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Branding and Promotions

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Meeting Room on Solution EXPO Floor

(1-Hour Time Slots)

Have your own meeting room on the Solution EXPO floor for a 60 minute time slot of your choice. Meet with clients, plan strategy with teammates, etc. Sign up for your timeslot(s) at the EXPO Information Desk onsite. Available First-Come, First-Served.

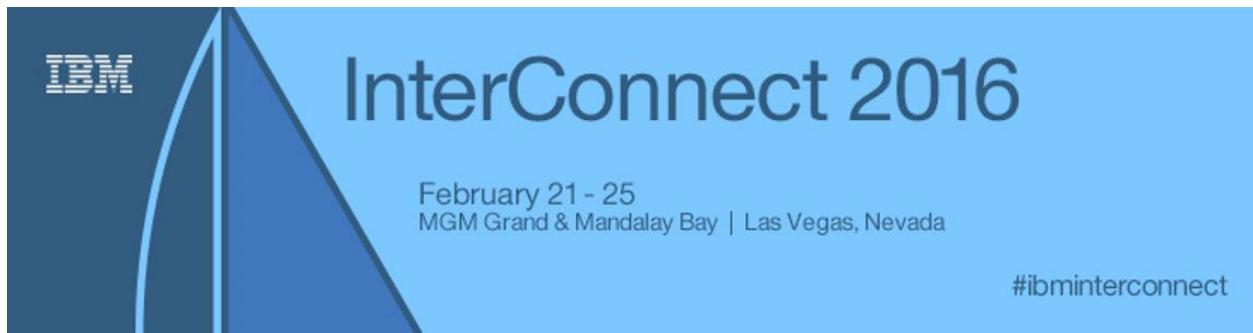
Room Specifications

Room includes electricity, wireless internet connection, one conference table, and a minimum of four chairs.

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)



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.



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.

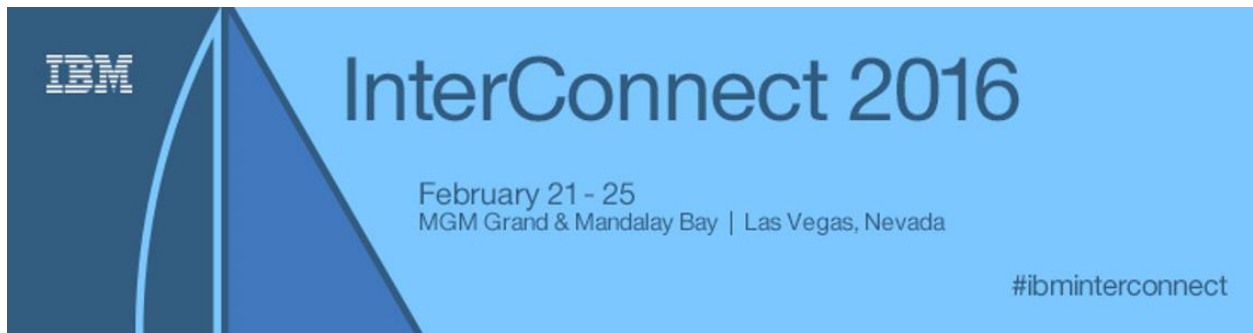
<https://www-950.ibm.com/events/www/interconnect/ic16expo.nsf/exspcode>

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

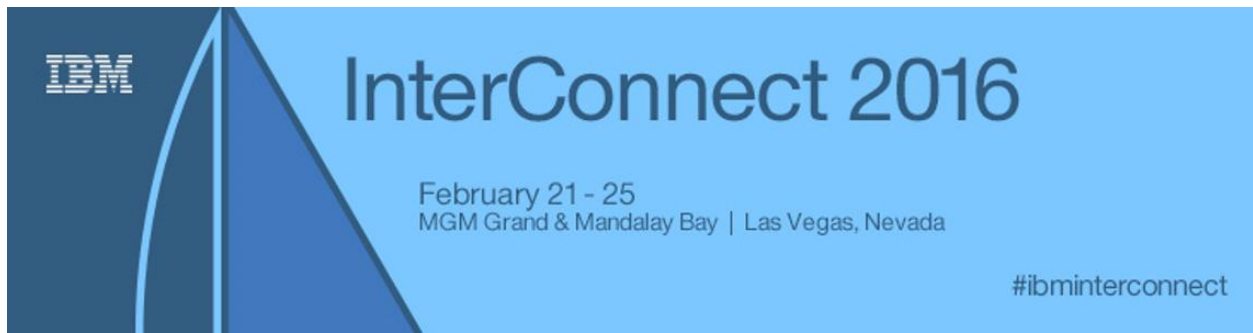
Dear IBM Business Partner,

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

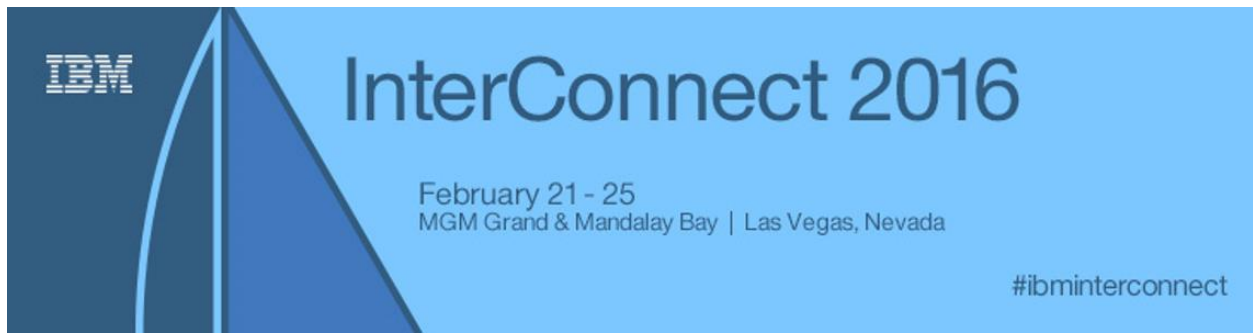
Owner: e-mail address of the person who owns the document

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)