

Sponsorship Opportunities

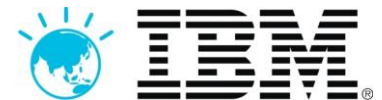
IBM Software

Innovate2011

The Premier Event for Software and Systems Innovation



09 - 11 August, 2011



Sponsorship Benefits at-a-Glance

Theme

Software. Everyware.

- It's not just *everywhere*, it's **Everyware** – Software is everywhere we look... in everything we do and experience... it's pervasive and embedded and truly **Everyware**: the invisible thread.
- **Software. Everyware.** – celebrates its value as the competitive differentiator, underscoring its role as a key strategic business asset.
- **Software. Everyware.** Is smart, fun, true. It's going to inform how Innovate 2011 works, not just what it is about.

City	Date	Expected Participants.
Bangalore		
Innovate – Customer VoiCe	9 th Aug	100
Innovate – IBM Rational Business Partner	9 th Aug	50
Innovate 2011	10-11 th Aug	1250
Innovate @ Infosys, Bangalore	11 th Aug	250
Innovate @ Wipro, Bangalore	11 th Aug	225
Innovate @ Cognizant, Chennai	12 th Aug	200
Delhi	11 th Aug	300
Pune	Q4	200
Chennai	Q4	200
Total		2775

Key Conference Elements

- Target **2775 attendees**
- **Tracks @ Innovate 2011, Bangalore**
 - Application Lifecycle Management Track
 - Software & Systems Innovation
 - Application Security & Compliance
 - Strategic Planning
- **Industry & Solution tracks : Aerospace & Defense in Bangalore/Delhi**
- **“Executive Meeting Centre”** facilitating 50+ one-to-one meetings between customers and IBM executives.
- More than **20 Business Partners** participating at Innovate at Business Partner Day on in Bangalore
- **Solution Center** showcasing a **rich cross-IBM story** including Power 7, Cloud, Industry Solutions, Tivoli, Rational, WebSphere and Lotus .
- **Innovate @ UR Campus:** Enabling & Enriching our relationship with Infosys, Wipro, & Cognizant 700+ attendees.
- **Tracks @ Innovate 2011, Delhi & Other Cities**
 - Requirements Definition and Management
 - Change and Release Management
 - Modeling, Architecture and Construction
 - Quality Management and Application Security and Compliance

Event overview

We invite you to be a part of the IBM Software Innovate 2011 where you will experience why customers, partners, and software industry experts choose Rational Software above all else.

This year's conference will be executed in Bangalore & New Delhi and some highlights of this year's conference include:

- Inspiring keynote sessions by industry experts and IBM leaders
- Technical workshops, demonstrating how IBM products support every phase of the software development lifecycle
- Large number of sessions, including new and expanded tracks
- A high-energy exhibit hall where clients can preview Rational's plans for the future as well as see advanced solutions and technologies
- Interactive birds-of-feather sessions
- IBM certification
- Contests and most importantly networking opportunities with peers in the industry

Event overview

- As a sponsor, you will create new sales opportunities, generate leads and position your organization as a premier IBM partner. There are many levels of participation, each offering unique benefits that include exclusive branding and PR
- This year, sponsorship offerings have been introduced to help your company showcase itself in front of a niche audience
- This year's conference will provide all the technical insights clients need to better utilize IBM Rational Software's comprehensive set of development tools and services. We have also got an exciting line-up of keynotes, workshops and interactions planned
- For more information regarding this year's Sponsorships and Exhibitor Packages, please contact our Sponsorship Managers: **Ashok Pinto** at ashpinto@in.ibm.com or call on 98451 06700 or **Nilkanth Iyer** on nilkiyer@in.ibm.com or call on 9880298860



Sponsorship Packages

Sponsorship Package - PLATINUM

The IBM Software Innovate 2011 – India, Platinum Sponsorship is an invitation-only opportunity to engage the Rational software development community at this prestigious event

This is an exclusive sponsorship package.

Investment Amount: INR 15,00,000/-

Exclusive Branding Opportunities:

Pre-Conference:

- Company name listed in one pre conference communication.
- Company logo, website, hundred (100) word company description on the conference website

During Registration:

- One piece of company/product literature or CD ROM in conference kit in both cities
- Branding opportunities in the conference guide circulated to attendees in both cities
- Company logo onsite

Sponsorship Package - PLATINUM

During conference:

- 1 Speaker Slot (In the most suited Track)
- 2 questions in the feedback form in both cities.
- Company logo will be featured on the backdrop in both cities.
- Premium positioning for Exhibition Booth in Bangalore.
- 10 conference passes each worth INR 2500/- for the Bangalore and 5 for Delhi event.
- We are happy to offer you raw space of 6m X 2m to construct the exhibition booth of your choice and design. However please let us know should you need an Octonom structure by 25th July

Post Conference:

- Responses to the feedback questions will be collated and given along with the contact details of the respondents 2 weeks after the conference.
- Photographs of the conference in both cities will be shared.
- Thank you email to all attendees with sponsor logo

Sponsorship Package - GOLD

The IBM Innovate 2011 – India –Gold Sponsorship is an invitation-only opportunity to engage the Rational Software development community at this prestigious event. This sponsorship is limited to no more than 2 partners. This is an exclusive sponsorship package.

Investment Amount: INR 10,00,000/-

Exclusive Branding Opportunities:

Pre-Conference:

- Company name listed in one pre conference communication.
- Company logo, website, seventy five (75) word company description on the conference website

During Registration:

- One piece of company/product literature or CD ROM in conference bag in both cities.
- Branding opportunities in the conference guide circulated to attendees in both cities

Sponsorship Package - GOLD

During conference:

- 1 question in the feedback form in both cities.
- 1 booth space in Bangalore as per the specifications given.
- 5 conference passes each worth INR 2500/- for the Bangalore event

Post Conference:

- Responses to the feedback questions will be collated and customer feedback report will be provided.
- Photographs of the conference in both cities will be shared
- Thank you email to all attendees with sponsor logo

Sponsorship Package - SILVER

The IBM Software Innovate 2011 Sponsorship is an invitation-only opportunity to engage the Rational Software development community at this prestigious event. This sponsorship is limited to no more than 4 partners

This is an exclusive sponsorship package.

Investment Amount: INR 6,00,000/-

Exclusive Branding Opportunities

Pre-Conference:

- Company name listed in one pre conference communication.
- Company logo, website, fifty (50) word company description on the conference website

During Registration:

- Branding opportunities in the conference guide circulated to attendees in both cities
- A pre-fabricated stall space of 3 m x 2 m

Sponsorship Package - EXHIBITOR KIOSK

The IBM Innovate 2011 – India Exhibitor Sponsorship is an opportunity for companies to engage with the young and vibrant Rational software community at this prestigious event. This sponsorship is limited to no more than 5 partners.

Investment Amount: INR. 3,00,000/-

Exclusive Branding Opportunities

Pre Conference:

Company name, url and logo on the conference website

During Registration:

- Branding opportunities in the conference guide circulated to all attendees in both cities

During Conference:

- One kiosk in Bangalore.
- One conference pass in Bangalore worth INR 2500/-

	Platinum Exclusive	Gold 2 Partners	Silver 4 Partners	Exhibitor 5 Partners
Investment (INR)	150000	1000000	600000	300000
No. of conference pass(es) in Bangalore	10	5	2	1
Branding in conference guide	Y	Y	Y	Y
No. of questions in the feedback form	2	1		
Company recognition in one pre-conference Promotion	Y	Y	Y	
Company logo & url on Company profile & conference website	100 Words	75 Words	50 Words	
Inclusion of company name in preliminary agenda that will be circulated to all invitees	Y	Y	Y	
Highlight of company booth in conference Guide	Y	Y		
Insertion of company collateral in conference Bag	Y	Y		
Booth Space	Y	Y	Y	
Inclusion of company logo on the Backdrop	Y			
Kiosk Space				Y
Branding opportunity in the conference guide	Y	Y	Y	Y

	Platinum Exclusive	Gold 2 Partners	Silver 4 Partners	Exhibitor 5 Partners
Company logo during registration	Y			
Company logo onsite	Y			
Responses to feedback questions along with contact details of respondents	Y	Y		
Photographs	Y	Y	Y	
Thank you email with sponsor logo	Y	Y	Y	