



**Aroma Coffee Bar.....\$40,000**

Be the hit of the conference with the exclusive sponsorship of the Aroma Coffee Bar. This Aroma Coffee Bar will be located in the Mandalay Bay Convention Center. It is sure to be the hub of the conference as a convenient 'meet me' location. Complimentary specialty coffee available to attendees Monday through Wednesday is sure to be a big draw. Coupled with cafe' style seating and a Recharge bar where attendees can recharge their devices while enjoying their choice of premium coffee.

This is a high traffic location convenient for all attendees near the 2nd floor Social Lounge, Executive Center and just up the escalators from the Expo.

You will receive acknowledgment of your sponsorship on-site through multiple promotions and drive-to for the Aroma Coffee Bar

**Sponsorship Includes:**

- Customize the menu with your company "lingo"
- Print your logo on cup sleeves
- Your branding featured throughout the space
- Customized signage cards on tabletops
- Space allocated at Recharge bar to distribute collateral (brochure holder)
- Acknowledgment in conference guide
- Acknowledgment in General Session Thank you Slide (Mon)
- Promotion in Daily Newspaper M/T/W
- Location and Sponsored by Logo on Floor plan map in Guide (exclusive sponsorship)

**DEADLINE/SUBMISSION INSTRUCTIONS:**

We will use your logo you provided during your conference application submission.

**Sponsorship Deadline:** January 8<sup>th</sup>, 2016



# InterConnect 2016

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

#ibminterconnect

## FOR MORE INFORMATION:

To secure this promotion, contact Bob Melton ([bmelton@us.ibm.com](mailto:bmelton@us.ibm.com), 770-804-1162) or Anthony Ramon ([aramon@us.ibm.com](mailto: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](mailto:InterConnect2016@gpj.com).