

## BUSINESS PARTNER EXHIBITOR PLUS PACKAGE 10' x 10'

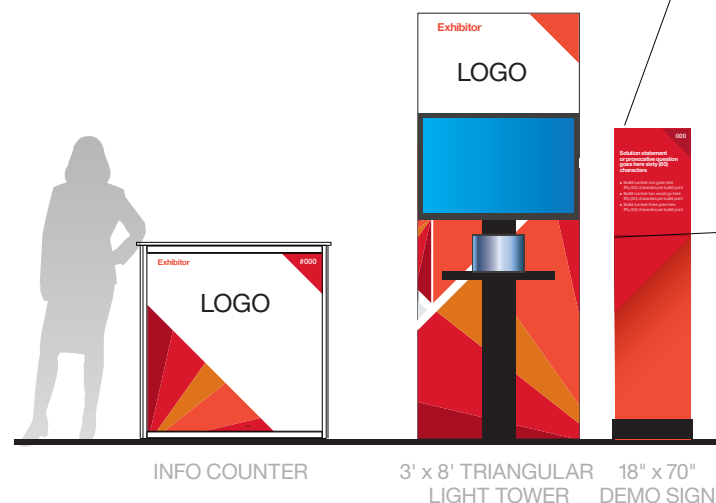
**Thank you** for agreeing to participate in our conference. You have selected the Exhibitor Plus Turnkey Package. Included with this level are:

- 10' x 10' Carpet
- Info Counter w/Logo
- (1) Triangle Fabric Tower with Logos
- (1) Demo Sign (Double-sided)
- (2) Electrical Drop (includes power to info counter & monitor)
- (2) Hardwire Internet Drop
- Bar Table, (2) Stools & Wastebasket
- 42" LED Monitor w/Stand
- Labor

**Monitor** has the ability to do full HD 1920x1080 resolution. Minimum resolution for PowerPoints should be 1024x768, preferred resolution 1280x720.

**Here is the process you need to follow so that we can produce your pedestal signage with your logo:**

1. Read the proof point instructions.
2. Create the proof point text using the specifications at right. Exhibitor submits one set of content.
3. Submit content to [ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm](http://ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm) by Friday, September 4, 2015.
4. Proofs will be emailed for approval within 2 weeks of submission.



### Logo

We will be using the EPS logo that was submitted to IBM with your online EXPO contract.

### Proof Point Content Submission Instructions

Proof points are specialized copy designed to encourage attendees to engage with your company. Think of proof points as cues to start a conversation with an attendee about their needs, challenges and perspectives. They are placed at eye-level to capture attention and support the dialogue with the demonstrator.

#### Please consider the following when writing proof points:

- Proof points are most effective when they are focused on the attendee's needs. They should be customer-focused, conversational, and should make people want to come into your booth. They should clearly state the benefits to the attendee of the product/solution/offering at the pedestal.
- Proof points should be written in sentence capitalization format (capitalize the first word and proper nouns); title caps or ALL CAPS format is not recommended. Use an ampersand (“&”) instead of “and.”
- With an ultimate goal of provocation, the proof points should continue to tell the story and be written in a conversational tone.
- Consider a “Did you know?” construct to pique curiosity and encourage attendees to engage with your company.
- Substituting a URL for a benefit statement is not recommended.

*IBM reserves the right to adjust or change your content to ensure it adheres to IBM guidelines. Once your content has been reviewed and you have provided approval, all subsequent changes are subject to rework charges.*

**Example:**

**Solution statement or provocative question goes here sixty (60) characters**

- ◆ Bullet number one goes here fifty (50) characters per bullet
- ◆ Bullet number two goes here fifty (50) characters per bullet
- ◆ Bullet number three goes here fifty (50) characters per bullet

**Want to help your IT department maximize its technology ROI?**

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- ◆ Seamless migration path from your current platform

*Please note: The actual color of the Structures shown will change depending on zone chosen and defined on the show floor. Red color scheme here is for reference only.*

**Submit content by Friday, September 4, 2015 to:**  
[ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm](http://ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm)

## TOPIC ZONE COLORS

Integration,  
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