



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).