



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.