



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:

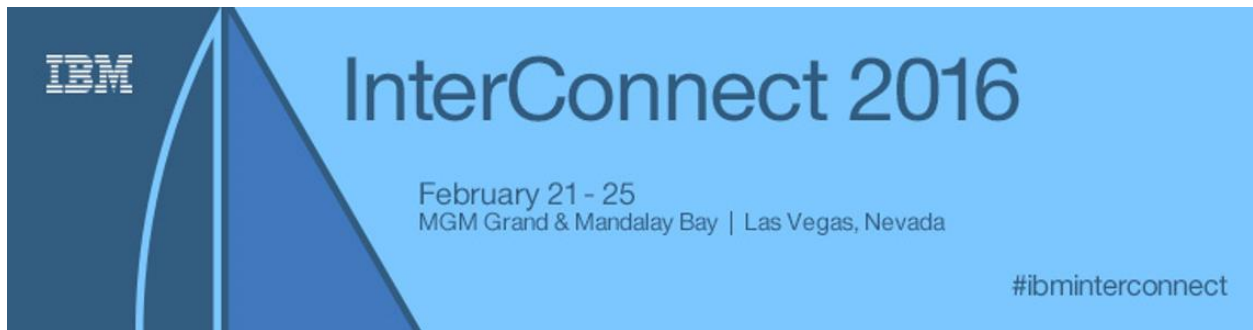
If you did not provide your logo files when submitting your application, please reach out directly to Bob Melton (bmelton@us.ibm.com) via email. Please submit your logo files **no later than December 18th, 2015.***

**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.



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

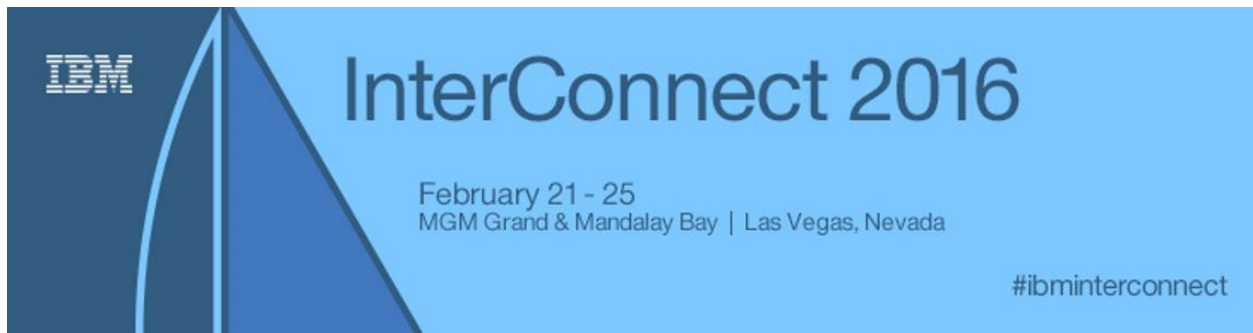
Dear IBM Business Partner,

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

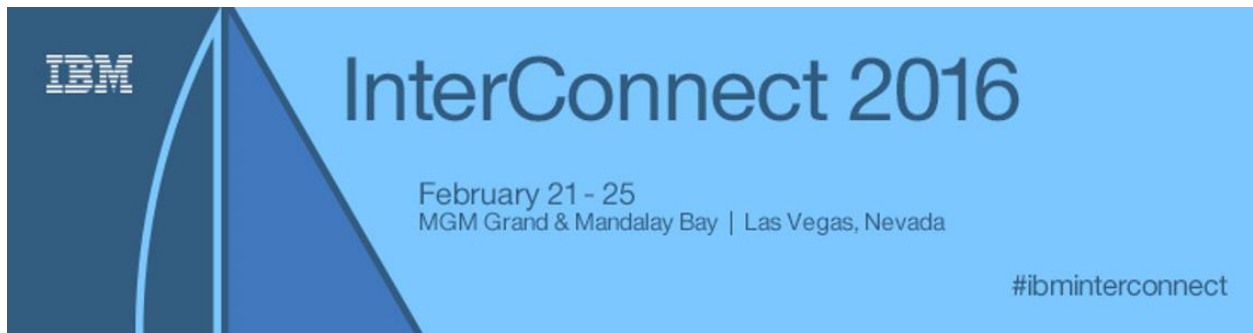
Owner: e-mail address of the person who owns the document

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)