EXHIBITOR

BRANDING/PROMOTIONS

SUBMITTING YOUR LOGO

Logo will be used on the web and in printed materials.

Vector-Based EPS Logo File
For Digital Signs and Print Media/Signs:
Provide a full-color (CMYK) file. Illustrator or Freehand. All fonts must be converted to outlines; Files must be converted to CMYK.

JPG Logo File
For Website:
Provide a JPG file – 140 x 100 pixels

ACTION:
If you did not provide your logo files when submitting your application, please reach out directly to Bob Melton (bmelton@us.ibm.com) via email. Please submit your logo files **no later than August 14th, 2015.***

no changes will be accepted after this date.

Instructions for IBM Business Partners:
How to Submit a Document to the e-Literature Library

Dear IBM Business Partner,

We are encouraging all IBM Business Partner sponsors / exhibitors to use the e-Literature Library capability to share collateral with conference attendees. Rather than incurring the cost of shipping hard copy brochures, white papers and flyers to the conference, please consider creating a PDF version of your collateral and sending it to our e-Literature Library. Each Business Partner sponsor / exhibitor will have a specific category (by company name) in the e-Literature Library, so it will be easy for attendees to find your collateral.

The IBM Insight 2015 e-Literature Library will be open to receive documents on **August 3rd, 2015**. You will have until **October 9th, 2015** to send PDF copies of your collateral. The Library will **CLOSE on October 9th, 2015** – no files will be accepted after this date.

Please follow these requirements to submit your PDF files to the e-Literature Library:

- ☐ Send your e-Literature collateral to **insight@us.ibm.com** before October 9th, 2015.

- ☐ **PLEASE DO NOT SEND MORE THAN 5 DOCUMENTS PER EMAIL**

- ☐ All documents **MUST** be PDF files – no other file types will be accepted

- ☐ Each PDF file must be **no larger than 1.5 MB** – if you have a larger document, you will need to break it up into part 1 and part 2

- ☐ All document submissions must contain the following details in this exact format:

Category: Business Partner's Company Name

Attachment: PDF file - must be no larger than 1.5 MB

Owner: e-mail address of the person who owns the document

File Name(s) / Brief Description(s): the actual PDF file name and a 1 sentence description.

(Note: please use descriptive file names, not numbers, to help attendees understand the contents; i.e., ABC Industry Solution. Keep in mind that the e-Literature Library can also be accessed from the attendee's smartphone so brief file names / descriptions are recommended)

FOR MORE INFORMATION:
If you have any questions about eLiterature, please contact Janardhan Ds at janardhan.ds@in.ibm.com

Hyperlink from IBM Conference Website to Sponsor Website

We will place a link to the URL you provided in your online Sponsor/Exhibitor Application.

Note: *We strongly encourage you to prominently post a privacy policy on your website.*

INSTRUCTIONS:

If you want to provide a link to a URL that is different from the one you provided in your Sponsor Application, please email Bob Melton (bmelton@us.ibm.com).

Deadline: 9/18/15

FOR MORE INFORMATION:
If you have any questions after your sponsorship is secured, please send an email to InsightFulfillment@gpj.com.