



InterConnect2015

The Premier Cloud & Mobile Conference



Video Ad on Bus\$4,500

Share your video message with attendees while they ride on the bus between the Mandalay Bay and the MGM Grand conference centers. Sponsor provides video. Multiple opportunities available.

Video specifications / Acceptable File Format -

- *No more than 60 second length
- *1920 x 1080 H264 MP4
- * Also accepted: .mov

Video due dates:

January 16, 2015 - Email video to sduven@us.ibm.com for approval.

January 26, 2015 - If any changes need to be made, final approved video due to sduven@us.ibm.com.

Note: The advice for any sponsor is to focus the video on visual information, and assume that it will be difficult for attendees to hear on the bus. Your video will rotate with other sponsor and conference content while attendees ride on the bus. Videos will be played on the majority of buses transporting attendees between venues.

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).