

InterConnect 2013

A New Era of Smart

Oct 9–11 | Marina Bay Sands, Singapore

**IBM Business Partner
Exhibitor and
Sponsorship Package**

A night-time photograph of the Marina Bay Sands hotel in Singapore, featuring its iconic three towers and skybridge, reflected in the water. The ArtScience Museum is visible on the left. The image is overlaid with a blue geometric design in the top left and a yellow, green, and pink geometric design in the bottom left.

IBM

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To Our Valued Business Partners,

InterConnect 2013 will usher in the New Era of Smart, bringing together more than 2,500 top business and IT leaders from around the world to explore how information and technology serve as the catalysts for unleashing innovation and gaining competitive advantage. We're excited to announce that **Chairman and CEO, Ginni Rometty** will be speaking at InterConnect to share her vision on the New Era of Smart.

In this 3-day event at the Marina Bay Sands in Singapore, October 9-11, 2013, the full range of IBM's software, systems and services solutions will be brought to life by client best practices, strategic keynotes and connection sessions to address today's hottest topics in business and IT.

As outlined in the 2012 IBM CEO study, technology is the most important factor CEOs see affecting their business. They're not alone. Business and IT leaders cite mobile device proliferation, cloud platforms, analytics and interconnected systems as the top trends impacting their organizations' competitiveness. Yet with the opportunities that technology presents, they all felt unprepared to take advantage of those trends. All these concerns represent a significant opportunity for you.

The InterConnect Solution Center is an important part of the conference experience, serving as the forum where IBM Business Partners come together to feature our solutions and exchange best practices in a hands-on setting. I encourage you to take advantage of this exclusive opportunity to sell to a captive and motivated audience by investing in one of our sponsorships today!

The Solution Center offers flexible sponsorship packages for a great return on investment before, during and after the conference, including:


- Extended Solution Center hours, giving you more time each day to conduct business
- Expanded pre- and post-event social media coverage and outreach to attendees
- Increased lead generation activities
- More access to IBM executives, industry, business and technology thought leaders and experts
- Return of the Social Playground and networking areas designed especially for Business Partners to get more social with attendees, bloggers, analysts and media

There's simply no better event than InterConnect 2013 to showcase your organization's solutions and synergies with IBM.

Don't delay securing your exclusive sponsorship opportunity. The deadline for early-bird sponsorship package requires purchase by August 31, 2013.

I look forward to your participation at InterConnect 2013, A New Era of Smart Conference!

Kind Regards,



Steve Mills
Senior Vice President & Group Executive
IBM Software

InterConnect Conference Description

Event Highlights

- A unique opportunity to network with clients, industry experts and peers. Increasingly top business and IT leaders are recognizing that a smarter approach to technology, aligned with evolving business needs, is the key to success and unleashing sustained innovation
- An interactive exploration of Business-IT hot topics shaping the business landscape of tomorrow
- A broad agenda of General Sessions, Keynotes, Solution Sessions, including Business Best Practices and Technology Roadmaps, supporting a Solution Center of hands-on experiences
- An exclusive chance to learn Smarter Business best practices directly from successful IBM clients

Solution Center: The Hub for Networking, Collaboration, and Engagement

The InterConnect Solution Center, situated at the heart of InterConnect at Marina Bay Sands Hotel, will be open throughout the event. With topic-focused zones and interactive demonstrations, the Solution Center will bring IBM Business Partners and Subject Matter Experts together with customers and select IBM executives to form a single, unified, Smarter Business showcase.

The Solution Center will provide a comfortable environment for participants to engage in collaborative discussions on the business challenges and opportunities they face, explore solutions with Subject Matter Experts and gain new insights from peers and contacts within IBM. The Solution Center will serve as a central catering point for most meals and networking breaks, ensuring optimal traffic and visibility throughout the event.

The InterConnect sponsorship packages have been designed to offer premier presence and serve as welcoming meeting spaces for valued Business Partners across the 3 days. With Sponsor pedestals situated directly alongside those of IBM, you will be able to position your organization not only as a select IBM Business Partner, but also as an integral part of the capabilities being offered by the advanced IBM ecosystem.

Contact

For more information on sponsorship and / or exhibiting at InterConnect or if you are interested in additional marketing opportunities to customize your sponsorship package, please contact your local IBM sales representative or Michael Friedberg.

Michael Friedberg,

InterConnect Solution Center Sponsorship Manager

Email: michaelf@nz1.ibm.com

Phone: **+64 21 469 715**

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Why InterConnect 2013?

InterConnect 2013 places clients' business interests at the center of its agenda. It is a unique opportunity for collaboration with leading industry experts and members of the IBM partner network who are implementing linked business and IT solutions to succeed on today's Smarter Planet.

Rapid change has become the norm as entire industries are transforming to deliver compelling new value to the people and organizations they serve. In this era of interconnected industries, businesses and consumers, a new kind of leadership is required to turn opportunity into business outcomes. Smarter businesses are capitalizing on information as an indispensable resource and using technology as the catalyst for unleashing innovation.

Join us at InterConnect to meet and network with attendees from across the globe to showcase how your organization – as a valued IBM Business Partner – and your solutions can help clients achieve accelerated growth from this new style of leadership.

Business Partners at InterConnect

InterConnect is a 3-day event packed with General Sessions, Keynotes, Solution Sessions, including Business Best Practices and Technology Roadmaps, as well as plenty of time to network with clients, fellow Business Partners and IBM executives. As a Business Partner you will be able to take full advantage of all sessions for your own learning and that of your clients.

We are continuing to offer valued IBM Business Partners additional learning opportunities: a Business Partner Education Center. The Business Partner Education Center will be open throughout the conference show hours allowing you to stop by and speak with Subject Matter Experts on a range of topics: incentives, demand generation, co-marketing, navigating PartnerWorld, IBM supporting tools to grow your business, certifications, and more.

Keep abreast of all Business Partner focused activities by visiting ibm.com/interconnect.

Why Sponsor InterConnect 2013?

Business Partner Benefits at a Glance

- Join the industry's most influential decision-makers and speed your journey into this new era of *Smarter Enterprises!*
- Showcase your solutions in order to develop awareness, generate leads, deepen relationships and ultimately increase sales
- Take advantage of invaluable networking opportunities with customers, prospects, ecosystem partners, Subject Matter Experts and IBM executives
- Generate revenue by progressing and closing active opportunities
- Learn more about the wider IBM software and hardware-focused portfolio, expanded through acquisition and research, to grow cross-sell opportunities and increase the value you deliver to customers
- Learn and share best practices to position your company as an industry leader
- View the newest demos of the latest solutions, tools and resources from IBM
- Enjoy stress-free exhibiting with all-inclusive "turnkey" exhibitor pedestals

Audience

It can take months of networking and extensive marketing to gain access to the types of clients, fellow IBM Business Partners, influencers and IBM executives who will meet under one roof at InterConnect in October.

InterConnect is an exclusive event that will bring together approximately 2,500 attendees including strategic leaders, strategic technical decision-makers, senior executives, analysts, journalists and IBM Partners from across the globe.

We're planning an exciting lineup of Keynote Speakers, General Sessions, Keynotes, Solution Sessions, including Business Best Practices and Technology Roadmaps, and networking opportunities. We look forward to your partnership at IBM InterConnect 2013.

How to Sponsor

If you are ready to become a sponsor, please complete the online sponsorship application form available at ibm.com/interconnect. Please note that all sponsorship fees are subject to 7% GST Singapore Tax.

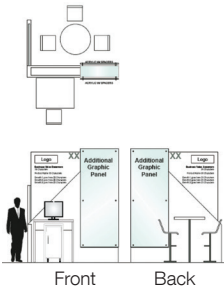
For more information on sponsorships, please contact:

Michael Friedberg, Solution Center Sponsorship Manager
Email: michaelf@nz1.ibm.com
Phone: +64 21 469 715

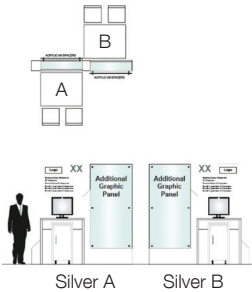
Sponsorship Packages at InterConnect

Sponsorship Components	Gold	Silver	Bronze
Number of Packages Available	2	6	35
Early Bird Sponsorship Rate Before August 31	USD \$30,000	USD \$20,000	USD \$10,000
Full Sponsorship Rate After August 31	USD \$35,000	USD \$25,000	USD \$12,500
Exhibit Space*	Turnkey Pedestal	Turnkey Pedestal	Turnkey Pedestal
Wireless Lead Retrieval Unit	1	1	1
Full Conference Pass (for Business Partner use)	6	4	2
Reserved Seats at General Sessions	10	5	0
Discounted Full Customer Passes (USD \$1,200 each after August 2)	Unlimited	5	1
Private Meeting Room at Marina Bay Sands Hotel	Full day for duration of the conference	(5) 45 min timeslots	

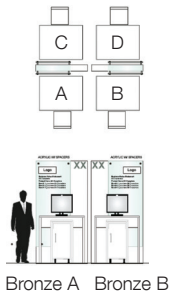
Gold Sponsor Kiosk



Silver Sponsor Kiosk



Bronze Sponsor Kiosk



Signage, Program Guides & Additional Opportunities	Gold	Silver	Bronze
Logos on EXPO Welcome Banner	√	√	√
Company Name with Logo Hyperlink on IBM Website	√	√	√
Company Logo on Electronic Signage	√		
Company Name, Logo and Description Included in Event Guide (A5 – 8.3" x 5.8" or 210 x 148mm)	100 words	75 words	50 words
Company Advertisement in Event Guide (A5 – 8.3" x 5.8" or 210 x 148mm)	full page	half page	
Sponsor Acknowledgement in General Session	√	√	
Logo on Conference Bag or Lanyard	√		
Logo on Conference Giveaway (Pen, Notepad and/or Other Item)		√	
Collateral Insert in Conference Bag (to be approved by IBM)	√	√	
InterConnect Banner for Your Website	√	√	√

*Each exhibit space includes one (1) turnkey pedestal and the following:

- Flat screen, keyboard & mouse
- 4-way electrical socket
- One (1) lead retrieval device
- Hard-wire internet connection at the demo ped
- Wi-Fi in the Solution Center
- One (1) 5' – 6' literature rack (for every two (2) peds)
- Proofpoint graphic
 - Gold: two (2) graphics
 - Silver: one (1) graphic
 - Bronze: one (1) graphic
- Seating
 - Gold: one (1) high-boy table + four (4) stools
 - Silver: two (2) stools
 - Bronze: one (1) stool

Additional Sponsorship Opportunities

All opportunities listed below are available to Business Partners who purchase a sponsorship package and to all IBM internal sponsors.

Description	Cost
Ad Displayed on Digital Signage – Promote your company and solutions by placing your rotating video / still image on plasma screens that are visible to delegates in the convention center. <i>(up to 60 seconds in duration; sponsor provided; unlimited opportunities available)</i>	USD \$3,000
Flyer on Lunch Tables – Gain valuable exposure by placing your printed flyer on all dining tables during lunch. <i>(sponsor provided; 3 opportunities available: Wednesday / Thursday / Friday)</i>	USD \$4,000
Branding on Photo Booth in the Social Media Lounge – Don't miss this opportunity to showcase your logo on the photo booth located in the Social Media Lounge in the Solution Center – it will be the center of attention! <i>(1 day; 2 opportunities available: Wednesday / Thursday)</i>	USD \$4,000
Flyer in the Welcome Kit – Get more exposure by placing a flyer in the Welcome Kit materials that all delegates receive at conference registration. <i>(sponsor provided; 5 opportunities available)</i>	USD \$4,000
Charging Station Sponsorship – Provide a valuable service to delegates and feature your logo in a prominent location. <i>(1 station with your graphic; multiple opportunities available)</i>	USD \$5,000
Full-page Advertisement in Pocket Guide – Increase your company's exposure by including an advertisement in the conference guide distributed to all delegates at conference registration. <i>(sponsor provided; 2 opportunities available)</i>	USD \$5,000
Advertisement on Conference Center Message Board – Take advantage of this prime advertising space on Level 1 of the Conference Center to display your logo along with the event branding. <i>(1 day; 3 opportunities available: Wednesday / Thursday / Friday)</i>	USD \$5,000
InterConnect Welcome Reception Sponsorship – Be recognized as the sponsor with company name and logo on signage at the Welcome reception on Wednesday, October 9th. <i>(1 opportunity available)</i>	USD \$15,000
Branding on Marina Bay Sands Hotel Keycard Jacket Distributed at Check-in – Reach delegates even before they arrive at the conference by adding your advertisement to the hotel room key jacket! <i>(1 opportunity available, please email for additional details)</i>	USD \$15,000
Branding on Marina Bay Sands Hotel Room Keys – Remind delegates of your presence by adding your advertisement to the hotel room key! <i>(1 opportunity available; 2,000 keys)</i>	USD \$15,000
Special Event Sponsorship – Be recognized as the sponsor with company name and logo on signage during the reception for our Gala Event on Thursday, October 10th. <i>(1 opportunity available)</i>	USD \$25,000

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Michael Friedberg

InterConnect Solution Center Sponsorship Manager

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Phone: +64 21 469 715

Sales Deadline – Friday 13th September

Any sponsorships excepted after 13th September may have reduced benefits due to production deadlines.

The Location

Singapore

Formerly a humble village, now a bustling city populated with high-rise buildings and landscape gardens, Singapore brims with a harmonious blend of culture, cuisine, arts and architecture; a dynamic city that's rich in contrast and colour, embodying the finest of both East and West.

Although small in size (often referred to as "The Little Red Dot"), Singapore commands an enormous presence in the world today with its free trade economy, highly efficient workforce, sound business infrastructure and favorable economic climate.

History, culture, people, shopping and food — there are countless facets to Singapore's thriving cityscape for you to discover. And these can only be experienced as you immerse yourself in the exploration of this once fishing village turned cosmopolitan city.

Conference Venue

Experience Marina Bay Sands! Discover world-class comforts at Asia's iconic hotel

Experience the best view in Singapore. Marina Bay Sands is the leading leisure, entertainment and business destination in Asia, capped by the landmark Sands SkyPark-57 storeys above the ground.

Enjoy the pleasures of:

- Celebrity-chef restaurants
- Groundbreaking entertainment
- First-class shopping
- Casino (including Paiza Club for premium players)
- Striking ArtScience Museum





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