IBM

The power of community
is closer than you think.
IBM Lotusphere Comes to You 2009

**2009 Event Information &
Sponsorship Package**

About The Event

- Lotusphere Comes To You (LCTY) is IBM's flagship collaboration and portal solutions conference in India where we bring our key experts , technology updates and strategic directions to our clients at one single location. LCTY is held in India every year and is very popular among IBM clients.

- In 2009 , IBM Lotus Software will be hosting the annual Lotusphere Comes To You again in India on

  – February 17th (Mumbai) – Grand Hyatt

  – February 18th (Delhi) - Taj Mahal Hotel , Mansingh

  – February 20th (Bangalore) – Taj Residency

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IBM Lotusphere Comes to You 2009

"Lotusphere Comes To You 2009" - Plan

- Planned in 3 cities
  - Mumbai – 17th February
  - Delhi – 18th February
  - Bangalore – 20th February

- With 'Power of Community' as the main theme, we will be targeting
  - Senior Software Decision Maker / Senior IT Professionals
  - IT Managers

- On showcase are the IBM's latest collaborative tools & technologies that affect businesses today, including Unified Communication, Social Networking, Web 2.0 Tools Enterprise Portals, Mashups, Web content management , Application Development, Mobile and Wireless, Business Productivity Software, Software as a Service

- More than 250 key clients expected at each location

- Expected to touch more than 1000 people across three cities

- An Experience Zone for customers to 'touch and feel' IBM's solutions for collaboration

- Demo zones for partners to showcase and promote their products & solutions

- Launching a community site aimed at IT Managers

- This site will create anticipation and excitement for the event supplemented via pre-event mailers, tele-calling, blog's and WOM communication

- Frequent contests with fabulous prizes during the event

Why should you participate?

- A great opportunity to directly target 700+ IT Managers and other key Senior IT professionals from large Indian & MNC enterprises across important industry verticals

- Get an advantage out of IBM's installed base of clients and leverage IBM's huge client database

- Industry and product/technology experts from IBM and other organizations will present viewpoints on Collaboration, Portal based Business Solutions , Social Networking and Web 2.0 applications

- Unique opportunity to interact face-to-face with experts and gain insights into the different scenarios in which different Collaborations Solutions can be deployed

- In today's tough economic climate , Enterprises are looking for newer ways & means to drive increased collaboration and IBM is in a very favorable position with its solutions

- An opportunity to reach clients via a platform created by IBM and get your messages out faster and more cost effectively .

- Unique opportunity to generate sales and business partnership leads

- Unique branding and promotion opportunities at various stages of the event

- Unique opportunity to connect with other IBM Business Partners for your products and solutions

Lotusphere Comes To You 2009 – Draft Agenda

- Day long event (9.00 am – 5.00 pm) for all three cities

- 4 Keynote Sessions
  - Opening (9.30 – 9.45 am)
  - IBM 1 (9.45 – 10.30 am)
  - IBM 2 (10.30 – 11.15 am)
  - Platinum Sponsor (11.15 – 12 noon)
  - Customer Session (12 – 12.30am)

- Lunch (12.30 – 1.30 pm)

- Breakout - 2 Parallel Tracks (1.30 – 5.00pm)
  - **Track 1 – Collaboration :** 4 Sessions (each of 45mins)
  - **Track 2 – Portal & Solutions :** 4 Sessions (each of 45mins)
  - Tea Break cum Solution Showcase (30mins)

LCTY 2009 Sponsorship Options

- **PLATINUM-LEVEL SPONSORSHIP • US$ 20,000**

- Limit 1 • Superior Marketing Opportunity for Your Company

- Platinum Sponsor gets highest exposure of your company name, logo and message.

- BEFORE THE EVENT
  - Company name listed in preliminary agenda mailed to all IBM Lotus Customers
  - Company logo, URL, 100-word company description and booth number included on the conference website
  - Company recognition in conference promotions

- AT REGISTRATION
  - One piece of company/product literature or CD-Rom in conference bag – (1 pg. 8.5" x 11")
  - Company logo featured on all conference collateral
  - Company logo displayed in registration area

- DURING THE EVENT
  - Keynote speaking opportunity
  - Company logo featured on backdrop
  - Prominent branding opportunity - 2 banners in main walkway
  - Priority booth/kiosk space
  - Company logo featured in a variety of prominent conference areas
  - Opportunity to create your own arena at the venue
  - Opportunity to insert 2 questions in the main feedback form

- AFTER THE EVENT
  - Database of client attending and feedback analysis for sponsor questions

Last date for sending applications for sponsorship : 7th January 2009

LCTY 2009 Sponsorship Options

- **GOLD-LEVEL SPONSORSHIP** • US$ 10,000

- **Limit 2** • Gold Sponsor gets high exposure of your company name, logo and message.

- BEFORE THE SHOW
  - Company name listed in preliminary agenda mailed to all IBM Lotus Customers
  - Company logo, URL, 50-word company description and booth number included on the conference website

- AT REGISTRATION
  - One piece of company/product literature or CD-Rom in conference bag – (1 pg. 8.5" x 11")
  - Company logo featured on all conference collateral
  - Company logo displayed in registration area

- DURING THE SHOW
  - Company logo featured on backdrop
  - Demo booth space
  - Company logo featured in a variety of prominent conference areas
  - Opportunity to insert 1 question in the main feedback form

- AFTER THE EVENT
  - Feedback analysis for sponsor questions

- **Last date for sending applications for sponsorship : 7th January 2009**

LCTY 2009 Sponsorship Options

- **SILVER-LEVEL SPONSORSHIP •** US$7,000

- Limit 2 • Silver Sponsor gets good exposure of your company name, logo and message.

- BEFORE THE SHOW
  – Company name listed in preliminary agenda mailed to all IBM Lotus Customers
  – Company logo, URL included on the conference website

- AT REGISTRATION
  – One piece of company/product literature or CD-Rom in conference bag – (1 pg. 8.5" x 11")
  – Company logo featured on all conference collateral
  – Company logo displayed in registration area

- DURING THE SHOW
  – Branding opportunity
  – Demo booth space
  – Company logo featured in a variety of prominent conference areas

- **Last date for sending applications for sponsorship : 7th January 2009**

For more details contact

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