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 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

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

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.

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

2008 IMPACT
LAS VEGAS, NEVADA

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.
Conference / Exhibitor Registrations	• 6 Full Conference badges • 6 Exhibitor badges • 10 One Day Solution Center passes
Solution Center Exhibit Space	20x20 Booth Space - Wow the attendees with your own booth or contract with the conference vendor.
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)
Vendor Session & Birds of a Feather	• 3 Vendor-sponsored presentations during conference sessions • 2 Birds of a Feather • 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)
Solution Center Game	Be part of the game to draw attendees to your booth. Opportunity to provide giveaway grand prize.
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
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
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.

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.

2008 IMPACT
LAS VEGAS, NEVADA

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.

Conference / Exhibitor Registrations

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

Solution Center Exhibit Space

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

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)

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)

Solution Center Game

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

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)

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

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.

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.

Conference / Exhibitor Registrations

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

Solution Center Exhibit Space

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

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)

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)

Solution Center Game

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

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 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

Marketing Promotions

- 1 page promotional insert in Welcome Kit materials (insert provided by sponsor)
- 3 Reserved seats at the opening general session
- Pre- or post-event mailing. Mailer provided by sponsor. Additional charges apply.

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.

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.

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.

Conference / Exhibitor Registrations

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

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.

Solution Center Game

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

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)

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 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

Conference / Exhibitor Registrations

- 2 Exhibitor Registration badges

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

---

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

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.

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.

IBM. ®