

2008 **IMPACT**  
SMART SOA CONFERENCE  
APRIL 6 - 11 LAS VEGAS

## SPONSORSHIP AND EXHIBIT OPPORTUNITIES



Dear IBM Business Partner,

We are pleased to invite you to exhibit at Impact 2008 in Las Vegas, April 6 -11, 2008 at the MGM Grand. More than 6,000 IBM Customers and Business Partners are expected to join us in accelerating the pace for innovation. This annual conference on Service Oriented Architecture (SOA) offers an ideal venue for:

- Unparalleled technical education about SOA and IBM thought leadership
- Networking with key customers
- Developing sales opportunities

Impact 2008 will put you in touch with the customers and Business Partners you want to reach.

The exhibit floor at Impact 2007 in Orlando sold out very quickly and we expect it to do the same for Impact 2008. Do not miss this GREAT opportunity to network, showcase your solutions, meet key customers, spend time with IBM developers, marketing and sales teams, learn a lot, and have some fun in the process!

We are delighted to offer these exciting Impact 2008 Sponsorships to help you get the most out of your conference experience and get a jumpstart on new 2008 opportunities. We listened to your feedback and made significant changes to the Impact 2008 sponsorships including more exhibit space, enhanced pedestals, improved solution center hours, better customer draws to the Solution Center, Exhibitor-Only Passes, and more!

If you have any questions, please send an e-mail to [Linda.Wolfe@experient-inc.com](mailto:Linda.Wolfe@experient-inc.com) or call 781-251-7717.

I personally look forward to seeing you at Impact 2008! Don't miss this signature SOA business event. Space is limited so reserve your space in the Solution Center early!

Thanks for your continued support. See you in Las Vegas!



John B. Gordon  
Director of Channels Marketing  
IBM SOA and WebSphere Software

## The Advantage of Impact

If you were among the 500 Business Partners who attended Impact 2007 you know what an exciting event this is. In its first year, the conference drew more than 4,000 attendees and featured more than 500 sessions – both technical education and business leadership tracks. There were over 100 customer and Business Partner speakers, more than 1,000 complimentary certification exams and more than 40 Birds of a Feather sessions. At the hub of the networking activities was our SOLD OUT Solution center, featuring over 40 Business Partner Sponsors and more than 30 IBM demos. With over 200 press articles within 48 hours, 30 Business Partner press releases, including 100 analysts attending the event, this year's event was a great success! Impact 2008 promises to be even greater with expected attendance to reach 6,000.

## A Unique Opportunity

- Showcase your solutions at the premier event in the industry, with over 6,000 attendees
- Take advantage of invaluable networking opportunities with customers, industry experts, peers and IBM executives
- Generate revenue by negotiating and closing existing deals – nearly one-third of attendees will be Line of Business and IT decision makers!
- Generate leads and increase sales
- Gain insight into IBM's WebSphere and SOA strategy and vision
- Differentiate yourself in your markets by learning more about the full breadth of WebSphere and SOA technologies

## The Solution Center

- THE place to close business and showcase your solution
- Exhibitor hours include dedicated time in the program including two evening receptions
- Multiple sponsorship opportunities

<b>DATES</b>	<b>TIMES</b>	<b>DETAILS</b>
<b>Sunday, April 6, 2007</b>	<b>5:30 p.m. - 7:30 p.m.</b>	Kick off the week and welcome attendees with cocktails and hors d'oeuvres in the Solution Center
<b>Monday, April 7, 2007</b>	<b>10:00 a.m. - 2:00 p.m.</b> <b>5:30 p.m. - 8:00 p.m.</b>	End the day with cocktails and hors d'oeuvres in the Solution Center (Reception)
<b>Tuesday, April 8, 2007</b>	<b>10:00 a.m. - 2:00 p.m.</b>	
<b>Wednesday, April 9, 2007</b>	<b>10:00 a.m. - 2:00 p.m.</b>	

## Business Partner Day – Sunday April 6, 2008

- Participate in this special one-day event, just for IBM Business Partners
- Learn about unique Business Partner programs and current initiatives
- Hear from the IBM Software Group Executive Management Team
- Discover how IBM can help you maximize your business results

## For more information

Should you have any questions about sponsorships, please contact Linda Wolfe at 781-251-7717 or via e-mail at [Linda.Wolfe@experient-inc.com](mailto:Linda.Wolfe@experient-inc.com).

Ready to purchase your Impact 2008 Sponsorship? Visit the Impact 2008 Web site.



## Sponsorship and Exhibit Opportunities

### DIAMOND LEVEL

- Early Bird Fee  
\$80,000 Prior to January 31, 2008  
\$96,000 January 31, 2008
- The deadline for applications is February 29, 2008  
Applications received after this date will be subject to rush charges.

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#### Conference/Exhibitor Registrations

- 6 Full Conference badges
- 6 Exhibitor badges
- 10 One Day Solution Center passes

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#### Solution Center Exhibit Space

20x20 Booth Space – Wow the attendees with your own booth or contract with the conference vendor.

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#### Hospitality Suite in host hotel

Exclusive use by your company from Monday, April 7-Wednesday, April 9. Food and beverage and any other special audiovisual are at the expense and responsibility of the sponsor.

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#### Solution Center Theater Presentation

20 minute time slots to promote product or service on the show floor  
Speaker title, abstract and session topic (subject to Impact Management approval)

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#### Vendor Session & Birds of a Feather

- 3 Vendor-sponsored presentations during conference sessions
  - 2 Birds of a Feather sessions
  - Signage at all sessions and recognition in conference guide
- (All content determined by sponsor and to be approved by the Impact 2008 content team. Customer-presented success story is encouraged.)

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#### Solution Center Game

Be part of the game to draw attendees to your booth. Opportunity to provide giveaway grand prize.

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#### Co-sponsor Welcome Reception

- Logo on all reception signage
- Sponsor will be recognized at welcome reception
- Acknowledgment of reception sponsorship in conference materials
- Opportunity to provide giveaway at entrance to Solution Center during Welcome Reception

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#### Signage, Directories, Web sites

- Logo on banner at Solution Center entrance
- Logo on signage at registration
- Full page, 4-color, premium position (inside front cover, back cover) ad in conference guide (specs to be provided)
- Company description: 75 words in conference guide to include company name and logo
- Hyperlink from IBM conference Web site to sponsor Web site
- Company name and logo on IBM conference Web site

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#### Marketing Promotions

- 1 Promotional insert in welcome kit materials (insert provided by sponsor)
- 6 Reserved seats at the opening general session
- Logo on keynote slide at keynote address
- Article in Impact Daily Newsletter (provided by sponsor)

Exhibitor Registration (Select number included in Sponsorship): includes access to Solution Center, General Sessions, Solution Center receptions, Business Partner Day, and meals ONLY on days that the Solution Center is open. Note: You may upgrade to a Full Conference Registration at a reduced price of \$995! Please send an e-mail to: [ibmimpactregistration@Experient-inc.com](mailto:ibmimpactregistration@Experient-inc.com).

One Day Solution Center Pass (Select number included with Sponsorship): includes access to the Solution Center only and meals and Solution Center reception on day of pass.

Full Conference Registration (Select number included with Sponsorship): includes access to all General Sessions, Solution Center, sessions, meals, receptions, Impact Party, and access to Business Partner Day.

**PLATINUM LEVEL**

- Early Bird Fee
    - \$70,000 Prior to January 31, 2008
    - \$84,000 January 31, 2008
- The deadline for applications is February 29, 2008  
Applications received after this date will be subject to rush charges.

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**Conference/Exhibitor Registrations**

- 4 Full conference badges
- 4 Exhibitor badges
- 8 One Day Solution Center passes

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**Solution Center Exhibit Space**

20x20 booth space – Wow the attendees with your own booth or contract with the conference vendor.

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**Solution Center Theater Presentation**

20 minute time slots to promote product or service on the show floor  
Speaker title, abstract and session topic (subject to Impact Management approval)

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**Vendor Session & Birds of a Feather**

- 1 presentation during conference breakout sessions within the Impact 2008 agenda
  - 2 Birds of a Feather sessions
  - Signage at all sessions and recognition in conference guide
- (All content determined by sponsor and to be approved by the Impact 2008 content team. Customer-presented success story is encouraged.)

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**Solution Center Game**

Be part of the game to draw attendees to your booth. Opportunity to provide giveaway grand prize.

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**Lunch Sponsor**

- Company logo to be placed on table tent cards
- Signage in Solution Center
- Premium giveaway item on table at lunch (provided by sponsor)

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**Signage, Directories, Web sites**

- Logo on banner at Solution Center entrance
- Logo on signage at registration
- Full page, 4-color ad in conference guide (specs to be provided)
- Company description: 75 words in conference guide, includes company name and logo
- Hyperlink from IBM conference Web site to sponsor Web site
- Company name and logo on IBM conference Web site

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**Marketing Promotions**

- 1 Promotional insert in welcome kit materials (insert provided by sponsor)
- 4 Reserved seats at the opening general session
- Logo referenced on keynote slide at keynote address
- Article in Impact daily newsletter (provided by sponsor)

Exhibitor Registration (Select number included in Sponsorship): includes access to Solution Center, General Sessions, Solution Center receptions, Business Partner Day, and meals ONLY on days that the Solution Center is open. Note: You may upgrade to a Full Conference Registration at a reduced price of \$995! Please send an e-mail to: [ibmimpactregistration@Experient-inc.com](mailto:ibmimpactregistration@Experient-inc.com).

One Day Solution Center Pass (Select number included with Sponsorship): includes access to the Solution Center only and meals and Solution Center reception on day of pass.

Full Conference Registration (Select number included with Sponsorship): includes access to all General Sessions, Solution Center, sessions, meals, receptions, Impact Party, and access to Business Partner Day.

**GOLD LEVEL**

- Early Bird Fee  
\$50,000 Prior to January 31, 2008  
\$60,000 January 31, 2008
- The deadline for applications is February 29, 2008  
Applications received after this date will be subject to rush charges.

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**Conference/Exhibitor Registrations**

- 3 Full Conference badges
- 3 Exhibitor badges
- 6 One Day Solution Center passes

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**Solution Center Exhibit Space**

10x20 booth space – Wow the attendees with your own booth or contract with the conference vendor.

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**Vendor Session & Birds of a Feather**

- 1 presentation during conference breakout sessions within the Impact 2008 agenda
  - 1 Birds of a Feather session
  - Signage at all sessions and recognition in conference guide
- (All content determined by sponsor and to be approved by the Impact 2008 content team. Customer-presented success story is encouraged.)

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**Refreshment Break Sponsor**

- Company logo will be placed on table tent cards
- Signage with company logo to promote break

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**Solution Center Theater Presentation**

- 20 minute time slot to promote product or service on the show floor
- Speaker title, abstract and session topic (subject to Impact 2008 Management approval)

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**Solution Center Game**

Be part of the game to draw attendees to your booth. Opportunity to provide giveaway grand prize.

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**Signage, Directories, Web sites**

- Logo on banner at Solution Center entrance
- Logo on signage at registration
- 1/2 page, 4-color ad in conference directory (specs to be provided)
- Company description: 75 words in Conference Guide including company name and logo
- Hyperlink from IBM conference Web site to sponsor Web site
- Company name and logo on IBM conference Web site

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**Marketing Promotions**

- 1 page promotional insert in Welcome Kit materials (insert provided by sponsor)
- 3 Reserved seats at the opening general session

Exhibitor Registration (Select number included in Sponsorship): includes access to Solution Center, General Sessions, Solution Center receptions, Business Partner Day, and meals ONLY on days that the Solution Center is open. Note: You may upgrade to a Full Conference Registration at a reduced price of \$995! Please send an e-mail to: [ibmimpactregistration@Experient-inc.com](mailto:ibmimpactregistration@Experient-inc.com).

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Full Conference Registration (Select number included with Sponsorship): includes access to all General Sessions, Solution Center, sessions, meals, receptions, Impact Party, and access to Business Partner Day.

**SILVER LEVEL**

- Early Bird Fee  
\$20,000 Prior to January 31, 2008  
\$24,000 January 31, 2008
- The deadline for applications is February 29, 2008  
Applications received after this date will be subject to rush charges.

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**Conference / Exhibitor Registrations**

- 2 Full conference badges
- 2 Exhibitor badges
- 3 One Day Solution Center Guest passes

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**Solution Center Exhibit Space**

- One Turnkey Pedestal  
Includes: 1 workstation with countertop, 1 color monitor, signage, electrical, carpeting, 1 stool, 1 wastebasket, 1 lead generation system.

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**Solution Center Game**

Be part of the game to draw attendees to your booth. Opportunity to provide giveaway grand prize.

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**Birds of a Feather**

1 Birds of a Feather session with signage at session and recognition in conference guide.  
(All content determined by sponsor and to be approved by the Impact 2008 content team. Customer-presented success story is encouraged)

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**Signage, Directories, Web sites**

- Logo on banner at Solution Center entrance
- Logo on signage at registration
- 1/2 page, 4-color ad in conference directory (specs to be provided)
- Company Description: 75 words in Conference Guide including company name and logo
- Hyperlink from IBM conference Web site to sponsor Web site
- Company name and logo on IBM conference Web site

**EXHIBITOR LEVEL**

- Early Bird Fee  
\$10,000 Prior to January 31, 2008  
\$12,000 January 31, 2008
- The deadline for applications is February 29, 2008  
Applications received after this date will be subject to rush charges.

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**Conference/Exhibitor Registrations**

- 2 Exhibitor Registration badges

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**Solution Center Exhibit Space**

- One Turnkey Pedestal  
Includes: 1 workstation with countertop, 1 color monitor, signage, electrical, carpeting, 1 stool, 1 wastebasket, 1 lead generation system

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**Signage, Directories, Web sites**

- Company Description: 50 word description in Conference Guide to include name and logo
- Hyperlink from IBM conference Web site to sponsor Web site
- Company name on IBM conference Web site

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**OTHER PROMOTIONAL OPPORTUNITIES**

Impact 08	Price	Marketing Details
Full Page 4 Color ad in Conference Brochure	\$4,000	Get noticed while over 6000 attendees review the conference book.
½ 1/2 page 4 Color ad in Conference Brochure	\$2,500	Get noticed while over 6000 attendees review the conference book.
Hospitality Suite <sup>5</sup> available	\$10,000	For exclusive use by your company Monday - Thursday (F&B not included).
Hotel Room Drop - 1 night for 1000 customer rooms <sup>1</sup> drop available per night (Sun - Thur) <sup>5</sup> available	\$7,500	Drive attendance to your activities at Impact 2008!
Hotel Room Video Loop (30 second per day on a recurring loop) 6 available per day	\$3,000	Drive attendance and get your message to all conference attendees while in their rooms!
Breakfast Sponsorship 4 available - would not sell Friday as the attendance drops by 1/2	\$10,000	Promote your company during the one of the breakfast during the week
Birds of a Feather session (1 per day) <sup>5</sup> available per day	\$10,000	Get your message out to the attendees by running your own BOF! Content to be approved by content team.
Chair Massage Service <sup>5</sup> Available per day (available to sponsors)	\$3,500 per day \$10K - 3 days	Let's face it - getting SOA Fit can be tiring - reward attendees with a massage after listing to your pitch!
Registration Sponsorship – ART OF SOA	\$40,000	Registration sponsorship for Sunday and Monday. Have a booth at our registration desk Sunday and Monday and meet the attendees with a snack, a beverage and get them into the ART of SOA with a Caricature!
Conference Welcome Bag (One Sponsor)	\$60,000	Have your company recognized by every attendee with your logo on the IMPACT 2008 Welcome bag
NEW! Business Partner Café Sponsorship	\$25,000	Be the sponsor for the Business Partner Café Monday through Wednesday and supply wireless and cappuccinos while business partners learn about our programs and offerings.

*Sold*

**Got any other ideas? We would be happy to work with you!**

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