



Package Inclusions

- **Conference Breakout Sessions and Solution EXPO Theater PresentationsPage 2**
- **Breakout Session on Digital Signage.....Page 8**
- **Breakout Sessions Highlighted in InterConnect TODAY Newspaper...Page 9**
- **Meeting Room on Solution EXPO Floor (Dedicated).....Page 10**
- **Meeting Room in Delano Hotel.....Page 11**

Social Inclusions

- **New Social Inclusions.....Page 12**

Branding and Promotions

- **Submit your company logo.....Page 14**
- **Printed Ad in Guide.....Page 15**
- **One-Minute Video on Digital Signage.....Page 17**
- **Logo Item Advertising: Sponsor Provides Items.....Page 18**
- **eLiterature.....Page 19**
- **Hyperlink from IBM Conference Website to Sponsor Website.....Page 21**



(2) Breakout Session Presentations (60 minutes) and (2) Solution Expo Theater Presentations (20 Minutes)
(Diamond Sponsors)

As part of your Diamond sponsorship, you have the opportunity to present your solution in two (2) 60-minute lecture-style breakout sessions and two (2) 20-minute Solution EXPO Theater presentations.

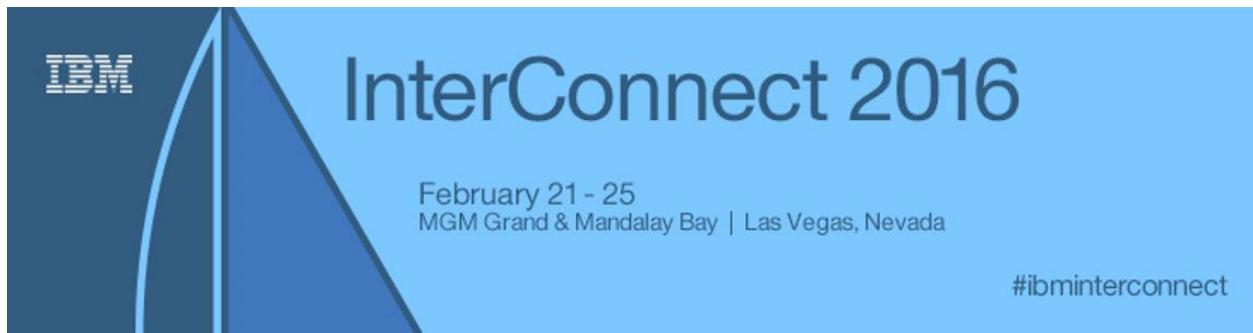
INSTRUCTIONS FOR ENTERING BREAKOUT SESSIONS INTO THE IBM CONTENT MANAGEMENT SYSTEM

Important:

Breakout Presentations should be structured as an educational interchange structured with 45 minutes of content and 15 minutes of Q&A. All sessions should provide or discuss IBM application solutions, IBM client case studies, best practices, or functional overviews. IBM reserves the right to review all materials and make recommendations prior to accepting Sponsor presentation topics and titles & abstracts, and placing it on the agenda.

Includes:

- If all deadlines are met, your session(s) will be promoted on the Web and in print. The Event Connect Attendee Portal will list the session title, session abstract, and speaker(s) name and company. Session information will also be indicated in the printed Conference Newspaper.
- Breakout sessions are scheduled in session rooms with standard audio visual equipment which includes a screen, LCD projector, podium, podium microphone and two lavalier microphones. Electronic signage at the session room will display the session information.
- Solution EXPO theater presentations take place in a premier position on the show floor. Standard set up includes basic A/V (microphone / speakers and



a screen on which your presentation will be projected) and seating for attendees.

Get ready: To access the online submission form, you must click the link below. You'll need your sponsor contract number, session title, abstract and speaker details to complete the form.* Your contract number can be found on the sponsorship confirmation email. Once you enter your sponsor contract number, the site will automatically verify what session benefit(s) you are entitled to and display the link to submit, or display a message letting you know if you have already entered the maximum number of sessions.

*Sponsor sessions are subject to review and approval.

IMPORTANT DEADLINES

Deadline to enter and schedule a sponsored session and have it listed on the Event Connect Attendee Portal and in the Conference Daily Newspaper:

Friday, January 8, 2016

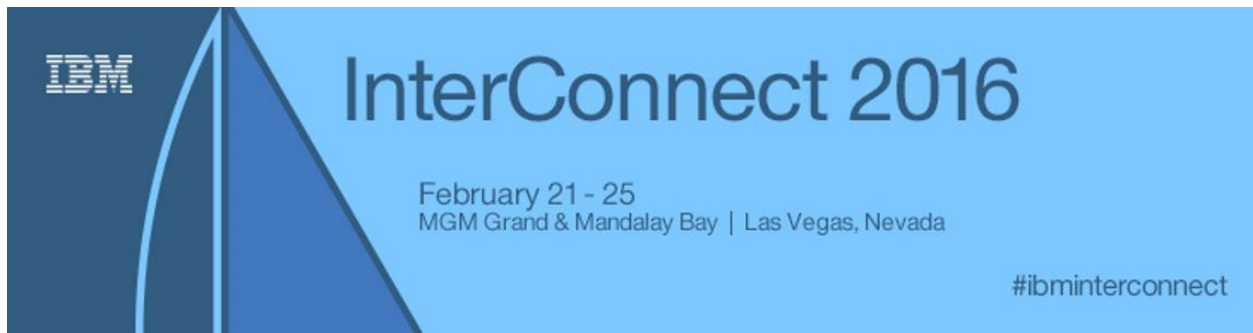
Deadline to enter and schedule a sponsored session and have it listed on Event Connect Attendee Portal but NOT guaranteed to be listed in the Conference Newspaper:

Friday, February 5, 2016

DESCRIPTIONS OF TOPICS AND SUBTOPICS

Navigate to the link below for full descriptions of the curriculum's topics and subtopics. These are the choices that will be available to you when you complete the session proposal form.

https://www-950.ibm.com/events/tools/interconnect/2016ems/pdf/IC2016_spearguidelines.pdf



TO BEGIN THE PROPOSAL SUBMISSION PROCESS, CLICK HERE:

<https://www-950.ibm.com/events/tools/interconnect/2016ems/screens/activity/sponsorCheck.xhtml>

INSTRUCTIONS TO ENTER SPONSOR SESSION AND SPEAKER DETAILS

1. Once you click the link above, please enter your IBM ID email address and password to log in. This ID is different from the PartnerWorld ID. If you do not have an IBM ID, click MY IBM ID and follow the instructions to register a new IBM ID. Within a few minutes, your IBM ID will be active.
2. Enter your sponsor contract number, found on your confirmation email, in the corresponding field where it states to "Please enter your sponsor code:" Then click the CHECK CODE button.

Sponsor code *

3. The site will recognize your session benefit(s) and provide a link to submit the session(s) available to you. Click on the corresponding link to begin.
4. Submit your proposal(s) by completing the required fields in both the 'Proposal Details' and the 'Speaker Assignment' steps.
 - Titles have a limit of 100 characters maximum including spaces.
 - Abstracts have a limit of 750 characters maximum including spaces.
 - When you are done updating the Proposal Details, click the **"Save and Continue"** button at the bottom of the form. This will take you to the Speaker Assignment step.
 - On the Speaker Assignment step, you will assign the speaker(s) who will present the session. Remember that a speaker must first have a speaker profile before he/she can be assigned to a session.
 - To add a speaker profile, enter the speaker's information in either the last name OR the email field and click the **"Search"** button. If the search result



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locates the necessary speaker profile, click "**Select**" next to the speaker name within the Speaker Search Results section to attach that speaker to the proposal record. Repeat this step as needed. If the speaker is not found, you will need to select "**Create a speaker profile**" from the right hand navigation.

- **Creating a new Speaker Profile:** A speaker profile must be created for each presenter at the conference. This enables your proposed speaker to appear in the list of available speakers when assigning speakers to a session proposal. If the speaker you are adding is not already in our database, you will need to create a speaker profile for that speaker.
 - When you have created the new speaker profile, please select **Return to the proposal Submission Process** and locate your Session Proposal within the **Session Proposals** area and navigate to the **Update Assigned Speakers** area (on the right nav). From this area, you can search for the speaker, based on the new profile created, and assign that speaker to your session.
 - **NOTE:** Both breakout sessions and EXPO theater sessions have a limit of 2 speakers
 - **IMPORTANT:** After you have updated the speaker assignments, click the "**Finish**" button on this page. If you forget to click the "Finish" button, your proposal will remain in "Draft" status. Proposals in "Draft" status are incomplete and may not be processed in a timely manner. You may login and update your "Draft" proposal using the "Update" link on the website.
5. You will receive an auto reply acknowledging your proposal. This email will provide a 4-digit session ID number for you to reference for future inquiries.
 6. Once this is complete, please contact interconnectspeaker@maritztravel.com to have your session reviewed. We will check your session for completion and will send you instructions for scheduling your session.



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For All Approved Speakers-

*For more information about being an approved speaker at InterConnect, approved speakers can utilize the Speaker Kit:

<https://www-950.ibm.com/events/tools/interconnect/2016ems/speaker/kit.xhtml>

Please note that breakout session speakers need to bring a laptop to the session to present from as well as connectors required for the connection to the projector.

For Solution EXPO Theater Presentation Speakers-

*Please bring your presentation to the theater on a laptop, USB device or iPad. The following devices and connections will be available to connect your presentation to the theater monitor:

- Laptop Computer
- Adapter for Apple Devices
- Adapter for PC Devices
- iPad Connection

Note: Speakers will be notified by email prior to the event about session schedule, presentation deliverables and other helpful guidance. Please ensure you work with your speakers to ensure they meet all speaker deadlines.

- Session detail information should not be shared until the session is purchased and approved.

If you have questions regarding the completion of your session or speaker details, please email the speaker in box at interconnectspeaker@maritztravel.com.

The IBM logo is displayed in white on a dark blue background. It consists of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters.

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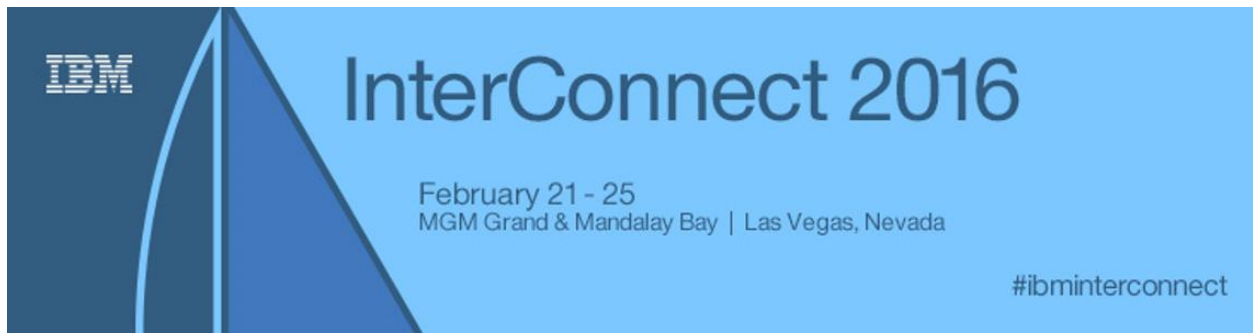
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FOR MORE INFORMATION:

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



Promotion of Diamond Breakout Sessions on Digital Signs

Diamond breakout sessions will be promoted on Digital Signage including a speaker quote.

DEADLINE:

January 8, 2016

INSTRUCTIONS:

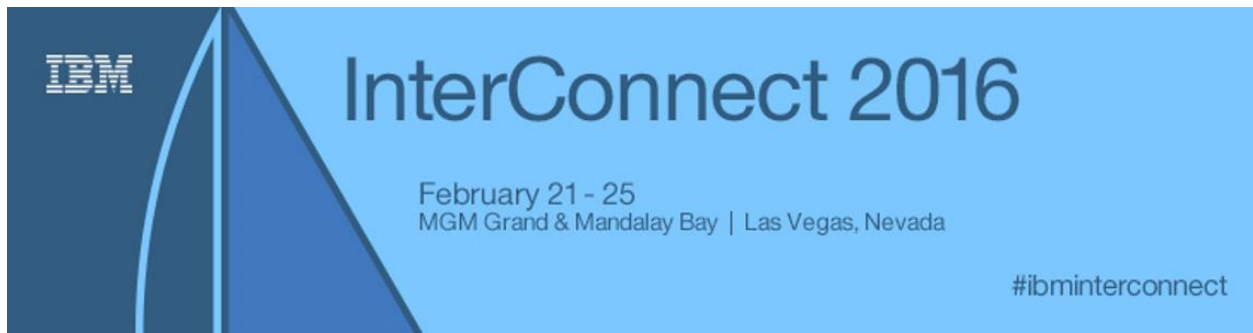
Submit a speaker quote for your session (no more than 140 characters) to the link below.

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

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.



Diamond Breakout Sessions Highlighted in InterConnectTODAY newspaper

Diamond breakout session to be highlighted in InterConnectTODAY newspaper.

DEADLINE:

January 8, 2016

INSTRUCTIONS:

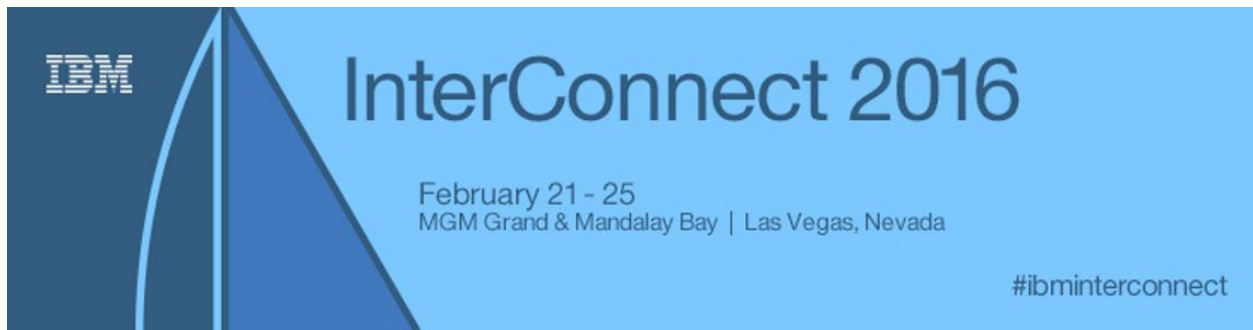
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If your promotion is already purchased and you have questions, please send an email to InterConnect2016@gpj.com.



Dedicated Meeting Room on Solution EXPO Floor (Diamond Sponsors)

Have your own meeting room on the Solution EXPO floor for your exclusive use. Meet with clients, plan strategy with teammates, etc. Your private meeting room will be available for use on Sunday evening through Wednesday afternoon. Limited number available.

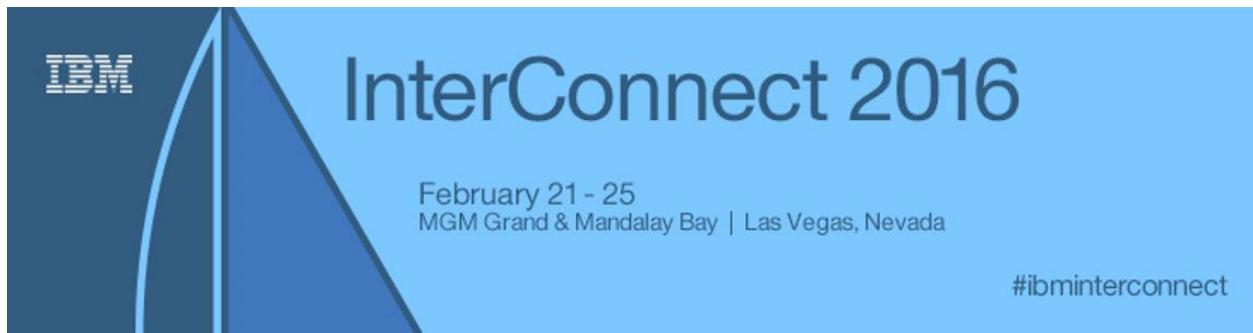
Room Specifications

Room includes electricity, wireless internet connection, one conference table, and six chairs. Room is 12' x 12'.

If you have any Audio Visual or Food and Beverage requests, please contact: Cheri Gold at CGold@mandalaybay.com. You are responsible for any additional charges.

FOR MORE INFORMATION:

Once your sponsorship is secured, if you have any questions, contact Bob Melton (bmelton@us.ibm.com, 770-804-1162) or Anthony Ramon (aramon@us.ibm.com, 510-769-5606)



Meeting Room in Delano Hotel

Have your own meeting room in the Delano for your exclusive use. Meet with clients, plan strategy with teammates, etc. Your private meeting room will be available for use on February 21st through February 25th. This is included in the Diamond package.

All charges on own.

Room Specifications: Approximately 600 Square Feet

To book a Diamond package meeting room, please contact Julie Dufour at jdufour@us.ibm.com.

FOR MORE INFORMATION:

Once your sponsorship is secured, if you have any questions, contact Bob Melton (bmelton@us.ibm.com, 770-804-1162) or Anthony Ramon (aramon@us.ibm.com, 510-769-5606)



Diamond Sponsorship New Social Inclusions

IBM provides your entrance into promoting your brand in social, or providing the amplification for your presence and your brand at IBM InterConnect.

Social Inclusions Package

One (1) Blog Post on IBM Tumblr

6 Week pre-promotional flight, 2x tweets per week from InterConnect Account

Cross promotion during InterConnect, 5x retweets of sponsor brand social handle content

Twitter Handle is @IBMInterConnect

Specifications/ Acceptable File Format

- 1024x412px OR 440x220px
- .PNG files ONLY (.jpegs are not acceptable)
- Must conform to IBM event social guidelines (can be discussed in 1:1 consultation)

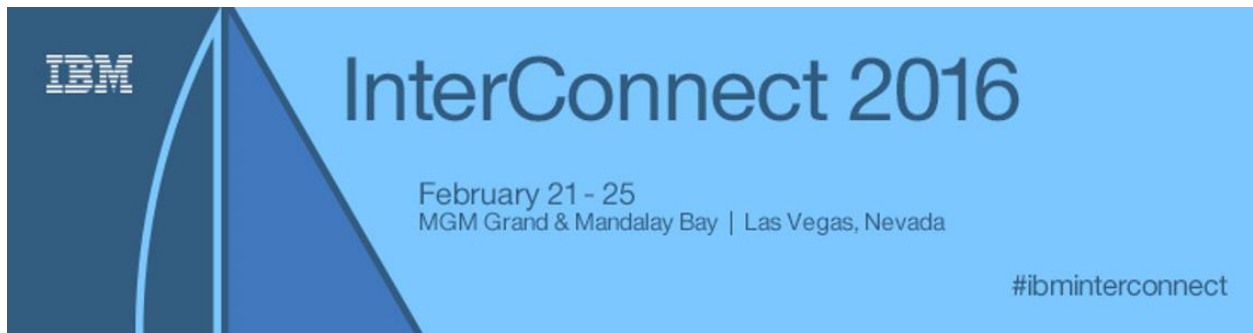
Tweets: Deadlines and Submission Instructions

December 18th: Sponsor delivers media cards to IBM for review/approval

January 8th: Final Approval/delivery of assets

Please submit your files to the link below by December 18th, 2015.

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



tumblr: Deadlines and Submission Instructions

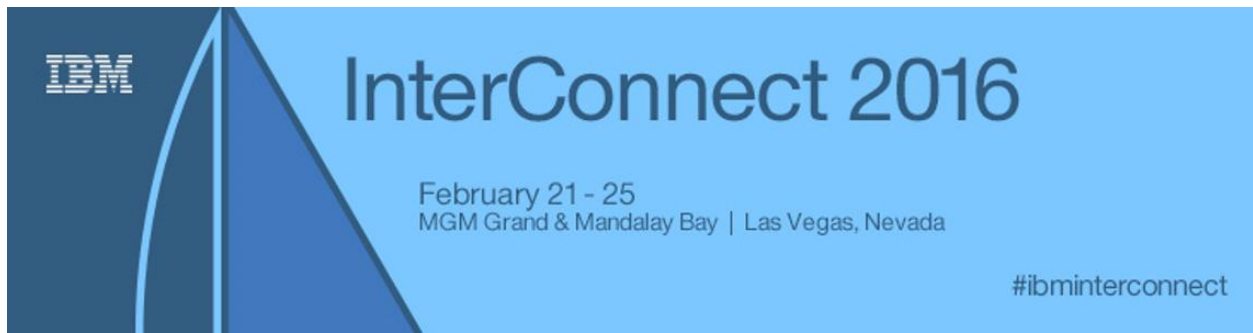
Week of December 18th: Sponsor submits interviewee for IBM for review/approval

Week of January 8th: Social team conducts interview with featured sponsor interviewee

Week of January 15th: IBM posts interview

FOR MORE INFORMATION:

Once your sponsorship is secured, if you have any questions, contact Bob Melton (bmelton@us.ibm.com, 770-804-1162) or Anthony Ramon (aramon@us.ibm.com, 510-769-5606)



SUBMITTING YOUR LOGO

Logo will be used on the web and in printed materials.

Vector-Based EPS Logo File

For Digital Signs and Print Media/Signs:

Provide a full-color (CMYK) file. Illustrator or Freehand. All fonts must be converted to outlines; Files must be converted to CMYK.

JPG Logo File

For Website:

Provide a JPG file – 140 x 100 pixels

ACTION:

If you did not provide your logo files when submitting your application, please reach out directly to Bob Melton (bmelton@us.ibm.com) via email. Please submit your logo files **no later than December 18th, 2015.***

**no changes will be accepted after this date.*

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.



AD IN GUIDE (Subject to availability)

(Diamond Sponsors)

Full-page, 4-color, Sponsor-provided ad in the Program Guide

AD SPECIFICATIONS/ACCEPTABLE FILE FORMATS:

- Trim size: 5" Wide x 7" High
- Full page, live area: 4" Wide x 6" High
- Full page, bleed: 5 ¼" Wide x 7 ¼" High

ELECTRONIC AD FILE SUBMISSION:

- Software: QuarkXPress (up to Version 9), InDesign (up to Version CC).
- Illustrator (up to Version CC), Photoshop (up to Version CC).
- High resolution print-ready PDFs (no smaller than 300 dpi, CMYK) with fonts embedded, .125" bleeds and crop marks to show finished size are also acceptable.
- Please include all images, fonts and miscellaneous linked files. Acceptable electronic file formats are TIFF, JPEG, or EPS.

DEADLINES AND SUBMISSION INSTRUCTIONS:

Submit your low resolution PDF to the link below by **January 8, 2016**.

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

Once IBM approval has been received, submit your high-resolution file to the link below by **January 15, 2016**.

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

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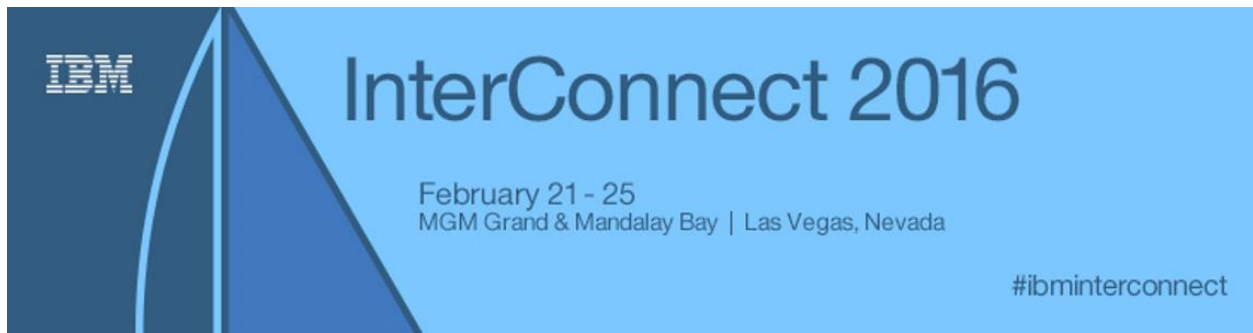
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One-Minute Video on Digital Signage

(Diamond Sponsor)

Promote your company and solutions through this dynamic channel! Leverage the plasma screens, located throughout the conference, to deliver your digital message to attendees.

Deadline

- 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.**

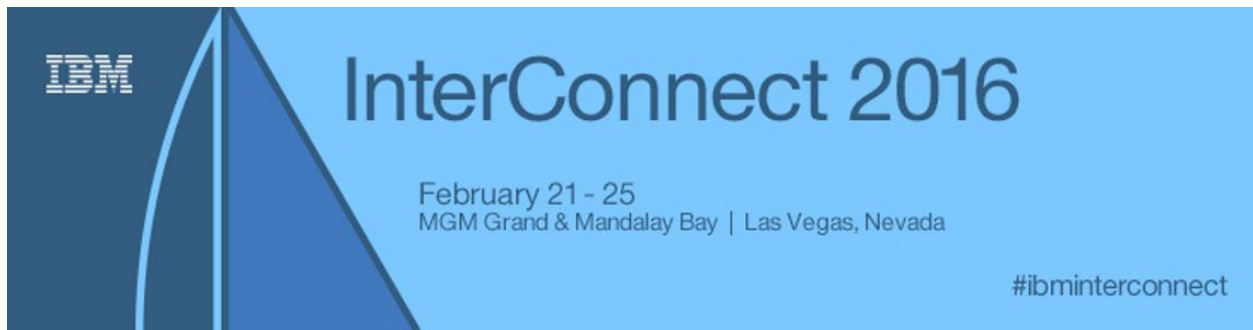
Submission Instructions

- No more than 60 second length
- Preferred Format: 1920 x 1080 h264 MP4
- Also accepted: MOV

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.



Logo Item Advertising

This is a great way to get your name and logo into the hands of attendees. Sponsor provides 300 items that include sponsor logo. Items to be placed on tables near the Solution EXPO Information Desk.

Must be approved by IBM

DEADLINE/SUBMISSION INSTRUCTIONS:

January 8, 2016

Submit a picture of logo item to the link below for IBM Approval.

SUBMISSION INSTRUCTIONS:

1. Submit a picture of logo item to the link below for IBM Approval.

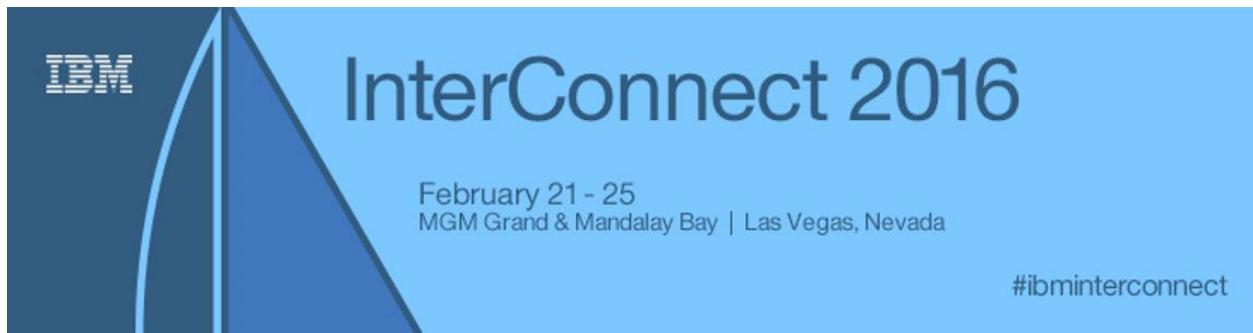
<https://www-950.ibm.com/events/www/interconnect/ic16expo.nsf/exspcode>

2. Once IBM approval has been received, mail 300 items to your booth in the Solution EXPO. See Exhibitor Service Kit for shipping information and deadlines.

3. Upon arrival at conference, contact the onsite Solution EXPO Program Manager to arrange for pickup of your items.

FOR MORE INFORMATION:

Once your sponsorship is secured, if you have any questions, contact Bob Melton (bmelton@us.ibm.com, 770-804-1162) or Anthony Ramon (aramon@us.ibm.com, 510-769-5606)



Instructions for IBM Business Partners: How to Submit a Document to the e-Literature Library

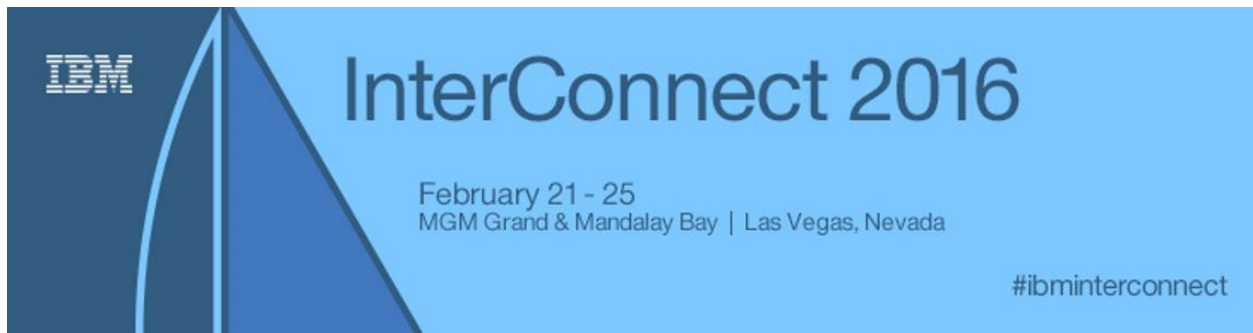
Dear IBM Business Partner,

We are encouraging all IBM Business Partner sponsors / exhibitors to use the e-Literature Library capability to share collateral with conference attendees. Rather than incurring the cost of shipping hard copy brochures, white papers and flyers to the conference, please consider creating a PDF version of your collateral and sending it to our e-Literature Library. Each Business Partner sponsor / exhibitor will have a specific category (by company name) in the e-Literature Library, so it will be easy for attendees to find your collateral.

The IBM InterConnect 2016 e-Literature Library will be open to receive documents on **December 14th, 2015**. You will have until **February 12th, 2016** to send PDF copies of your collateral. The Library will **CLOSE on February 12th, 2016** – no files will be accepted after this date.

Please follow these requirements to submit your PDF files to the e-Literature Library:

- Send your e-Literature collateral to intercon@us.ibm.com before February 5th, 2016.
- PLEASE DO NOT SEND MORE THAN 5 DOCUMENTS PER EMAIL**
- All documents **MUST** be PDF files – no other file types will be accepted
- Each PDF file must be **no larger than 1.5 MB** – if you have a larger document, you will need to break it up into part 1 and part 2



- All document submissions must contain the following details in this exact format:

Category: Business Partner's Company Name

Attachment: PDF file - must be no larger than 1.5 MB

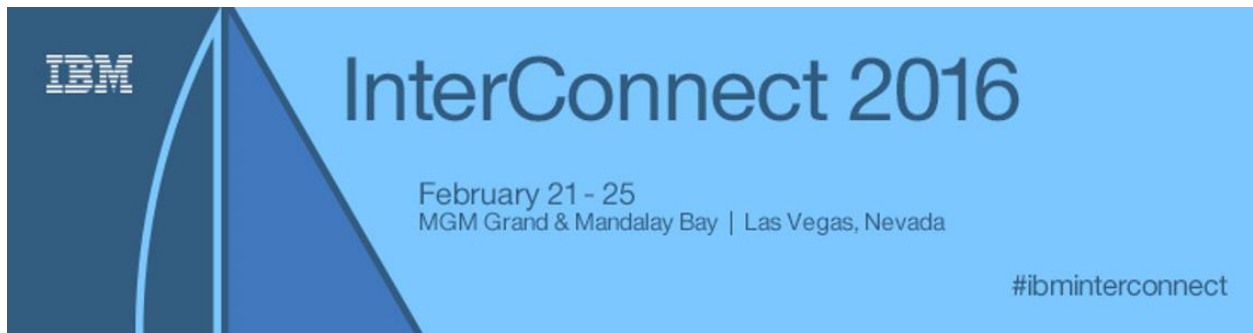
Owner: e-mail address of the person who owns the document

File Name(s) / Brief Description(s): the actual PDF file name and a 1 sentence description.

(Note: please use descriptive file names, not numbers, to help attendees understand the contents; i.e., ABC Industry Solution. Keep in mind that the e-Literature Library can also be accessed from the attendee's smartphone so brief file names / descriptions are recommended)

FOR MORE INFORMATION:

Once your sponsorship is secured, if you have any questions, contact Janardhan Ds at janardhan.ds@in.ibm.com.



Hyperlink from IBM Conference Website to Sponsor Website

We will place a link to the URL you provided in your online Sponsor/Exhibitor Application.

***Note:** We strongly encourage you to prominently post a privacy policy on your website.*

INSTRUCTIONS:

If you want to provide a link to a URL that is different from the one you provided in your Sponsor Application, please email Bob Melton (bmelton@us.ibm.com).

Deadline: December 18, 2015

FOR MORE INFORMATION:

Once your sponsorship is secured, if you have any questions, contact Bob Melton (bmelton@us.ibm.com, 770-804-1162) or Anthony Ramon (aramon@us.ibm.com, 510-769-5606)