



## **Branding and Promotions**

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## **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:**

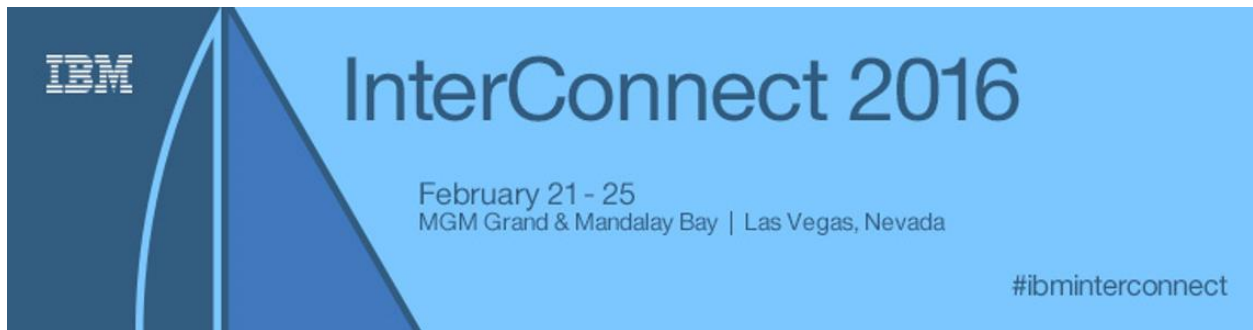
If you did not provide your logo files when submitting your application, please reach out directly to Bob Melton ([bmelton@us.ibm.com](mailto:bmelton@us.ibm.com)) via email. Please submit your logo files **no later than December 18<sup>th</sup>, 2015.\***

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

## **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).



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

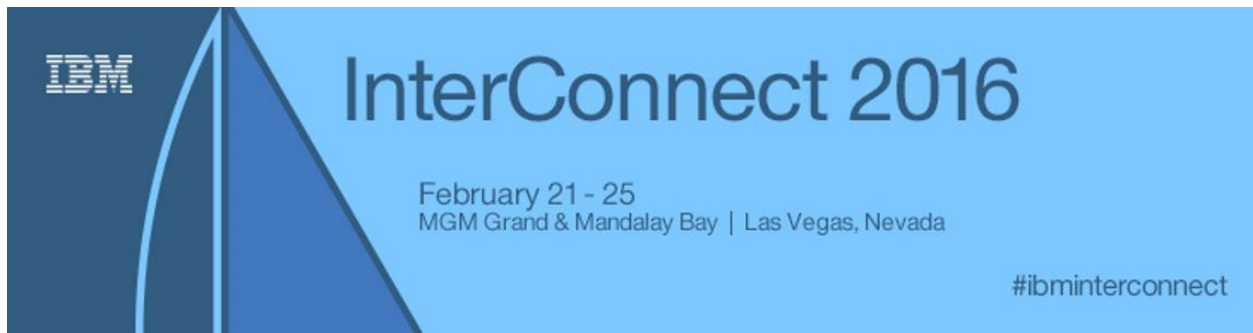
Dear IBM Business Partner,

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 14<sup>th</sup>, 2015**. You will have until **February 12<sup>th</sup>, 2016** to send PDF copies of your collateral. The Library will **CLOSE on February 12<sup>th</sup>, 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](mailto:intercon@us.ibm.com) before February 5<sup>th</sup>, 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

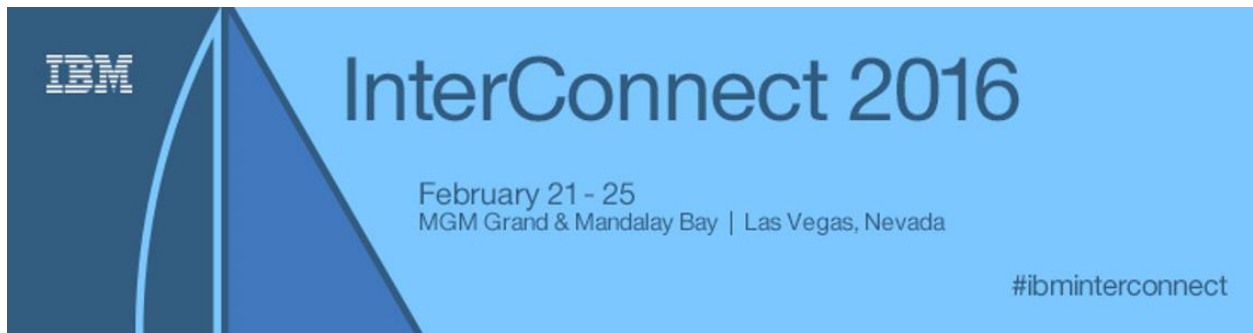
**Owner:** e-mail address of the person who owns the document

**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](mailto: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](mailto: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](mailto:bmelton@us.ibm.com), 770-804-1162) or Anthony Ramon ([aramon@us.ibm.com](mailto:aramon@us.ibm.com), 510-769-5606)