



Advertising on Social Lounge Video Wall (rotating content provided by sponsors)

Don't miss this opportunity to showcase your digital message on the Social Lounge Video Wall for all to see! Rotating content can include logos, digital still ads and videos.

One-minute Video (up to 60 seconds max).....\$4,000
 Digital Still Ad.....\$3,000
 Logo.....\$2,000

Ad Type:	One-Minute Video	Digital Still Ad	Logo
Price:	\$4,000	\$3,000	\$2,000
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 <u>Deadlines</u> :	<ul style="list-style-type: none"> Submit your video to Julie DuFour, (jdufour@us.ibm.com) for IBM Approval by January 8th, 2016. If any changes need to be made, final video must be emailed to Julie DuFour, (jdufour@us.ibm.com) by January 15th, 2016. 	<ul style="list-style-type: none"> Submit your Ad to the link below for IBM Approval by January 8th, 2016. If any changes need to be made, final Ad must be submitted to the link below by January 15th, 2016 <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> https://www-950.ibm.com/events/www/interconnect/ic16expo.nsf/exspcode </div>	<ul style="list-style-type: none"> We will use your logo that was provided along with your conference application.



InterConnect 2016

February 21 - 25
MGM Grand & Mandalay Bay | Las Vegas, Nevada

#ibminterconnect

**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.

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, please send an email to InterConnect2016@gpj.com.