

Modification: IBM Information On Demand 2013 Conference Customer Sign-up incentive

Announcement Letter Number 513-176

April 26, 2013

Effective April 26, 2013, the IBM® Information On Demand 2013 Conference Customer Sign-up incentive has been modified.

The following change is being made with this announcement:

- An addition has been made to the Additional information/conditions section regarding legal review by IBM prior to offering the benefits described in this incentive.

All other terms and conditions remain unchanged.

This announcement supersedes Announcement Letter 513-128, dated April 1, 2013.

Value proposition

This program provides the Information On Demand EXPO participant the opportunity to receive up to five (5) different incentives based on their attainment of each level requirement. It also drives the overall conference attendance and participation.

The offer

For a limited time only, if End Users* of eligible IBM Business Partners, that participate** in the 2013 EXPO, register to attend the IBM Information On Demand 2013 conference, the IBM Business Partner EXPO participant can receive any combination of the following benefits, up to the total number of the Business Partner's End Users that register:

- For ten (10) End-User registrants, receive a no-charge EXPO Only Badge (valued at \$650)
- For twenty (20) End-User registrants, receive a no-charge Full Conference Badge (valued at \$1,495)
- For thirty (30) End-User registrants, receive a no-charge Turnkey Pedestal (value not to exceed \$16,000 ***)
- For fifty (50) End-User registrants, receive a no-charge Elite Exhibitor Booth (value not to exceed \$14,000****)
- For sixty (60) End-User registrants, receive a no-charge Gold Sponsorship (value not to exceed \$35,000****)

In order for your End User's registrations to qualify, they must register using a registration Promotion Code supplied by you. You can obtain a registration Promotion Code by submitting a Promotion Code Request Form to the EXPO sales manager. End

User registrations completed without the registration Promotion Code will not qualify, and cannot be later updated to include the Promotion Code.

End Users registering with your registration Promotion Code on or before August 30, 2013, will also receive \$100 off the price of the registration fee on the date they register.

Solution Provider and Reseller EXPO participants who accept a no-charge Gold Sponsorship upgrade award under the terms of the Information On Demand 2013 conference VAD incentive are not eligible to receive benefits under the terms of this incentive.

* as defined in the IBM Business Partner Agreement

** EXPO participation is defined as a metal level Sponsor, Elite or Turnkey Exhibitor. Participation as a Marketing Promotional Opportunity Only Partner does not qualify.

*** actual value credited to the Business Partner will be equal to the price in effect at the time the Business Partner registered for participation in the 2013 EXPO. Credits will not exceed the Business Partner's contracted amount.

Start and/or end dates

End-User conference registrations must be received by IBM on or after April 26, 2013, but no later than August 30, 2013.

Business Partners must obtain registration Promotion Codes prior to their End User's registration in the conference.

Benefits earned by a Business Partner must be claimed no later than September 30, 2013. Any benefits unclaimed after September 30, 2013 will be forfeited.

Who is eligible?

As long as the IBM Business Partner is an Information On Demand participant** in the 2013 EXPO, the following IBM Business Partners are eligible for this incentive:

- Distributors
- 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

To obtain a registration Promotion Code, you must complete and submit a Promotion Code Request Form to the EXPO sales manager.

The benefit(s) described above will be offered if IBM determines, after legal review of applicable laws, that it is appropriate.

You will receive your registration Promotion Code, via e-mail, within four (4) business days of submitting your request.

You are responsible for ensuring that your End Users use the registration Promotion Code when registering for the conference.

IBM will notify all Business Partners of their attainment level no later than September 6, 2013.

No-charge EXPO Only and Full Conference Badges can only be used by employees of the Business Partner. No-charge badges cannot be used by Business Partner End Users.

Benefits earned in 2013 cannot be credited toward 2014 EXPO participation.

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 benefits under the terms of this incentive cannot also receive a no-charge Gold Sponsorship upgrade under the terms of the Information On Demand 2013 conference VAD incentive.

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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