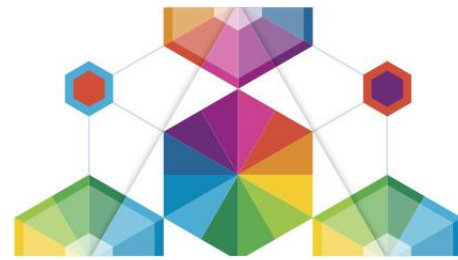




InterConnect2015

The Premier Cloud & Mobile Conference



Advertising on Conference Digital Signage throughout Mandalay Bay & MGM Grand Conference Centers *(Rotating content provided by sponsors)*

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

Ad Type:	One-Minute Video	Digital Still Ad	Logo
Price:	\$2,500	\$2,000	\$1,500
Specifications / Acceptable File Format:	<ul style="list-style-type: none"> No more than 60 second length Preferred format: 1920 x 1080 h264 MP4 Also accepted: MOV 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> EPS Logo File
Submission Instructions and Deadlines:	<ul style="list-style-type: none"> E-mail video to sduven@us.ibm.com for approval by January 9th, 2015. If any changes need to be made, final video must be submitted to sduven@us.ibm.com by January 19th, 2015. 	<ul style="list-style-type: none"> E-mail low-resolution PDF version of your ad to sduven@us.ibm.com for approval by January 9th, 2015. Once approved by IBM, email your high-resolution file to sduven@us.ibm.com by January 19th, 2015. 	E-mail eps logo file to sduven@us.ibm.com by January 9 th , 2015.
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.		



InterConnect2015

The Premier Cloud & Mobile Conference



FOR MORE INFORMATION:

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

If your promotion is already purchased and you have questions, contact Susan Duven (sduven@us.ibm.com, 719-488-2109).