



#ibmconnect

IBM

Connect 2016

The Premier Social Business and Digital
Experience Conference

January 31 - February 3 Hilton Orlando

Sponsorship Opportunities

11/23/2015



SPONSOR IBM CONNECT 2016: THE ONE PLACE TO LEARN, BUILD AND NETWORK!



IBM Connect has evolved!

IBM Connect 2016 is the premier conference for social business and digital experience. As an IBM Business Partner, you will gain specific insights and strategies to help you claim your share of the \$100 billion social business market opportunity. Learn how to transform your business to a cloud-based services model, or expand your current portfolio of cloud offerings with innovative, market-leading solutions.

Attendees and Content:

Connect 2016 offers a rich curriculum with tracks for Strategy & Innovation, Technology & Infrastructure, Application Development, and Best Practices. Thought leaders, experts and practitioners will reveal the breakthroughs and best practices to help strengthen our capabilities in Messaging & Collaboration, Meetings & Chat, Social Collaboration, Social Content and Digital Experience. There's simply no better place to network with and learn from peers and industry experts.

For YOU, our valued Business Partner:

Connect 2016 will deliver an enhanced, centrally located EXPO experience—an attractive setting for attendees who want to learn, network and relax.

Increase your visibility among clients, grow your business, and cultivate new leads by sponsoring or exhibiting. The Solution EXPO is the hub for networking, collaboration, and engagement at Connect—you will have an unparalleled opportunity to share your solutions and expertise with more than 2,400 attendees.

In the Solution EXPO you can expect:

- Dedicated show hours each day. No distractions.
- A centrally located, constantly busy central hub for you to feature your solutions.
- All breaks located in the Solution EXPO. While the technologists recharge, your solutions will be steps away.
- Attendees start their networking with you at the Welcome Reception exclusively opening in the Solution EXPO.
- Exclusivity. The number of business partners that can participate will be limited to a small, select group. Which means less competition for attention and opportunity for your solution to shine.
- Affordable sponsorship opportunities that will provide exposure and more opportunities to attend the “wall to wall” content offered at Connect.



BADGE PRICES & ARCHITECTURE





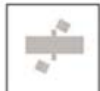





SPECIAL BADGE PRICES FOR SOLUTION EXPO SPONSORS*

All sponsors with a booth presence on the Solution EXPO floor may take advantage of these special badge fee prices:

- Upgrade a Solution EXPO Only Badge for a nominal fee of **\$600**
- Purchase additional Full Conference Badge for **\$1,495**
- Purchase additional Solution EXPO Only Badge for **\$895**

* Special badge fee prices valid through end of conference. Badges are not approved for your customers and/or clients.

All amounts are in U.S. dollars.

Gold Plus	Silver Plus	Bronze Plus	Exhibitor Plus
 <ul style="list-style-type: none"> • 2 separate demo stations (triangle light towers) • Info Desk • Recharge bar 	 <ul style="list-style-type: none"> • 2 back-to-back demo stations on a single triangle light tower • Seating area (highboy/stools) • Info Desk 	 <ul style="list-style-type: none"> • 2 back-to-back demo stations 	 <ul style="list-style-type: none"> • Single demo station around the perimeter
			
<p>Info. Counter 3' x 10' Triangular Light Tower</p>	<p>Info. Counter 3' x 6' Triangular Light Tower</p>	<p>2 Pedestals Back to Back with Whiteboard Surface</p>	<p>Pedestal with Whiteboard Surface</p>



SPONSORSHIP PACKAGES

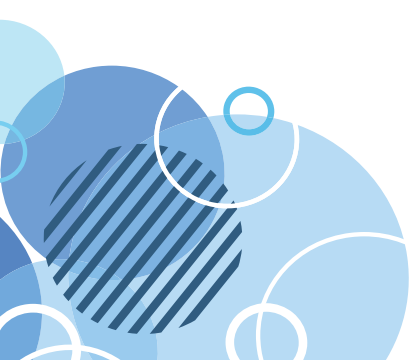


Connect Package Inclusions	Gold Plus	Silver Plus	Bronze Plus	Exhibitor Plus
Pre-Commit / Standard Price*	\$60,000 / \$65,000	\$30,000 / \$35,000	\$18,000 / \$23,000	\$8,500 / \$10,000
Foot Print on EXPO Floor	20x20	10x20	10x10	Shared Perimeter Space
Full Conference Badges**	11	7	5	3
Purchase Additional Badges Conference Badges	Unlimited	Unlimited	Unlimited	Unlimited
Breakfast Co-Sponsorship Monday - Wednesday	Yes <i>Includes Logo Tent Card</i>	-	-	-
Lunch Co-Sponsorship Monday - Tuesday	-	Yes <i>Includes Logo Tent Card</i>	-	-
Breakout Session	1	Available as an MPO	Available as an MPO	Available as an MPO
Lightning Talk Session	1	1	Available as an MPO	Available as an MPO
Speed Geeking	-	Y	-	-
Meeting Room (On Main Level)	1	Available as an MPO	Available as an MPO	Available as an MPO
Mention in a Keynote Session	Y - Monday Only	-	-	-
Newspaper Ad	1	Available as an MPO	Available as an MPO	Available as an MPO
Newspaper Sponsor Highlight	Logo	Logo	Logo	Company Name
Company Name on Conf. Web	Y (With Logo & URL)	Y (With Logo & URL)	Y (With Logo & URL)	Y (With Hotlink)
Company Description	100 Words	75 Words	50 Words	25 Words
Thank You Banner-All Sponsors	Logo	Logo	Logo	Name
Booth Property Provided	Y	Y	Y	Y
Wireless Internet Access	Y	Y	Y	Y
Lead Retrieval Unit	2	1	1	1
Hardwire Drop	3	2	2	1
Electrical Drop	3	2	2	1
Network Event Access	Y	Y	Y	Y
Directional Footprints	1 Set	No	No	No
Social Tweet-Outs	2	1	No	No
Logo on GS Entry PPT	Yes	Yes	Company Name	No
Highlighted on EXPO FP	Yes	Yes		

* Pre-Commit Pricing ends Monday, November 30, 2015.

Pre-Commit Pricing is available (ONLY) to Business Sponsors that had a booth presence at ConnectEd 2015.

** All badges included in sponsorship packages are for Sponsor staff Only. They are not approved for your customers and/or clients. This includes all additional badges purchased.



SPONSORSHIP PACKAGES *(contd)*



Marketing Promotional Opportunities (MPO) Add-Ons	Quantity Available	Price
Welcome Reception - Sunday (6:00 to 7:30 / 8:30) ⁺	1 Exclusive	\$8,000
Solution EXPO Reception - Monday (6:00 to 7:30)	1 Exclusive	\$8,000
Universal Orlando® Special Event* - Tuesday (7:30 to 10:30)	1 Exclusive	\$15,000
Conference Lanyard	1 Exclusive	\$10,000
T-Shirt Sponsorship	1 Exclusive	\$15,000
Charging Station - Inside EXPO	2	\$3,500
Charging Station - Outside EXPO	4	\$3,500
Escalator Area Sponsorship	2	\$3,500
Lightning Talk Session	2	\$2,000
Wall Sign within Conference Area	2	\$4,500
Column Cling in Lobby Bar Area	2	\$3,500
Hotel Room Drop	4	\$1,500
EXPO Bag (sponsor provided)	1 Exclusive	\$5,000
Logo Item Advertising (sponsor provided)	Multiple	\$1,500
Box Lunches on Last Day - Wednesday	1 Exclusive	\$5,000
Coffee Breaks - Exclusive	1 Exclusive	\$7,500
Dedicated Meeting Rooms (on Main Level) <i>Only (2) Available - Access from Sunday evening through the close of the Solution EXPO on Wednesday</i>	2	\$6,000
Breakout Session Presentation (60 Minutes)	Limited Slots Available	\$5,000
Advertising in Connect TODAY Daily Newspaper	Multiple	Varies
Large (5.33" Wide x 7.5" High)		\$2,500
Medium (5.33" Wide x 4" High)		\$2,000
Small (2.5" Wide x 4" High)		\$1,500

⁺ 6:00pm - 7:30pm in EXPO
7:00pm - 8:30pm out to Promenade

* Co-marketing funds may be available for items listed in this prospectus with the exception of the Special Event - Universal Orlando® and the upgrade/ additional purchase of conference passes, unless purchasing additional Solution EXPO only passes for EXPO staffing purposes. All requests for Co-marketing funds require IBM approval, and are subject to available funding. Please contact your Co-marketing focal person for more information.

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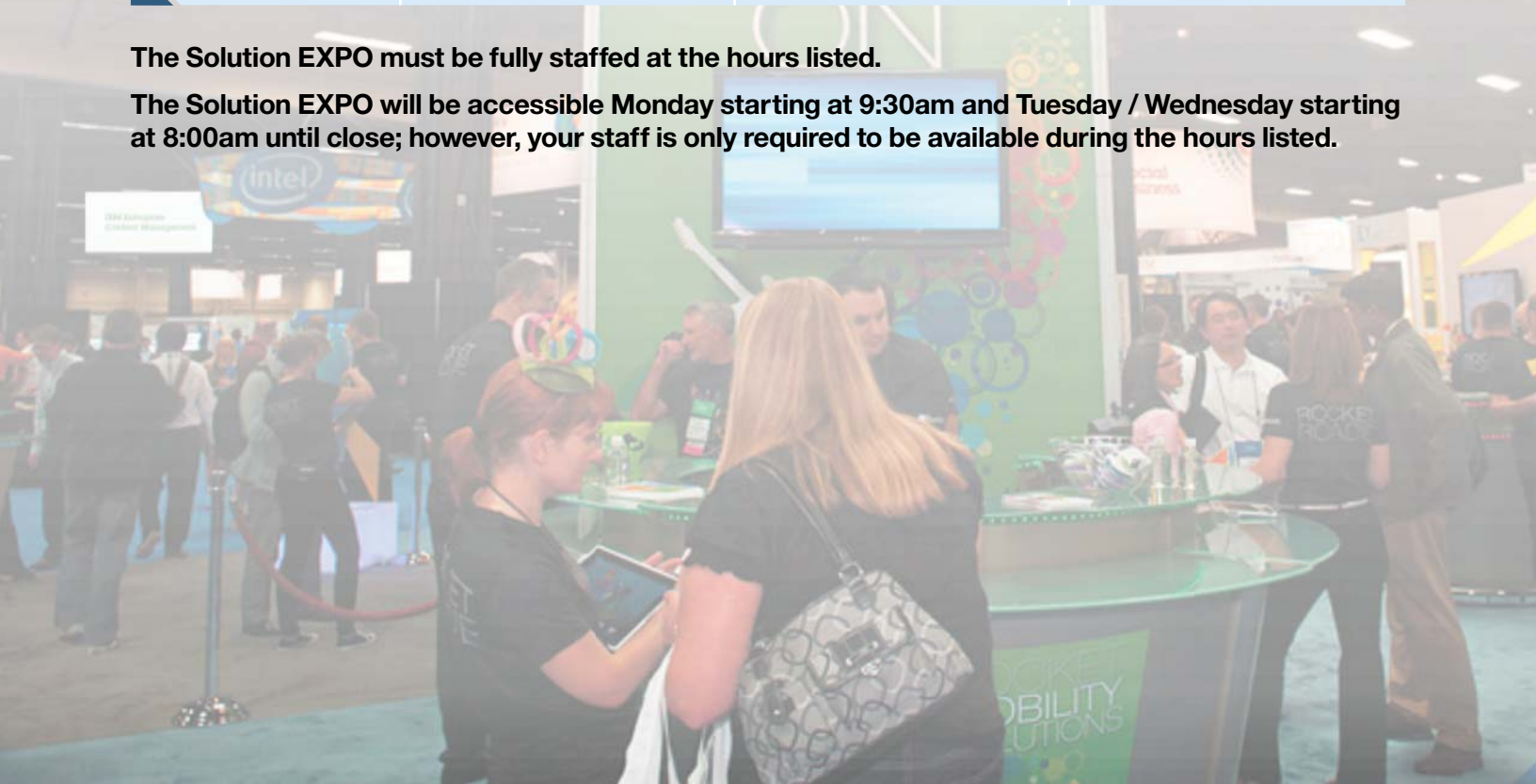
SOLUTION EXPO DATES & HOURS



Sunday January 31	Monday February 1	Tuesday February 2	Wednesday February 3
EXPO Accessible/ Fully Staffed 6:00pm - 8:30pm	EXPO Accessible 9:30am - 7:00pm EXPO fully staffed during morning/ afternoon breaks, lunch and reception 9:30am - 10:30am 12:30pm - 2:00pm 3:00pm - 3:30pm 6:00pm - 7:00pm	EXPO Accessible 8:00am - 5:00pm EXPO fully staffed during morning/ afternoon breaks, lunch and reception - there is no evening reception 10:15am - 10:45am 11:45am - 1:15pm 3:30pm - 5:00pm	EXPO Accessible 8:00am - 1:30pm EXPO fully staffed during morning break and lunch 10:15am - 10:45am 11:45am - 1:30pm

The Solution EXPO must be fully staffed at the hours listed.

The Solution EXPO will be accessible Monday starting at 9:30am and Tuesday / Wednesday starting at 8:00am until close; however, your staff is only required to be available during the hours listed.



FOR MORE INFORMATION

To learn more on the Sponsorship opportunities for IBM Connect 2016, please contact:

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Global Conferences & Events
IBM Corporation

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