



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 lavalier 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.

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.

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@omniiencevents.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.