



## **Escalator Cling..... \$7,500**

Increase your brand awareness! Place your logo and booth number on one of the prime escalator locations carrying attendees between floors at the Mandalay Bay. Escalator locations will be assigned on first-come, first-served basis – get your prime location by signing up today! Multiple opportunities available.

### **Escalator Cling locations include:**

#### **North Convention Center:**

- Between Level 0 and Level 1 near Conference Center Entrance and Event Center

#### **South Convention Center:**

- Between 1st and 2nd floor near Conference Meals and the Bookstore
- Between 1st and 2nd floor near the Conference Meals and the Solution EXPO
- Between 2nd and 3rd floor near the Social Playground and the Track Sessions

Banner will include your logo and tagline along with conference branding.

### **DEADLINE/ SUBMISSION INSTRUCTIONS:**

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

Please submit your tagline at the link below by **January 8<sup>th</sup>, 2016**

<https://www-950.ibm.com/events/www/interconnect/ic16expo.nsf/exspcode>



# 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@gpi.com](mailto:InterConnect2016@gpi.com).