EXPO Badge (4) | 4 | 2 | 1 | N/A | N/A |
| Video Interview (5) | ✓ | ✓ | N/A | N/A | N/A |
| Podcast (5) | ✓ | N/A | N/A | N/A | N/A |

(1) Full Conference Registration badge includes access to entire conference.

(2) Exhibitor Only Registration badge includes access to the EXPO and other conference activities, excluding all Breakout Sessions.

(3) 1-Day Full Conference Badge can be used for access to entire conference, including breakout sessions, for one day only.

(4) 1-Day EXPO Badge can be used for access to EXPO Hall and lunch for one day only.

(5) For more details, see descriptions on last page of this document.

| PACKAGE INCLUSIONS (cont'd) | Diamond Sponsor | Platinum Sponsor | Gold Sponsor | Elite Exhibitor | Turnkey Pedestal |
|---|------------------------|-------------------------|---------------------|------------------------|-------------------------|
| Conference Breakout Presentation - Business Leadership (BL) and Technical Skills (TS) <i>All Presentations are subject to review/approval; submission due dates apply</i> | BL & TS | BL | N/A | N/A | N/A |
| Diamond Breakout Sessions Promoted on Digital Signage and SmartSite | ✓ | N/A | N/A | N/A | N/A |
| Diamond Breakout Sessions Highlighted in Online Conference & Printed EXPO Directories | ✓ | N/A | N/A | N/A | N/A |
| Vendor Sponsored Presentation in EXPO (20 minutes) <i>Presentation subject to approval; Sign-up is first come, first served</i> | 2 | 1 | N/A | N/A | N/A |
| Meeting Room on EXPO Floor <i>Sign-up at EXPO Info Desk for 1-hour time slots as available</i> | Dedicated | 1-Hour Time Slots | 1-Hour Time Slots | N/A | N/A |
| Meeting Room in THEhotel | 1 | N/A | N/A | N/A | N/A |
| Networking Event Access for all Full and Exhibitor Badges (not including 1-day badges) | ✓ | ✓ | ✓ | ✓ | ✓ |

| FUNCTION CO-SPONSORSHIPS | Diamond Sponsor | Platinum Sponsor | Gold Sponsor | Elite Exhibitor | Turnkey Pedestal |
|--|--------------------------|-------------------------|---------------------|------------------------|-------------------------|
| Co-Sponsor a Function | EXPO Receptions Sun-Tues | Lunch Mon - Wed | Breakfast Mon - Wed | N/A | N/A |
| Logo on Function Signage | ✓ | ✓ | ✓ | N/A | N/A |
| Acknowledgement in Online Conference & Printed EXPO Directories | ✓ | ✓ | ✓ | N/A | N/A |

| BRANDING | Diamond Sponsor | Platinum Sponsor | Gold Sponsor | Elite Exhibitor | Turnkey Pedestal |
|---|------------------------|-------------------------|---------------------|------------------------|-------------------------|
| 4-Color Ad in Online Conference & Printed EXPO Directories | Full Page | Half Page | N/A | N/A | N/A |
| Logo on Cover of Printed EXPO Directory and Pocket Guide | ✓ | N/A | N/A | N/A | N/A |
| Logo on SmartSite Navigation Bar and Welcome Page | ✓ | Welcome Page Only | N/A | N/A | N/A |
| Logo on Shared Diamond/Platinum Sponsorship Banner | ✓ | ✓ | N/A | N/A | N/A |

| PROMOTIONS | Diamond Sponsor | Platinum Sponsor | Gold Sponsor | Elite Exhibitor | Turnkey Pedestal |
|---|------------------------|-------------------------|---------------------|------------------------|-------------------------|
| Company Logo on Sponsorship Page in Online Conference & Printed EXPO Directories | ✓ | ✓ | ✓ | N/A | N/A |
| Company Description in Online Conference & Printed EXPO Directories (100 words-Sponsors; 50 words-Exhibitors) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company Logo/Name on Conference Website | ✓ | ✓ | ✓ | Name only | Name only |
| Hyperlink (1) | ✓ | ✓ | ✓ | ✓ | ✓ |
| EXPO Passport Program (2) | ✓ | ✓ | N/A | N/A | N/A |
| First Right of Refusal for Same Sponsor Level & Booth Location for 2011 | ✓ | ✓ | ✓ | ✓ | ✓ |
| SmartSite – eLiterature Upload eLiterature collateral | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on Signage at Registration & EXPO Entrance | ✓ | ✓ | ✓ | N/A | N/A |
| Logo'd Items for Attendees (3) Sponsor provides items | ✓ | ✓ | ✓ | N/A | N/A |
| Pre-Show Shared Email to Attendees Sponsor provides 50-word write-up and URL to be included with other sponsors; Logo included for Diamond Sponsors | 1 | 1 | 1 | N/A | N/A |
| Pre- or Post-Show Mailing to Attendees Additional Postage & Handling Charges Apply | Pre AND Post | Pre OR Post | Pre Only | N/A | N/A |
| Promotional Flyer in Welcome Kit Materials One 8.5"x11" flyer provided by Sponsor | 1 | 1 | N/A | N/A | N/A |
| Reserved Seats at General Sessions (Mon – Wed) | 19 | 12 | 7 | N/A | N/A |
| Thank You Slide Featuring Sponsor Logo at General Session | ✓ Mon-Wed | ✓ Tue-Wed | ✓ Wed | N/A | N/A |
| Write-up in Database Magazine's Fall newsletter and print magazine | 50 words | 25 words | Name only | N/A | N/A |

(1) Hyperlink will be from conference website to your URL provided on your EXPO application.

(2) Passport Program will require attendees to visit a total of 20 participating sponsors and exhibitors as identified on the passport card.

(3) Sponsor provides 300 logo'd items to be placed on tables in EXPO for attendees.

Special Badge Fees for EXPO Participants

- Upgrade an Exhibitor Badge to a Full Conference Badge for a nominal fee of \$845 USD (allows full conference access)
- Purchase additional Full-Conference Badges for \$1,495 USD
- Purchase additional EXPO Only Exhibitor Badges for \$650 USD
- Purchase additional 1-Day Full Conference Badges for \$800 USD
- Purchase additional 1-Day EXPO Badges for \$400 USD

ADDITIONAL MARKETING OPPORTUNITIES

Available to All Sponsors and Exhibitors; All Opportunities are Subject to Approval and Availability

ADVERTISING PROMOTIONS

| | |
|--|-------------------------|
| ■ <i>Ad on Printed EXPO Directory Cover (full page; subject to availability)</i> | |
| • <i>Outside Back Cover</i> | \$4,000 |
| • <i>Inside Front Cover</i> | \$3,500 |
| • <i>Inside Back Cover</i> | \$3,000 |
| ■ <i>Ad on Inside Page of Printed EXPO Directory AND Online Conference Directory</i> | |
| • <i>Full Page</i> | \$2,000 |
| • <i>Half Page</i> | \$1,000 |
| • <i>Quarter Page</i> | \$750 |
| ■ <i>Ad in Printed Pocket Guide (full page; subject to availability)</i> | |
| • <i>Outside Back Cover</i> | \$3,000 |
| • <i>Inside Back Cover</i> | \$2,500 |
| • <i>Center Staple Page (two spots available)</i> | \$2,000 |
| ■ <i>Advertising on Digital Signage (limited availability; content provided by sponsor)</i> | |
| • <i>Video / Flash Commercial Spot (30 second length)</i> | \$1,500 |
| • <i>Digital Ad</i> | \$1,000 |
| • <i>Logo</i> | \$750 |
| ■ <i>Advertising on SmartSite</i> | |
| • <i>Logo on Log-In Screen (multiple opportunities; rotating logos)</i> | \$1,000 |
| • <i>Logo on Navigation Bar (multiple opportunities; rotating logos)</i> | \$750 |
| • <i>Logo on Mobile Site (1 opportunity)</i> | \$1,000 |
| ■ <i>Conference Pen for Badge Holder (only 1 opportunity; sponsor provides pens)</i> | \$2,000 |
| ■ <i>Conference Notepad in Welcome Kit (only 1 opportunity; sponsor provides notepad)</i> | \$2,500 |
| ■ <i>Dining Table Promotion (brochures for tables provided by sponsor)</i> | per meal \$1,500 |
| ■ <i>Logo'd Item Advertising (sponsor provides 300 items)</i> | \$500 |
| ■ <i>Promotional Flyer in Welcome Kit (limited quantity available; 8.5"x11" flyer provided by sponsor)</i> | \$1,500 |

SPONSORSHIP OPPORTUNITIES

| | |
|--|----------------|
| ■ Breakout Room – Signage Acknowledgement Only (multiple opportunities) | \$750 |
| ■ Business Partner Golf Day – Sunday, October 22 nd (contact nancyberlin@us.ibm.com for more information) | Varies |
| ■ Coffee Breaks – Entire Conference (2 opportunities) | \$3,500 |
| ■ Dessert in EXPO - Mon thru Wed (4 opportunities) | \$1,500 |
| ■ Special Sponsorship Offering | |
| ◆ Sponsor ALL 3 areas for discounted price (1 opportunity) | \$7,500 |
| OR Sponsor ONE individual area: | |
| + Cyber Café/Meet Me Area (signage acknowledgement only) | \$3,000 |
| + Hands-On Lab Area (signage acknowledgement only) | \$3,000 |
| + Product Certification Area (signage acknowledgement only) | \$3,000 |
| ■ The Den | \$7,500 |
| ■ Wireless – Mandalay Bay (entire conference; 1 opportunity) | \$7,500 |

ADDITIONAL OPPORTUNITIES

| | |
|---|-----------------|
| ■ Breakout Presentation (60 minutes) - Business Leadership or Technical Skills <i>(Subject to approval; Limited number available; Includes 1 full conference badge; Submission due dates apply.)</i> | \$12,500 |
| ■ EXPO Passport Program (ONLY 14 opportunities available) | \$750 |
| ■ Hotel Room Drop (additional hotel charges apply) | \$1,500 |
| ■ Podcast (4 opportunities) | \$1,000 |
| ■ Pre or Post Show Mailing (additional postage & handling charges apply) | \$1,000 |
| ■ Vendor Sponsored Presentation (VSP) in EXPO Theater (20 minutes) <i>(subject to approval; multiple opportunities)</i> | \$1,500 |
| ■ Video Interview (multiple opportunities) | \$1,250 |

ADDITIONAL MARKETING OPPORTUNITIES

Available to all exhibitors and sponsors.

All opportunities are subject to approval & availability.

ADVERTISING PROMOTIONS

Maximize your exposure by placing a four-color advertisement in the Online Conference Directory, the Printed EXPO Directory and/or the Pocket Guide.

Ad on Printed EXPO Directory Cover

(full page; subject to availability)

| | | |
|----------------------|------------|----------------|
| ■ Outside Back Cover | Investment | \$4,000 |
| ■ Inside Front Cover | Investment | \$3,500 |
| ■ Inside Back Cover | Investment | \$3,000 |

Ad on Inside Page of Printed EXPO Directory AND Online Conference Directory

| | | |
|----------------|------------|----------------|
| ■ Full Page | Investment | \$2,000 |
| ■ Half Page | Investment | \$1,000 |
| ■ Quarter Page | Investment | \$750 |

Ad in Printed Pocket Guide

(full page; subject to availability)

| | | |
|--------------------------|------------|----------------|
| ■ Outside Back Cover | Investment | \$3,000 |
| ■ Inside Back Cover | Investment | \$2,500 |
| ■ Center Staple Page (2) | Investment | \$2,000 |

Advertising on Digital Signage

(limited availability; content provided by sponsor)

Promote your company and solutions through this dynamic channel! Leverage the Information On Demand 2010 plasma screens, located throughout the conference, to deliver your digital message to attendees. Rotating content can include video promotional spots and self-running Adobe Flash materials, as well as logos and ads.

| | | |
|--|------------|----------------|
| ■ Video/Flash Commercial Spot (30 sec length max) | Investment | \$1,500 |
| ■ Digital Ad | Investment | \$1,000 |
| ■ Logo | Investment | \$750 |

Advertising on SmartSite

Increase your company exposure by advertising on the SmartSite information system. With the online version of SmartSite launching in early August and over 100 SmartSite kiosks onsite, you're sure to get your company noticed! SmartSite allows attendees to schedule meetings, connect with other attendees, get updated conference information and use social networking tools!

(continued)

SmartSite (continued)

■ **Logo on SmartSite Log-In Screen** Investment **\$1,000**
Rotating logos to be displayed on the Welcome Page of SmartSite starting in early August and on the onsite kiosks. Limited number available.

■ **Logo on SmartSite Left Navigation Bar** Investment **\$750**
Rotating logos to be displayed on the online system starting in early August as well as on the onsite kiosks. Limited number available.

■ **Logo on Mobile Site/ Mobile Applications** Investment **\$1,000**
(1 opportunity)
Attendees can access SmartSite on any mobile device with web access, as well as download apps for the iPhone, Droid, and Blackberry. Logo will appear in footer on all pages of the mobile site, launching in early August 2011.

Conference Pen for Badge Holder Investment **\$2,000**

What an opportunity to be top of mind with all attendees. You provide the pens that will be distributed with all of the conference badge holders. Subject to approval. Only one (1) opportunity available!

Conference Notepad in Welcome Kit Investment **\$2,500**

Be the exclusive sponsor of the conference notepad! You provide the notepad with your logo and we will place it in all of the conference registration bags for attendees. Subject to approval. Only one (1) opportunity available.

Dining Table Promotion Investment **\$1,500 Per Meal**

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

Logo'd Items for Attendees (Networking Event) Investment **\$500**

This is a great way to get your name and logo into the hands of attendees. Sponsor provides 300 logo'd items to be placed on tables near the EXPO Information Desk. Multiple opportunities available.

Promotional Flyer in Welcome Kit Investment **\$1,500**

Get more exposure by placing a flyer in the Welcome Kit materials that all attendees will receive at Conference registration. Sponsor provides 8.5" X 11" flyers. Multiple opportunities available.

SPONSORSHIP OPPORTUNITIES

Breakout Room Investment \$750

Gain more exposure by sponsoring a Conference Breakout Room of your choice. Appropriate signage will be displayed in the room and you will receive acknowledgement in the Online Conference & Printed EXPO Directories. Your own promotional collateral can be placed inside the room. This sponsorship does NOT include a speaking opportunity. Multiple opportunities are available.

Business Partner Golf Day – Saturday, Oct 22nd

Contact Nancy Berlin – nancyberlin@us.ibm.com – for information on sponsorship opportunities.

Coffee Breaks Investment \$3,500

Sponsor the coffee breaks for the entire Conference and put the focus on your brand! Your company name will appear in the Online Conference & Printed EXPO Directories and on signage at the coffee break areas. Two (2) opportunities available.

Dessert in EXPO Investment \$1,500

Gain premier name recognition by sponsoring the desserts served in the EXPO after lunch on Monday, Tuesday and Wednesday! Your company name will appear in the Online Conference & Printed EXPO Directories and on signage in the EXPO. Four (4) opportunities available.

Special Sponsorship Offering Investment \$7,500

Sponsor all 3 of the following areas for a discounted price of \$7,500 OR sponsor one individual area for \$3,000 each.

(1) Cyber Café/ Meet Me Area Investment \$3,000

Create a strong presence for your company by sponsoring the Conference Cyber Café. Your company name will appear in the Online Conference & Printed EXPO Directories and there will be signage in the Cyber Café. You may also place promotional materials on a table inside the Cyber Café. Multiple opportunities available.

Special Sponsorship Offering (continued)

(2) Hands-On Lab Area Investment \$3,000

Get the focused attention of the technical community by sponsoring the entire Hands-On Lab Area during the Conference. These labs continue to be among the most popular sessions at the conference – over 3,600 attendees visited the Hands-On Labs last year! Sponsorship includes appropriate signage at the area and acknowledgement in the Online Conference & Printed EXPO Directories. Your collateral can also be placed in the area. Multiple opportunities available.

(3) Product Certification Area Investment \$3,000

This area is one of the most popular destinations at the Conference and is a fantastic opportunity to get your company noticed! Over 900 certification tests were given at last year's Conference. Sponsorship includes signage in the certification area and acknowledgement in the Online Conference & Printed EXPO Directories. You can also place a promotional brochure in the certification room. Multiple opportunities available.

The Den Investment \$5,000

The Den is a hub for the technical community at Information On Demand 2011 and is located in the EXPO! A great opportunity to increase brand awareness with the top technical professionals in the business! You can display your own promotional brochure in the Den. You'll also receive signage in The Den and acknowledgement in the Online Conference & Printed EXPO Directories. Two (2) opportunities available.

Wireless – Mandalay Bay Investment \$7,500

Wireless is available throughout the conference! Be the exclusive sponsor of wireless at the Mandalay Bay Convention Center 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 Online Conference & Printed EXPO Directories. One (1) opportunity available.

(continued)

ADDITIONAL OPPORTUNITIES

Breakout Presentation (60 minutes)

Investment \$12,500

Generate buzz around your brand by delivering a Business Leadership or Technical Skills 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, you've got the floor! One Full Conference registration badge is included. Additional speakers must have a Full Conference badge. Limited number of presentations available. Submission due dates apply.

EXPO Passport Program ONLY 14 Opportunities

Investment \$750

What a great way to drive traffic into your booth! For a chance to win various prizes, attendees will get punches on their Passport Program card from the 20 partners participating in this program. Attendees will be required to visit all participating Sponsors and Exhibitors as identified on the Passport Card. Don't miss out!

Hotel Room Drop

Investment \$1,500

Make sure your company name is front and center with attendees by sponsoring a hotel room drop. This opportunity allows you to work with the Mandalay Bay for the optimum delivery of your materials. A great way to differentiate yourself! Additional hotel charges apply.

Podcast

Investment \$1,000

Tell your story via Podcast! Prior to the event, we'll interview you and post your audio recording on IBM/Conference sites. Tell us how your offerings integrate with IBM solutions or industry trends. Then continue using the edited MP3 file (not to exceed 10 minutes) long after the conference. Discussion topics to be approved by IBM; Recording will be edited according to IBM Legal guidelines. Four (4) opportunities available.

Pre-or Post-Show Mailing

Investment \$1,000

Communicate directly with Conference Attendees by gaining access to our exclusive mailing list via a third-party mailhouse! 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 (VSP)

Investment \$1,500

Take "center stage" for 20 minutes in our EXPO Hall theater! This is your opportunity to present your solution, product or innovative leading edge technology to EXPO participants. VSP topic and content are subject to approval. Scheduling is first come, first served – so sign up for the optimum slot quickly. VSP schedules will be posted in the EXPO. Multiple opportunities available.

Video Interview

Investment \$1,250

Don't miss this opportunity to have the Information On Demand 2011 video team capture an interview with you on tape, filmed in your booth or on our live stage on the EXPO floor. Showcase your industry solution or share your company's expertise on an industry topic. Interviews will be no more than 10 minutes in length. The interview clip will be posted on IBM sites within 24 hours and will be made available to you for use in your marketing efforts long after the conference! Discussion topics to be approved by IBM. Multiple opportunities available.

All promotions and offerings are subject to review and approval by IBM. These programs may be changed or cancelled at the discretion of IBM without prior notification.

FOR MORE INFORMATION

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

Tony Donald

tdonald@us.ibm.com

(847) 608-6874

Bob Melton

bmelton@us.ibm.com

(770) 804-1162