

Modification: IBM Information On Demand 2013 Conference VAD incentive -- information for Solution Providers and Resellers who acquire IBM products from IBM Distributors

Announcement Letter Number 513-178

April 26, 2013

Effective April 26, 2013, the IBM® Information On Demand 2013 Conference VAD incentive -- information for Solution Providers and Resellers who acquire IBM products from IBM Distributors 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 513-130, dated April 1, 2013.

Value proposition

The program was created to incent our U.S. VADs to drive new Business Partners to participate in the Information On Demand 2013 EXPO! This also drives the overall conference attendance. A new Business Partner is defined as a Business Partner that did not participate in 2012 EXPO as a metal level Sponsor, Elite, or Turnkey Exhibitor.

The offer

This incentive is available only to IBM Distributors.

IBM is making this incentive viewable by Solution Providers who acquire IBM products from IBM Business Partner -- Distributors in order to provide them with a view to the benefit their IBM Value Added Distributor (VAD) may offer them, if selected, and the effect its acceptance will have on their receipt of benefits under the terms of the Information On Demand 2013 conference Customer Sign-up incentive.

For a limited time only, if IBM Business Partners that did not participate in 2012 EXPO as a metal level Sponsor, Elite, or Turnkey Exhibitor (defined as a “new EXPO Business Partner”) sign up to participate in the 2013 EXPO as either Elite Exhibitors or Gold Sponsors, their IBM VAD can receive benefits as follows:

- For four “new EXPO Business Partner” registrations to participate in the 2013 EXPO as either Elite Exhibitors or Gold Sponsors, the eligible IBM VAD can

- receive one no-charge Gold Sponsorship upgrade valued at \$18,000, less the fees paid for an Elite Exhibitor, that they can give to one of their participating Solution Providers or Resellers. If the Solution Provider or Reseller is already registered as a Gold Sponsor and is awarded the Gold Sponsorship upgrade by their VAD, the Solution Provider or Reseller is only responsible for the Elite Exhibitor fees.
- For six “new EXPO Business Partner” registrations to participate in the 2013 EXPO as either Elite Exhibitors or Gold Sponsors, the eligible IBM VAD can receive one Full Conference Badge for their own company use, valued at \$1,495, in addition to the benefit associated with four “new EXPO Business Partner” registrations defined above.
 - For eight “new EXPO Business Partner” registrations to participate in the 2013 EXPO as either Elite Exhibitors or Gold Sponsors, the eligible IBM VAD can receive a second no-charge Gold Sponsorship upgrade valued at \$18,000, less the fees paid for an Elite Exhibitor, that they can give to one of their participating Solution Providers or Resellers. If the Solution Provider or Reseller is already registered as a Gold Sponsor and is awarded the Gold Sponsorship upgrade by their VAD, the Solution Provider or Reseller is only responsible for the Elite Exhibitor fees.

Solution Provider and Reseller participants that sign up for 2013 EXPO as Diamond Sponsors, Platinum Sponsors, or higher, do not qualify.

Solution Provider and Reseller participants selected by their IBM VAD as recipients of the no-charge Gold Sponsorship upgrade accept the award in lieu of their participation in the Information On Demand 2013 conference Customer Sign-up incentive.

Solution Providers and Resellers who choose participation in the Customer Sign-up incentive must decline the IBM VAD's award of the no-charge Gold Sponsorship upgrade.

Start and/or end dates

Completed Exhibitor/Sponsor Applications from Solution Providers and Resellers must be received by IBM on or after April 26, 2013, but no later than August 30, 2013.

Who is eligible?

The following IBM Business Partners are eligible for this incentive:

- Distributors
- Distributors for Workstation Software

IBM is making this incentive viewable by Solution Providers and Resellers who acquire IBM products from IBM Distributors. IBM Distributors should contact their Solution Providers and Resellers to ensure that they are aware of this incentive.

Where is it available?

This incentive is available only in the United States and its territories.

Additional information/conditions

When completing the Exhibitor/Sponsor Application, Solution Providers and Resellers must select their IBM VAD, by name.

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

IBM will validate the list of Solution Provider and Reseller participants with each IBM VAD, and will notify each IBM VAD, no later than September 6, 2013 of the number of no-charge Gold Sponsorship upgrades and Full Conference Badges for which they qualify.

Upon notification from IBM, IBM VADs should determine the Solution Provider(s) or Reseller(s) to whom they wish to award the no-charge Gold Sponsorship upgrade(s).

IBM VADs must ensure that the Solution Providers or Resellers they select as recipients of the no-charge Gold Sponsorship upgrade understand and agree that their acceptance of this award is in lieu of their participation in the Information On Demand 2013 conference Customer Sign-up incentive. Solution Providers and Resellers who choose participation in the Customer Sign-up incentive must decline the IBM VAD's award of the no-charge Gold Sponsorship upgrade.

IBM VADs must provide IBM with the names of the Solution Providers and Resellers accepting awards under the terms of this incentive no later than September 6, 2013.

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 receive benefits from participation in the Information On Demand 2013 conference Customer Sign-up 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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