Marketing Promotional Opportunities

FEATURED MPO's

- **Entertainment Sponsorship:** Call Anthony Ramon or Bob Melton for more information on these Entertainment Sponsorship opportunities.
  - **Tier 1**
  - **Tier 2**
  - **Tier 3**

ADDITIONAL MPO's

Print Advertising Opportunities

DJ STATION………………………………………………………………….. **Call for Quote**

Sponsor one of the DJ stations located in high-traffic areas throughout the conference center. Sponsorship includes signage with your logo, booth number and the opportunity to hand out materials at the DJ station. Multiple locations are available and are assigned on a first-come, first-served basis. Sign up early to secure the location of your choice. Multiple opportunities available.

DEADLINES/ SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

Sponsorship Deadline: September 8th, 2015

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)
If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Social Lounge Video Wall…………………………………………………………….$15,000

Rise above all of the conversations at IBM Insight and be the exclusive sponsor of the Social Wall. As the centerpiece of the IBM Social Lounge, and in the core pathway to sessions and the EXPO, you will get maximum exposure.

Sponsorship includes print name/logo on the shroud on the walkway side of the wall. It also includes two 1-minute videos to appear on the wall.

DEADLINES/ SUBMISSION INSTRUCTIONS:

LOGO
We will use your logo that was provided along with your conference application.

Videos

- No more than 60 second length
- Preferred format: 1920 x 1080 h264 MP4
- Also accepted: MOV

- Submit your video to Julie DuFour, (jdufour@us.ibm.com) for IBM **Approval by August 20th, 2015.**
- If any changes need to be made, final video must be emailed to Julie DuFour, (jdufour@us.ibm.com) by **September 10th, 2015**

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606 or Bob Melton (bmelton@us.ibm.com, 770-804-1162)
If your promotion is already purchased and you have questions, contact Julie Dufour (jdufour@us.ibm.com), 702-629-4029).

Social GO – Premier Sponsorship………………………………………………………… **$20,000**

IBM provides the platform to showcase your brand with Industry experts. The content created is broadcast on the GO channel and in digital, and amplified by high-value blog and crowdchat activations.

Key components:
• theCube Interview
• External Blog Post – The interview will be written into a blog post for additional reach and influence.
• Crowdchat – The sponsor will get branding and moderation of a CrowdChat, a new way to chat with a large
group of people on Twitter. Sponsor will choose a topic, keynote, or streamed general session and encourage
a live discussion to generate impressions, reach, and knowledge of their solutions regarding the topic.
• Social Promotion – 1 post each (Twitter, Tumblr, Facebook) promoting Crowdchat and theCube Interviews
• 1 piece of Featured Content – whitepaper, solution brief, infographic or 1-minute video featured on
the front page of IBMGO (available for attendees to download).
• Landing Page – The front page will have banners vertically and/or horizontally with sponsor logo

One (1) opportunity available.

Deadlines and Submission Instructions:

Deadline for confirmation: Monday August 17th, 2015
Logo Submitted to IBM: Monday August 24th, 2015
Content submitted for approval to IBM: Monday September 14th, 2015

Crowdchat topic confirmed: Monday September 21st, 2015
Guest confirmed for theCube: Monday September 28th, 2015

Please submit sponsorship elements to the link below.

https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162). If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Social Influencer Sponsorship..**$6,000**

IBM solicits industry influencers to be part of the social conversation. We'll feature your influencer and give her/him access to the VIP influencer lounge, special influencer events, and promotion/interviews. In addition, we'll feature one (1) piece of content on IBMGO during the week of the conference. This will include:

- Access to the influencer lounge

- Access to influencer events (Happy Hours, VIP experiences TBD)

- Featured in CrowdChats AND IBMGO

    o CrowdChat
        ▪ 1 Crowdchat hosted by the brand but moderated by IBM
        ▪ The sponsor will get branding and featured moderation of a CrowdChat, a new way to chat with a large group of people on Twitter.
        ▪ Sponsor will choose a topic, keynote, or streamed general session and encourage a live discussion to generate impressions, reach, and knowledge of their solutions regarding the topic
    o IBMGO
        ▪ Designated Influencer included in "VIP Influencer List"
        ▪ 1 Piece of featured content

Two (2) opportunities available.

Specifications

- 1x IBM-approved influencer from your brand to come on-site and participate in the IBM Influencer Program

- 1 white paper, solution brief, infographic, or video (.pdf OR YouTube link)

Deadlines and Submission Instructions

- 8/17: Submit Influencer Name and content for IBM Approval at the link below.

- 8/24: IBM gives final approval on both items

https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

STOP HUNGER NOW………………………………………………………………………………….$15,000

Join IBM and Stop Hunger Now, a global humanitarian organization, to sponsor this Charity Event and pack 200K meals to feed hungry children around the world. Located within the Solution EXPO and open during EXPO hours, a big participation draw in the past has been "team challenges" where groups compete to determine who can pack the most meals! Traditionally, 15% of attendees volunteer at least 30 minutes to pack meals at an IBM conference.

Two (2) opportunities available.

Sponsorship includes logo/sponsor acknowledgment on:
• Conference website
• Conference guide
• Printed Solution EXPO map
• General Session walk-in screens
• Stop Hunger Now on-site signage
• Stop Hunger Now on-site promotions
• Stop Hunger Now (SHN) Logo Mark provided for your own promotional use

* Additionally, you will have the ability to provide a T-shirt or other giveaway with your logo to thank participating attendees.

DEADLINES/ SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162) If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Sponsorship of InsightTODAY Daily Newspaper

EXPO Edition……………………………………………………………………………… **$6,000**
Monday, Tuesday or Wednesday Edition……………………………………… **$5,000**
Thursday Edition………………………………………………………………….. **$4,000**

One (1) sponsorship available per newspaper edition.

InsightTODAY Daily Newspaper New to Insight 2015! Increase your visibility with attendees by sponsoring an edition of the conference daily newspaper, InsightTODAY. Your logo will be placed on the masthead of the newspaper and on the newspaper racks used for distribution throughout the conference venue. Also included is a sponsor-provided ad to be placed on an inside page of the paper.

DEADLINES/ SUBMISSION INSTRUCTIONS:

Approximate Advertisement Size: 5" x 7.5"

ELECTRONIC AD FILE SUBMISSION:

• Software: QuarkXPress (up to Version 9), InDesign (up to Version CC).

• Illustrator (up to Version CC), Photoshop (up to Version CC).

• High resolution print-ready PDFs (no smaller than 300 dpi, CMYK) with fonts embedded are also acceptable.

• Please include all images, fonts and miscellaneous linked files. Acceptable electronic file formats are TIFF, JPEG, or EPS.

Please send only a low-resolution PDF version of your ad to the link below by **August 28th, 2015.**

Once IBM approval has been received, submit your high-resolution file to the link below by **September 18, 2015.**

https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

---

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Advertisement in InsightTODAY Daily Newspaper (Subject to availability)
(Monday, Tuesday OR Wednesday)

3 sizes available, 4-color, sponsor-provided ad in InsightTODAY

Large (Approx. 5" x 7.5") $2,500
Large Bundle Pack
(Includes all three days)
• Same Ad **$6,750** (10% savings)
• Different Ad **$7,125** (5% savings)

Medium (Approx. 5" x 4") $2,000
Medium Bundle Pack
(Includes all three days)
• Same Ad **$5,400** (10% savings)
• Different Ad **$5,700** (5% savings)

Small (Approx. 2.5" x 4") $1,500
Small Bundle Pack
(Includes all three days)
• Same Ad **$4,050** (10% savings)
• Different Ad **$4,275** (5% savings)

ELECTRONIC AD FILE SUBMISSION:

• Software: QuarkXPress (up to Version 9), InDesign (up to Version CC).

• Illustrator (up to Version CC), Photoshop (up to Version CC).

• High resolution print-ready PDFs (no smaller than 300 dpi, CMYK) with fonts embedded are also acceptable.

• Please include all images, fonts and miscellaneous linked files. Acceptable electronic file formats are TIFF, JPEG, or EPS.

DEADLINES AND SUBMISSION INSTRUCTIONS:

Please send only a low-resolution PDF version of your ad to the link below by **August 28th, 2015.**

Once IBM approval has been received, submit your high-resolution file to the link below by **September 18, 2015.**

https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162) If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

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.

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)
If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

AD IN GUIDE (Subject to availability)

Full-page, 4-color, Sponsor-provided ad in the Conference Guide.

Outside Back Cover…………………$4,000
Inside Front Cover…………………. $3,500
Inside Back Cover………………….. $3,500

AD SPECIFICATIONS/ACCEPTABLE FILE FORMATS:

• Trim size: 5" Wide x 7" High

• Full page, live area: 4" Wide x 6" High

• Full page, bleed: 5 ¼" Wide x 7 ¼" High

ELECTRONIC AD FILE SUBMISSION:

• Software: QuarkXPress (up to Version 9), InDesign (up to Version CC).

• Illustrator (up to Version CC), Photoshop (up to Version CC).

• High resolution print-ready PDFs (no smaller than 300 dpi, CMYK) with fonts embedded, .125" bleeds and crop marks to show finished size are also acceptable.

• Please include all images, fonts and miscellaneous linked files. Acceptable electronic file formats are TIFF, JPEG, or EPS.

DEADLINES AND SUBMISSION INSTRUCTIONS:

Submit your low resolution PDF to the link below by **August 14th, 2015.**
https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

Once IBM approval has been received, submit your high-resolution file to the link below by **September 4th, 2015.**
https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Banner Within Conference Area Foyer……………………………………….. **$5,000**

Attendees will take notice of your presence at the conference when they view your sponsor banner located within the Conference Area Foyer at Mandalay Bay. Banner to include your logo prominently alongside conference branding.

Banner Size: 4'x8'

DEADLINE/SUBMISSION INSTRUCTIONS:

Please submit your tagline to the link below by **August 31st, 2015.**

https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

We will use your logo you provided during your conference application submission.

Sponsorship Deadline: August 31st, 2015.

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Charging Station………………………………………………………………….. $3,500

Drive traffic to your booth and provide a valuable service to your clients and prospects by sponsoring a charging station for smart devices. Display and front of unit can be customized with your branding, including your logo, company name, or booth number. Invite your guests to charge their phone while you network or give them a demo.

Locations for placement in the Solution EXPO include:
1) Inside your EXPO space, which requires an area of three square feet
2) Next to a support column on the Solution EXPO Floor.
You will receive acknowledgment of your sponsorship on-site.

Ten (10) opportunities available.

Must be approved by IBM

SUBMISSION INSTRUCTIONS/DEADLINES

Branded Screen (sample below) –
Logo Specs: provide vector file (ai or eps)

Customized Graphic Panel (sample and template below)-

Available with single sided printing options
Panel size: 23"W x 74"H

Provide files to the link below by **Monday August 31st, 2015.**

https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm
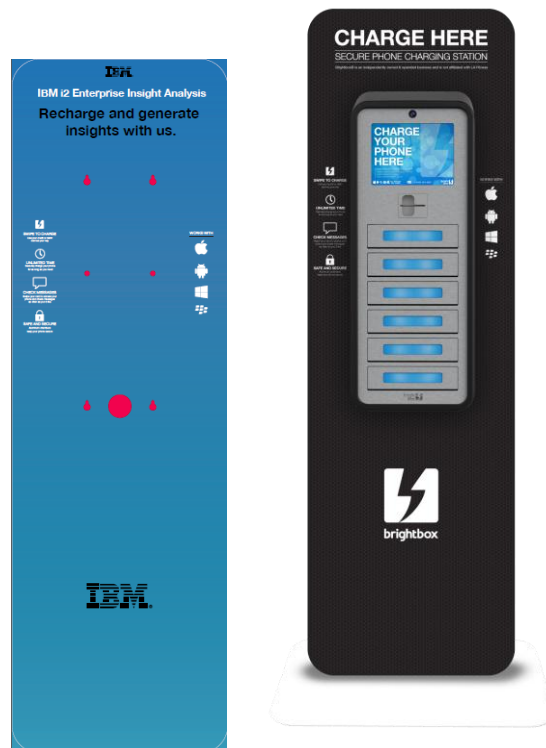
Branded Screen Sample

Provide us with a vector file of your logo, either in .eps or .ai format to brand the screen.
Sample below.

Graphic Panel
Work directly with the provided graphic panel template to create your own branded graphic panel. Branded sample below. (23"W x 74"H)
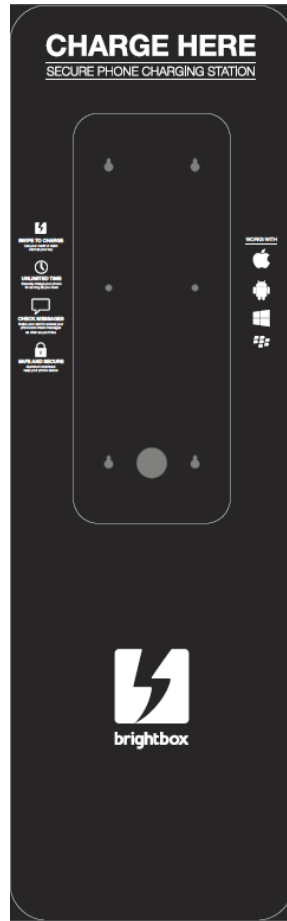
Graphic Panel Template

Available with single sided printing options
Panel size: 23"W x 74"H

Conference Lanyard for Attendee Badges…………………………………………… $12,000

Feature your logo on the conference lanyards to be handed out to all attendees! One (1) opportunity available.

DEADLINE/SUBMISSION INSTRUCTIONS:

Please provide an eps format logo containing vector art by **August 14th, 2015.** This will ensure a resolution as high as possible to accommodate any resizing.

- (1) Color Logo

- Standard process is either a black or white logo depending on the conference decision of the lanyard. A different color logo is a possibility, but standard expectations are either a 1-color black or white logo.

Please submit your logo to the link below.

https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Column Sign Inside Solution EXPO $5,000

Your company name will be printed on two sides of a Solution EXPO column.

Limited number of opportunities available.

DEADLINES/ SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

Please submit your statement to the link below **by August 31st, 2015.**
https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

Please reference the template below for character count instructions and signage

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

48"

96"

Logo Goes Here

**Text Area
Statement here thirty
characters (30) maximum**
Product statement goes here
forty characters (40) max

MPO sponsor area
Indicated by gray box
4' x 6'

Logo area
48"wide x 48"high

Text area
48"wide x 24"high
(Includes 4" pole pocket along bottom)

Column Sign Inside Conference Area.....................................…......$7,500

Your company name will be printed on two sides of a column in the conference area.

Limited number of opportunities available.

DEADLINE/SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

Please submit your statement at the link below by **August 31st, 2015.**
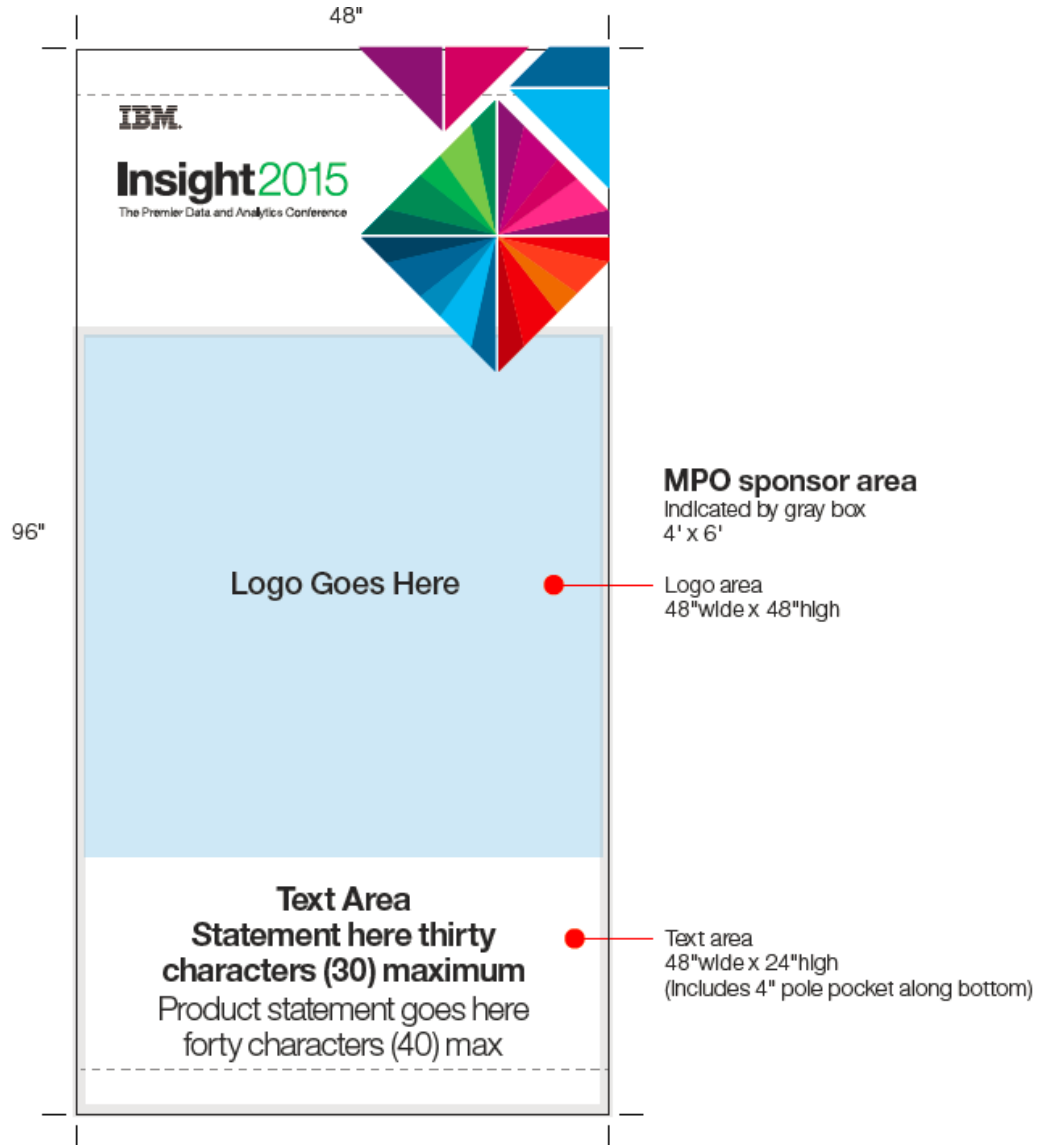https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

---

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Elevator Wrap………………………………………………………………….. $5,000

New to Insight 2015! Take advantage of this new opportunity at the conference. Attendees will take notice of your logo incorporated with conference branding on a set of elevator doors at the Mandalay Bay Convention Center. First-come, first-served on location preference! Multiple opportunities available.

Elevator Wrap locations include:

South Conference Center:
- Level 1: Near the Conference Center Entrance and the Bookstore
- Level 2: Next to the InsightGO Social Media Lounge & Hub

Elevator Wrap will include your logo along with conference branding.

Approximate Size: 20 1/2" x 7' vertical per door

DEADLINE/SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

Please submit your tagline at the link below by **August 31st, 2015.**
https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Escalator Cling……………………………………………………………………………………….. **$7,500**

Increase your brand awareness! Place your logo and booth number on one of the prime escalator locations carrying attendees between floors at the Mandalay Bay. Escalator locations will be assigned on first-come, first-served basis – get your prime location by signing up today! Multiple opportunities available.

Escalator Cling locations include:

North Convention Center:
- Between Level 0 and Level 1 near Conference Center Entrance and Event Center

South Convention Center:
- Between 1st and 2nd floor near Conference Meals and the Bookstore
- Between 1st and 2nd floor near the Conference Meals and the Solution EXPO
- Between 2nd and 3rd floor near the Social Playground and the Track Sessions

Banner will include your logo and tagline along with conference branding.

DEADLINE/ SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

Please submit your tagline at the link below by **August 31st, 2015.**
https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Hotel Room Drop……………………………………………………………………….. **$2000**
(Mandalay Bay/Delano)

Take advantage of this opportunity to have your piece of printed material delivered to a random selection of IBM or customer attendees. Hotel charges will apply in addition to the cost of the sponsorship fee.

 2– Sponsorships available daily
- Sponsor chooses number of rooms for the drop; random attendee room selection
- Available Sunday, October 25th to Wednesday, October 28th, 2015
- Items will be placed inside each room.
- Sponsor to provide room drop materials
- IBM approval is needed for room drop materials.

First come, first served basis on date selection
- Hotel charges: $2.50 per room for first two items. $1.00 per room for each additional item. Sponsor pays these fees directly to the hotel via credit card.

DEADLINE/SUBMISSION INSTRUCTIONS:

Please submit a pdf sample of your room drop at the link below by **August 31st, 2015.**
https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

Indicate how many rooms will be included in the drop. Also, indicate the categories from which the random attendee rooms should be selected. Choose from:
1. Customers
2. Business Partners
3. IBM Employees
4. Any combination of the above

*Note: All material must be approved by IBM prior to printing and shipping to the hotel. The sponsor is responsible for all printing and shipping costs of materials provided to the hotel. The hotel will distribute after the person in the room block checks in.

Deadline for delivery of materials to the hotel: Friday, October 23rd, 2015
Sponsor must deliver materials direct to the hotel.

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162) If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Hand Sanitizers - NEW ITEM!

Be the 'cleanest' hit of the show with this new opportunity of branding the hand sanitizers. Your logo will be placed on the surround of hand sanitizers placed throughout the conference. 4 opportunities available

Floor 1 - South Convention Center (including Expo) = approx. 18 units around the area = $5,000
Floor 2 - South Convention Center = approximately 10 units = $4,000
Floor 3 - South Convention Center = approximately 10 units = $4,000
Floor 0 - North Convention Center = Approximately 5 units = $2,000

DEADLINES/ SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

Sponsorship Deadline: August 31st, 2015.

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Logo Item Advertising $2,000

This is a great way to get your name and logo into the hands of attendees. Sponsor provides 300 items that include sponsor logo. Items to be placed on tables near the Solution EXPO Information Desk.

Must be approved by IBM

DEADLINE/SUBMISSION INSTRUCTIONS:

September 25th, 2015
Submit a picture of logo item to the link below for IBM Approval.

SUBMISSION INSTRUCTIONS:
1. Submit a picture of logo item to the link below for IBM Approval.
https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm
2. Once IBM approval has been received, mail 300 items to your booth in the Solution EXPO. See Exhibitor Service Kit for shipping information and deadlines.
3. Upon arrival at conference, contact the onsite Solution EXPO Program Manager to arrange for pickup of your items.

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

"People Mover" T-shirts...$12,000

Your company name, and booth number or URL, to be printed on the back of our brightly colored T-shirt worn by the many event ambassadors directing attendees throughout the conference. This is a very high-visibility sponsorship!
One (1) opportunity available.

DEADLINE/SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

Please submit your URL or Booth Number Decision at the link below by **August 14th, 2015.**

https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

A proof of the shirt will be provided for your approval prior to printing.

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)
If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Solution EXPO Bag (sponsor to provide bags)**...$5,000**

Looking for extra exposure at the conference? Sponsorship of the Solution EXPO bags is a great way to get noticed! Sponsor provides 5,000 bags to be made available to attendees in the Solution EXPO. Showcase your logo and messaging on the bags. Bag design is subject to review and approval.

Two (2) opportunities available.

DEADLINE/SUBMISSION INSTRUCTIONS:

Please submit a picture of the bag and imprint on the bag at the link below by **October 2nd, 2015.**

https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

Once approved, ship 5,000 bags to your booth in the Solution EXPO. See Exhibitor Services Kit for shipping information and deadlines.

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Water Coolers in Solution EXPO………………………………………………….. $10,000

Sponsor the water coolers located throughout the Solution EXPO floor. A wrapper with your logo and booth number will be placed on each cooler, bringing added exposure to your presence on the EXPO floor! One (1) opportunity available.

DEADLINES/ SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

Sponsorship Deadline: August 31st, 2015.

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Window Cling…………………………………………………………………………. $3,500

Increase your brand exposure by purchasing a window cling with your message along with conference branding to be placed prominently in the busy walkways at the Mandalay Bay. Multiple opportunities available.

Window Cling locations include:

MANDALAY BAY:
- Walkway between North and South Convention Center

SUBMISSION INSTRUCTIONS:
Size: Approximately 53 1/8"W x 48 1/2"H
Please provide the following file format for Sponsor logos/artwork:
Vector-based .AI or .EPS file
PMS (vs. CMYK) inks preferred
All fonts turned to outlines

DEADLINE/ SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

Please submit your message at the link below by **August 31st, 2015.**

https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)
If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Advertising on Conference Digital Signage throughout Mandalay Bay-Conference Centers (subject to availability)

Promote your company and solutions through this dynamic channel! Leverage the LCD screens, located throughout the conference, to deliver your digital message to attendees.   Rotating content can include logos, digital still ads and video promotional spots.

One-minute Video (up to 60 seconds max)…………………… $2,500
Digital Still Ad……………………………………………………………… $2,000
Logo………………………………………………………………………… $1,500

Ad Type:	One-Minute Video	Digital Still Ad	Logo
Price:	$2,500	$2,000	$1,500
Specifications / Acceptable File Format:	• No more than 60 second length • Preferred format: 1920 x 1080 h264 MP4 • Also accepted: MOV	• Vector Graphics • .eps file –OR- .ai file –OR- • Super high res PNG. Over 4000px • Ad does not have to match these specs exactly, however request that it be as close as possible	• EPS Logo File
Submission Instructions and Deadlines:	• Submit your video to Julie DuFour, (jdufour@us.ibm.com) for IBM **Approval by September 7th, 2015.** • If any changes need to be made, final video must be emailed to Julie DuFour, (jdufour@us.ibm.com) by **September 28th, 2015.**	• Submit your Ad to the link below for IBM **Approval by September 7th, 2015.** • If any changes need to be made, final Ad must be submitted to the link below by **September 28th, 2015.** https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm	• We will use your logo that was provided along with your conference application. .
Additional Instructions:	The advice for any sponsor is to focus the video on visual information, and assume that it will be difficult for attendees to hear or pay attention to specific narration or sound bites.		

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606 or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, contact Julie Dufour (jdufour@us.ibm.com), 702-629-4029).

Advertising on Event Connect Tool

The Event Connect tool is where attendees go to find sessions, build their agenda, and network with other attendees. Increase your company exposure by advertising on the Event Connect tool and get noticed!

Rotating Logo on Log-in Banner (5 opportunities)………………………… $2,000
Your rotating logo will be displayed on the banner of the log-in screen.

Logo on Specialty Tabs (2 opportunities per tab)…………………………. $1,500
Your rotating logo will be displayed on the banner of the Specialty tab you have purchased.
> Choose from: Sessions, Information, Social or Now tabs
> *Note: Diamond logos to be placed on the Highlights tab.*

DEADLINE/INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, contact Julie Dufour (jdufour@us.ibm.com), 702-629-4029).

Advertising on Social Lounge Video Wall (rotating content provided by sponsors)

Don't miss this opportunity to showcase your digital message on the Social Lounge Video Wall for all to see! Rotating content can include logos, digital still ads and videos.

One-minute Video (up to 60 seconds max)……………………………$4,000
Digital Still Ad……………………………………………………………………$3,000
Logo……………………………………………………………………………………$2,000

Ad Type:	One-Minute Video	Digital Still Ad	Logo
Price:	$4,000	$3,000	$2,000
Specifications / Acceptable File Format:	No more than 60 second length Preferred format: 1920 x 1080 h264 MP4 Also accepted: MOV	Vector Graphics .eps file –OR- .ai file –OR- Super high res PNG. Over 4000px Ad does not have to match these specs exactly, however request that it be as close as possible	EPS Logo File
Submission Instructions and Deadlines:	Submit your video to Julie DuFour, (jdufour@us.ibm.com) for IBM Approval by September 7th, 2015. If any changes need to be made, final video must be emailed to Julie DuFour, (jdufour@us.ibm.com) by September 28th, 2015.	Submit your Ad to the link below for IBM Approval by September 7th, 2015. If any changes need to be made, final Ad must be submitted to the link below by September 28th, 2015. https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm	We will use your logo that was provided along with your conference application. .

Additional Instructions:	The advice for any sponsor is to focus the video on visual information, and assume that it will be difficult for attendees to hear or pay attention to specific narration or sound bites.		

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, contact Julie Dufour (jdufour@us.ibm.com), 702-629-4029).

Breakout Session Presentation (60 minutes)…………………………………… **$12,500**

Generate buzz around your brand by delivering a presentation during one of our breakout sessions! All you have to do is submit the topic and content to IBM for approval. For 60 minutes, you've got the floor! One Full Conference Badge will be added to your sponsor contract. Enter your sponsor code when registering for the conference.

Additional speakers must have a Full Conference Badge. Limited number of presentations available. Submission due dates apply. Available only to sponsors/ exhibitors.

INSTRUCTIONS FOR ENTERING BREAKOUT SESSIONS INTO THE IBM CONTENT MANGEMENT SYSTEM

As part of your sponsorship, you have the opportunity to present your solution in a 60-minute lecture-style breakout session. If all deadlines are met, your session(s) will be listed on the Insight Event Connect Attendee Portal and in the printed Insight Conference Daily Newspaper.

Important:

Presentations should be structured as an educational interchange, structured with 45 minutes of content and 15 minutes of Q&A. All sessions should provide or discuss IBM application solutions, IBM client case studies, best practices, or functional overviews. IBM reserves the right to review all materials and make recommendations prior to accepting Sponsor presentation topics and titles & abstracts, and placing it on the agenda.

Includes:

- If all deadlines are met, your session(s) will be promoted on the Web and in print. The Event Connect Attendee Portal will list the session title, session abstract, and speaker(s) name and company. Session information will also be indicated in the printed Conference Newspaper.

- Breakout sessions are scheduled in session rooms with standard audio visual equipment which includes a screen, LCD projector, podium, podium microphone and two lavaliere microphones. Electronic signage at the session room will display the session information.

Get ready: To access the online submission form, you must click the link below. You'll need your sponsor contract number, session title, abstract and speaker details to complete the form.* Your contract number can be found on the sponsorship confirmation email. Once you enter your sponsor contract number, the site will automatically verify what session benefit(s) you are entitled to and display the link to submit, or display a message letting you know if you have already entered the maximum number of sessions.

*Sponsor sessions are subject to review and approval.

IMPORTANT DEADLINES
Deadline to enter and schedule a sponsored session and have it listed on the Event Connect Attendee Portal and in the Conference Daily Newspaper:
Monday, August 17

Deadline to enter and schedule a sponsored session and have it listed on Event Connect Attendee Portal but NOT guaranteed to be listed in the Conference Newspaper **Wednesday, September 30**

DESCRIPTIONS OF STREAMS AND TRACKS
Navigate to the link below for full descriptions of the curriculum's streams and tracks. These are the choices that will be available to you when you complete the session proposal form.
http://www-01.ibm.com/software/events/insight/agenda/schedule/curriculum/

TO BEGIN THE PROPOSAL SUBMISSION PROCESS, CLICK HERE:
https://www-950.ibm.com/events/tools/insight/2015ems/screens/activity/sponsorCheck.xhtml

INSTRUCTIONS TO ENTER SPONSOR SESSION AND SPEAKER DETAILS

1. Once you click the link above, please enter your IBM ID email address and password to log in. This ID is different from the PartnerWorld ID. If you do not have an IBM ID, click MY IBM ID and follow the instructions to register a new IBM ID. Within a few minutes, your IBM ID will be active.

PLEASE DO NOT BOOKMARK THIS PAGE.
This page is only displayed if you are not already signed in.

Impact 2014
↪ Conference Site

- **Clients and IBM Business Partners:** To login, you will need an IBM ID. An IBM ID is an active email address and a password you can easily remember. Note that all submitters and speakers need their own IBM ID as this is how the system identifies each user upon login. This will become especially important if a proposal is accepted and the speakers need access to their online speaker kit. If you do not already have an IBM ID, the process for creating one is quick and easy. Simply click My IBM ID, and complete the fields. Please note, this will redirect you to the IBM ID Site. Please keep the Call for Speakers tab/window open in order to return. Within a few minutes, your IBM ID will be active and you can proceed to the site. If you have difficulty logging in, please contact impactspeaker@maritztravel.com for assistance.

IBM ID Help

📞 Call IBM Help:
1-888-426-4409

→ Forgot your IBM ID?
→ Forgot your password?

- **IBM employees:** Use your IBM intranet ID (SameTime) and password to login and access the site.

IBM ID *
→ Forgot IBM ID?

Password *
→ Forgot password?

Submit

2. Enter your sponsor contract number, found on your confirmation email, in the corresponding field where it states to "Please enter your sponsor code:" Then click the CHECK CODE button.

Sponsor code *

Check code

3. The site will recognize your session benefit(s) and provide a link to submit the session(s) available to you. Click on the corresponding link to begin.
4. Submit your proposal(s) by completing the required fields in both the 'Proposal Details' and the 'Speaker Assignment' steps.
   - Titles have a limit of 100 characters maximum including spaces.
   - Abstracts have a limit of 750 characters maximum including spaces.

   - When you are done updating the Proposal Details, click the **"Save and Continue"** button at the bottom of the form. This will take you to the Speaker Assignment step.

- On the Speaker Assignment step, you will assign the speaker(s) who will present the session. Remember that a speaker must first have a speaker profile before he/she can be assigned to a session.
- To add a speaker profile, enter the speaker's information in either the last name OR the email field and click the **"Search"** button. If the search result locates the necessary speaker profile, click **"Select"** next to the speaker name within the Speaker Search Results section to attach that speaker to the proposal record. Repeat this step as needed. If the speaker is not found, you will need to select "**Create a speaker profile**" from the right hand navigation.
    - **Creating a new Speaker Profile:** A speaker profile must be created for each presenter at the conference. This enables your proposed speaker to appear in the list of available speakers when assigning speakers to a session proposal. If the speaker you are adding is not already in our database, you will need to create a speaker profile for that speaker.
- When you have created the new speaker profile, please select **Return to the proposal Submission Process** and locate your Session Proposal within the **Session Proposals** area and navigate to the **Update Assigned Speakers** area (on the right nav). From this area, you can search for the speaker, based on the new profile created, and assign that speaker to your session.
- **NOTE:** Both breakout sessions and EXPO theater sessions have a limit of 2 speakers
- **IMPORTANT:** After you have updated the speaker assignments, click the **"Finish"** button on this page. If you forget to click the "Finish" button, your proposal will remain in "Draft" status. Proposals in "Draft" status are incomplete and may not be processed in a timely manner. You may login and update your "Draft" proposal using the "Update" link on the website.
5. You will receive an auto reply acknowledging your proposal. This email will provide a 4-digit session ID number for you to reference for future inquiries.

6. Once this is complete, please contact insightspeaker@omnienceevents.com to have your session reviewed. We will check your session for completion and will send you instructions for scheduling your session.

Note: Speakers will be notified by email prior to the event about session schedule, presentation deliverables and other helpful guidance. Please ensure you work with your speakers to ensure they meet all speaker deadlines.

- Session detail information should not be shared until the session is purchased and approved.

If you have questions regarding the completion of your session or speaker details, please email the speaker in box at insightspeaker@omnienceevents.com.

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Hotel In-Room Guest Voice Message…………………………………………………………$5,000
(Mandalay Bay/Delano)

Drive traffic to your exhibit on the Solution EXPO show floor by having your voice message delivered directly to conference attendee hotel rooms. Choose to have your message delivered to a random selection of IBM or customer attendees at Mandalay Bay/Delano.

Two (2) opportunities available per location. Additional hotel charges apply.

- First-come first-served on choice of date for delivery
- $1.50 per room (we will need group codes/who is to receive the message at least 48 hours prior to deployment so PBX can run lists)
- .wav file (30 seconds max) to be provided to the hotel 5 business days prior to message deployment

- A contact from each hotel will be provided for the sponsor to work with directly on payment of the room fee

- All content for the .wav file must be pre-approved by conference management
- Random list of attendees will be provided – based on attendee type chosen:
    - IBM client
    - Business Partner
    - IBM employee
    - Combination of the above

DEADLINE/Submission Instructions

Email the .wav file to Julie DuFour (jdufour@us.ibm.com) for IBM approval by **October 5th, 2015.**

Indicate how many rooms will be included in the drop. Also, indicate the categories from which the random attendee rooms should be selected. Choose from:

1. IBM Client
2. Business Partner
3. IBM Employee
4. Combination of the above

Sponsor must deliver approved .wav file to the hotel contact by **October 19th, 2015.**

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606 or Bob Melton (bmelton@us.ibm.com, 770-804-1162) If your promotion is already purchased and you have questions, contact Julie Dufour (jdufour@us.ibm.com), 702-629-4029).

Solution EXPO Theater Presentation $2,500

Take "center stage" for 20 minutes in the Solution EXPO Theater! This is your opportunity to present your solution, product or innovative leading edge technology to attendees. Topic and content are subject to approval. Scheduling is first come, first served – so sign up for the optimum slot quickly. Available only to sponsors/exhibitors.

Sponsor Session Submission Guidance

You have purchased a 20-minute Solution EXPO theater presentation at Insight 2015. If all deadlines are met, your session(s) will be listed on the Insight Event Connect Attendee Portal.

Important:
Presentations should be structured as an educational interchange. All sessions should provide or discuss IBM application solutions, IBM client case studies, best practices, or functional overviews. IBM reserves the right to review all materials and make recommendations prior to accepting Sponsor presentation topics and titles & abstracts, and placing them on the agenda.

Includes:
- If all deadlines are met, your session(s) will be promoted on the Web. The EventConnect Attendee Portal will list the session title, session description, and speaker(s) name, company and a brief speaker bio, if desired.
- Solution EXPO theater presentations take place in a premier position on the show floor. Standard set up includes basic A/V (microphone/speakers and a screen on which your presentation will be projected) and seating for attendees.

Get ready: To access the online submission form, click the link below. You'll need your sponsor contract number, session abstract and speaker details to complete the form.* Your contract number can be found on your sponsorship confirmation email. Once you enter your sponsor contract number, the site will automatically verify what session benefit(s) you are entitled to and display the link to submit, or display a message letting you know if you have already entered the maximum number of sessions.

*Sponsor sessions are subject to review and approval.

IMPORTANT DEADLINES
Deadline to enter and schedule a sponsored session and have it in the printed onsite guide:
Monday, August 17, 1015

Event Connect Deadline
Wednesday, September 30ᵗʰ, 2015

DESCRIPTIONS OF STREAMS AND TRACKS
Navigate to the link below for full descriptions of the curriculum's Streams and Tracks. You will need to select a Stream and Track for each session and these are the choices that will be available to you when you complete the session proposal form:
http://www-01.ibm.com/software/events/insight/agenda/schedule/curriculum/#business

TO BEGIN THE PROPOSAL SUBMISSION PROCESS, CLICK HERE:
https://www-950.ibm.com/events/tools/insight/2015ems/screens/activity/sponsorCheck.xhtml

INSTRUCTIONS TO ENTER SPONSOR SESSION AND SPEAKER DETAILS
3. Once you click the link above, please enter your IBM ID email address and password to log in. This ID is different from the PartnerWorld ID. If you do not have an IBM ID, click MY IBM ID and follow the instructions to register a new IBM ID. Within a few minutes, your IBM ID will be active.

PLEASE DO NOT BOOKMARK THIS PAGE.
This page is only displayed if you are not already signed in.

- **Clients and IBM Business Partners:** To login, you will need an IBM ID. An IBM ID is an active email address and a password you can easily remember. Note that all submitters and speakers need their own IBM ID as this is how the system identifies each user upon login. This will become especially important if a proposal is accepted and the speakers need access to their online speaker kit. If you do not already have an IBM ID, the process for creating one is quick and easy. Simply click My IBM ID, and complete the fields. Please note, this will redirect you to the IBM ID Site. Please keep the Call for Speakers tab/window open in order to return. Within a few minutes, your IBM ID will be active and you can proceed to the site. If you have difficulty logging in, please contact impactspeaker@maritztravel.com for assistance.

- **IBM employees:** Use your IBM intranet ID (SameTime) and password to login and access the site.

Impact 2014

↪ Conference Site

IBM ID Help

📞 Call IBM Help:
   1-888-426-4409

→ Forgot your IBM ID?

→ Forgot your password?

IBM ID *

→ Forgot IBM ID?

Password *

→ Forgot password?

Submit

4. Enter your sponsor contract number, found on your confirmation email, in the corresponding field where it states to "Please enter your sponsor code:" Then click the CHECK CODE button.

Sponsor code *

Check code

3. The site will recognize your session benefit(s) and provide a link to submit the session(s) available to you. Click on the corresponding link to begin.
4. Submit your proposal(s) by completing the required fields in both the 'Proposal Details' and the 'Speaker Assignment' steps.
    - Titles have a limit of 100 characters maximum including spaces.
    - Abstracts have a limit of 750 characters maximum including spaces.
    - When you are done updating the Proposal Details, click the **"Save and Continue"** button at the bottom of the form. This will take you to the Speaker Assignment step.
    - On the Speaker Assignment step, you will assign the speaker(s) who will present the session. Remember that a speaker must first have a speaker profile before he/she can be assigned to a session.
      To add a speaker profile, enter the speaker's information in either the last name OR the email field and click the **"Search"** button. If the search result

47

locates the necessary speaker profile, click **"Select"** next to the speaker name within the Speaker Search Results section to attach that speaker to

the proposal record. Repeat this step as needed. If the speaker is not found, you will need to select "**Create a speaker profile**" from the right hand navigation.

- **Creating a new Speaker Profile:** A speaker profile must be created for each presenter at the conference. This enables your proposed speaker to appear in the list of available speakers when assigning speakers to a session proposal. If the speaker you are adding is already in our database, you will not need to create a speaker profile for that speaker.

- When you have created the new speaker profile, please select **Return to the proposal Submission Process** and locate your Session Proposal within the **Session Proposals** area and navigate to the **Update Assigned Speakers** area (on the right nav). From this area, you can search for the speaker, based on the new profile created, and assign that speaker to your session.
- **NOTE:** Solution EXPO theater presentations have a limit of 2 speakers per session.
- **IMPORTANT:** After you have updated the speaker assignments, click the **"Finish"** button on this page. If you forget to click the "Finish" button, your proposal will remain in "Draft" status. Proposals in "Draft" status are incomplete and may not be processed in a timely manner. You may login and update your "Draft" proposal using the "Update" link on the website.
5. You will receive an auto reply acknowledging your proposal. This email will provide a 4-digit session ID number for you to reference for future inquiries.
6. Once this is complete, please send an email to insightspeaker@omnienceevents.com to have your session reviewed. We will check your session for completion and will send you instructions for scheduling your session.

*Please bring your presentation to the theater on a laptop, USB device or IPad. The following devices and connections will be available to connect your presentation to the theater monitor:

- Laptop Computer
- Adapter for Apple Devices
- Adapter for PC Devices
- IPad Connection

Note: Speakers will be notified by email prior to the event about session schedule, presentation deliverables and other helpful guidance. Please ensure you work with your speakers to ensure they meet all speaker deadlines.

If you have questions regarding the completion of your session submission or speaker details, please email the speaker inbox at insightspeaker@omnienceevents.com

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)
If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Business Partner Reception Sponsorship…………………………………….. $15,000

The Business Partner Reception will take place on Saturday evening.
• 2 Full Conference Badges
• Recognition as a sponsor with company name and logo on signage at the Business Partner Reception
• Recognition during General Session: company name or logo displayed on screen
• Recognition with company name or logo in Summit Guide
• Sponsor name or logo with hyperlink from main conference website to sponsor's website
• Your company name and logo on tabletop signs placed on bars in reception
• Opportunity to participate with an IBM Executive in a short (1–2 minute) welcome at the reception
• Small table at the reception made available for collateral or giveaway items provided by sponsor
• Dedicated meeting room on the Solution EXPO floor

One (1) opportunity available.

DEADLINE/SUBMISSION INSTRUCTIONS:

We will use your logo and URL that you provided during your conference application submission.

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com. |

Business Partner Cafe Sponsorship……………………………….. $16,000

The Business Partner Café is the place to meet with IBM program and product experts, as well as a central location for IBM Business Partners to gather, network, and host meetings.

This sponsorship includes:
• 2 Full Conference Badges
• 4 Solution EXPO Only Badges
• Sponsor logo featured on signage inside of Business Partner Café
• Sponsor logo placement in guide
• Sponsor logo on Business Partner Café page on conference website
• Dedicated sponsor table in Business Partner Café
• 2 hi-boy tables with 6 stools for sponsor use
• Access to 6 hours of dedicated time in available meeting room

Two (2) opportunities available.

DEADLINE/SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Product Certification Area **$3,000**

This area is one of the most popular destinations at the Conference and is a fantastic opportunity to get your company noticed! Sponsorship includes signage in the certification area and acknowledgement in the Guide. You can also place a promotional brochure in the certification room. Three (3) opportunities available. **Or be the Exclusive Sponsor of the Product Certification Area for only $8,500!**

DEADLINE:

August 31st, 2015.

Deadline for sponsorship purchase for inclusion in Guide

SPONSORSHIP ALSO INCLUDES:
- Ability to scan badges of attendees – Sponsor would need to provide the staff, lead retrieval units and would need to ask each attendee if they can scan their badge.
- Sponsor's staff can be stationed at the table in front of the reception area to hand out shirts in exchange for scanning
- Sponsor is responsible for providing the staff and shirts
- Sponsor acknowledges that IBM will not provide them with any attendee contact information

Sponsor will need to monitor the lines going into the lab, because we do not want to create a traffic jam due to scanning. Based on the lines, sponsor may need to scan badges as people exit the lab area(s).

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Coffee Breaks (4 opportunities) …………….……………………………………..…. **$3500**
(Monday thru Thursday)

Sponsor the coffee breaks and put the focus on your brand! Your company name will appear on signage and in the guide. Four (4) opportunities available.

Shared sponsorship from Monday through Thursday at Mandalay Bay for $3,500.

Be the Exclusive Sponsor for only $6,500.

Sponsor will receive logo recognition with conference branding on signs around each coffee break area.

DEADLINE/ SUBMISSION INSTRUCTIONS:

We will use your logo and company description that you provided during your conference application submission.

Sponsorship Deadline: August 31st, 2015.

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Conference Breakout Session Topic……………………………………… $3,000

Gain more exposure by sponsoring a Conference Topic of your choice.
Your logo will be displayed on the digital room signage for all of the sessions
in your topic and you will receive sponsorship acknowledgment on-site. This
sponsorship does not include a speaking opportunity. Multiple opportunities
available.

DEADLINE:
Choose your preferred program track from the list below and submit your top two
choices to the link below **by August 14th, 2015.**
https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

Advanced Analytics
Business Intelligence
Data Discovery
Performance Management
Predictive Analytics
Prescriptive Analytics
Risk Analytics
Content Analytics
Streaming Analytics

Content Mgmt
Case Management
Document Capture & Imaging
Content Platform

Data Mgmt
Data Warehouse
DB2 for zOS & z Systems
DB2 for LUW
IMS
Informix

Integration, Governance & Security
Data Lifecycle Management
Data Security & Privacy
Information Integration & Quality
Information Lifecycle Governance
Master Data Management
Security Trends & Innovation

Hadoop & Spark	
	Hadoop system
	Data science
	Open Source & Standards
	Spark
Systems & Architecture	
	Infrastructure Matters
	Information Solutions Architecture
	IT Strategy & Vision
	Hybrid Cloud Architecture
Watson	
Cloud	
Mobile	
Internet of Things	

For additional information about these Categories and Topics, visit: http://www-01.ibm.com/software/events/insight/agenda/schedule/curriculum/#business

*Sponsor sessions are subject to review and approval.

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)
If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Dessert in Solution EXPO (Mon-Wed) $1,500

Gain premier name recognition by sponsoring the desserts served in the Solution EXPO after lunch on Monday, Tuesday and Wednesday! Your logo will appear on signage in the Solution EXPO and you will receive sponsorship acknowledgment on-site. Four (4) opportunities available.

DEADLINE/SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

Sponsorship Deadline: August 31st, 2015.

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Insight Barista Bar...**$10,000/day**

New to Insight 2015! (Mon, Tues, OR Wed) Be the hit of the conference with the daily exclusive Barista Coffee Bar sponsorship. This Barista Coffee Bar will be located on the 3rd floor South Conference Center. Opportunity to personally customize the menu with your company "lingo." Logo printed on cup sleeves. Logo on Barista Coffee Bar signage in area. Sure to be a high-traffic "meet me" location!

DEADLINES/ SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

Sponsorship Deadline: August 31st, 2015.

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Lab Center $3,000

Get the focused attention of the technical community by sponsoring the Lab Center during the Conference. These labs continue to be among the most popular sessions at the conference. Sponsorship includes appropriate signage in the area and acknowledgement in the Guide. Your collateral can also be placed in the area. Three (3) opportunities available.

Or be the Exclusive Sponsor of the Lab Center for only $8,500.

DEADLINE:

August 31st, 2015
Deadline for sponsorship purchase for inclusion in Guide

SPONSORSHIP ALSO INCLUDES:
- Ability to scan badges of attendees – Sponsor would need to provide the staff, lead retrieval units and would need to ask each attendee for their agreement prior to their badge being scanned
- Sponsor's staff can be stationed in the Lab Center area to hand out shirts in exchange for scanning.
- Sponsor is responsible for providing the staff and shirts
- Sponsor would review schedule to see which sessions they want to scan or if they want to try for all of them
- Sponsor acknowledges that IBM will not provide them with any attendee contact information

Sponsor will need to monitor the lines going into the lab, because we do not want to create a traffic jam due to scanning. Based on the lines, sponsor may need to scan badges as people exit the lab area(s).

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Meeting Room on Solution EXPO Floor

Have your own meeting room on the Solution EXPO floor for your exclusive use. Meet with clients, plan strategy with teammates, etc. Your private meeting room will be available for use on Sunday evening through Wednesday afternoon. Limited number available.

10'x10' Meeting Room……………………………………………...……$5,000
12'x12' Meeting Room……………………………………………...……$7,500

Room Specifications

Room includes electricity, wireless internet connection, one conference table, and six chairs. Room is either 10'x10' or 12' x 12'.

If you have any Audio Visual or Food and Beverage requests, please contact: Cheri Gold at CGold@mandalaybay.com. You are responsible for any additional charges.

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Solution EXPO Welcome Reception………………………………………....…$15,000

This exclusive option provides a unique promotional and brand awareness opportunity. The Welcome Reception in the Solution EXPO will be held on Sunday, October 25, 2015. Your logo will be printed on signage and placed at the entrance of the Solution EXPO. Sponsors may also provide (at their own cost) a glass with their logo/branding as a giveaway. **New to Insight 2015! Flair Bartenders included in this sponsorship!**

Upon Availability

DEADLINE/ SUBMISSION INSTRUCTIONS:

We will use your logo you provided during your conference application submission.

Flair Bartender deadline: August 15th, 2015

Sponsorship Deadline: August 31st, 2015.

FOR MORE INFORMATION:
To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)
If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Women's Reception Sponsorship………………………………………..…$15,000

The Women's Reception provides attendees with a great opportunity to learn from industry leaders, engage in discussion and network with other attendees. This exclusive sponsorship opportunity includes:

• Acknowledgment in conference guide
• Company description in the conference agenda tool
• 2 Full Conference Badges
• Opportunity to participate with an IBM Executive in a short
(1–2 minute) welcome address prior to the panel discussion
• Logo on slide during panel discussion
• Small table at the reception to distribute collateral
One (1) opportunity available.

DEADLINE/ SUBMISSION INSTRUCTIONS:

We will use your logo and company description that you provided during your conference application submission.

Sponsorship Deadline: August 31st, 2015.

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Social – Owned Media

IBM provides your entrance into promoting your brand in social, or providing the amplification for your presence and your brand at IBM Insight.

Tweet Package……………………………………………………………………………………**$2,500**
Two (2) opportunities available.

Tumblr Package……………………………………………………………………………………**.$2,000**
One (1) opportunity available.

Elite Social Package ……………………………………………………………………………**$5,000**
Twitter, Tumblr Combined, (2) Facebook Posts, 1 LinkedIn post
One (1) opportunity available.

TWEET PACKAGE

IBM provides your brand the opportunity to co-promote on social using Twitter.

Pre-Conference: 6 week flight beginning 9/13, 1 tweet per week, with media card (sponsor-provided)
During Conference: 1 tweet per day, (4 total) with media card (sponsor-provided)
Post-Conference: 3 tweets over 2 week flight, with media cards (sponsor provided)

Twitter Handle is @ibminsight

Specifications/ Acceptable File Format

- 1024x412px OR 440x220px
- .PNG files ONLY (.jpegs are not acceptable)
- Must conform to IBM event social guidelines (can be discussed in 1:1 consultation)

TWEET PACKAGE: Deadlines and Submission Instructions

August 10th: Sponsor delivers media cards to IBM for review/approval

August 24th: Final Approval/delivery of assets

Please submit your files to the link below by August 10th, 2015.
https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm

tumblr PACKAGE

IBM provides your brand the opportunity to land on the IBM Tumblr page, via a sponsored "Interview" prior to the conference.

Specifications/ Acceptable File Format

We will use your logo you provided during your conference application submission.

tumblr PACKAGE: Deadlines and Submission Instructions

Week of August 17th: Sponsor submits interviewee for IBM for review/approval

Week of August 24th: Social team conducts interview with featured sponsor interviewee

Week of September 15th: IBM posts interview

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to InsightFulfillment@gpj.com.

Social Lounge Sponsor……………………………………………………………… **Call for Quote**

- Social perspectives screen (Dedicated panel – real-time information)
- Social Influencer VIP Lounge access (2 VIP access passes)
- Sponsorship of breaks served in VIP Lounge
- Logo on tabletops
- Digital still ad on Social Wall
- 1-minute video ad on Social Wall

Ad Type:	One-Minute Video	Digital Still Ad	Logo
Price:	Call for Quote	Call for Quote	Call for Quote
Specifications / Acceptable File Format:	• No more than 60 second length • Preferred format: 1920 x 1080 h264 MP4 • Also accepted: MOV	• Vector Graphics • .eps file –OR- .ai file –OR- • Super high res PNG. Over 4000px • Ad does not have to match these specs exactly, however request that it be as close as possible	• EPS Logo File
Submission Instructions and Deadlines:	• Submit your video to Julie DuFour, (jdufour@us.ibm.com) for IBM **Approval by August 20th, 2015.** • If any changes need to be made, final video must be emailed to Julie DuFour, (jdufour@us.ibm.com) by **September 10th, 2015.**	• Submit your Ad to the link below for IBM **Approval by August 20th, 2015.** • If any changes need to be made, final Ad must be submitted to the link below by **September 10th, 2015.** https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm	• We will use your logo that was provided along with your conference application.
Additional Instructions:	The advice for any sponsor is to focus the video on visual information, and assume that it will be difficult for attendees to hear or pay attention to specific narration or sound bites.		

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606) or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, contact Julie Dufour (jdufour@us.ibm.com), 702-629-4029).