InterConnect 2015
The Premier Cloud & Mobile Conference

IBM®

BUSINESS PARTNER **GOLD PLUS SPONSORSHIP** 20x20

Thank you for agreeing to participate in our conference. You have selected the Gold Plus Turnkey Sponsorship. Included with this level are:

- 20' x 20' Carpet
- Info Counter w/Logo
- (2) Triangle Fabric Towers w/Logos
- (2) Monitor Wraps
- (3) Electrical Drops (includes power to info counter & monitors)
- (3) Hardwire Internet Drops
- (2) Bar Tables, (4) Stools & Wastebasket
- (2) Love Seats, (1) Coffee Table
- (2) 55" LED Monitors w/Stands
- Material Handling
- Labor

Monitors have the ability to do full HD 1920x1080 resolution. Minimum resolution for PowerPoints should be 1024x768, preferred resolution 1280x720.

Here is the process you need to follow so that we can produce your pedestal signage with your logo:

1. Read the proof point instructions.
2. Create the two lines of proof point text using the specifications at right. Gold sponsors submit two sets of content.
3. Submit content via https://www_950.ibm.com/events/wwe/interconnect/ic2015expo.nsf/exspSignageSelect?OpenForm by **Monday, January 5th, 2015.**
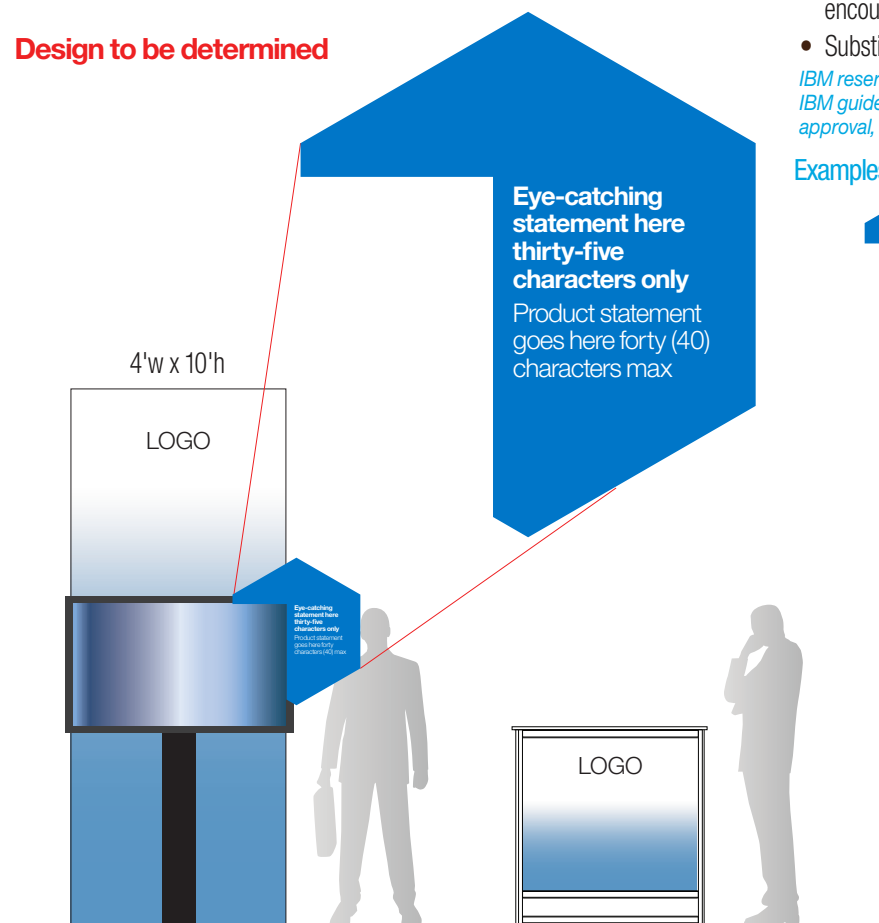
Logo
We will be using the EPS logo that was submitted to IBM with your online EXPO contract. **No changes to logos will be accepted after December 3rd, 2014.**
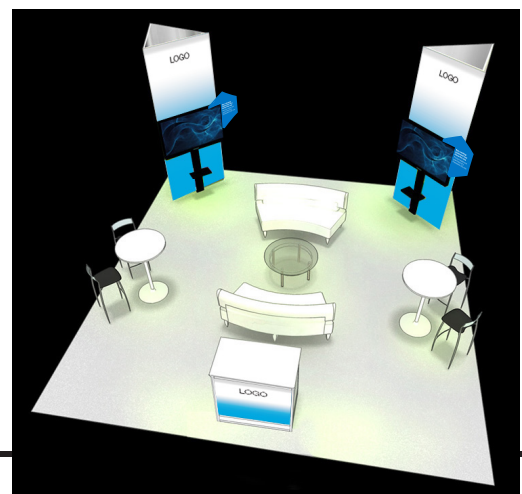
Proof Point Content Submission Instructions

Proof points are specialized copy designed to encourage attendees to engage with your company. Think of proof points as cues to start a conversation with an attendee about their needs, challenges and perspectives. They are placed at eye-level to capture attention and support the dialogue with the demonstrator.

Please consider the following when writing proof points:

- Proof points are most effective when they are focused on the attendee's needs. They should be customer-focused, conversational, and should make people want to come into your booth. They should clearly state the benefits to the attendee of the product/solution/offering at the pedestal.
- Proof points should be written in sentence capitalization format; title caps or ALL CAPS format is not acceptable. Use an ampersand ("&") instead of "and."
- With an ultimate goal of provocation, the proof point should continue to tell the story and be written in a conversational tone.
- Consider a "Did you know?" construct to pique curiosity and encourage attendees to engage with your company.
- Substituting a URL for a benefit statement is not recommended.

IBM reserves the right to adjust or change your content to ensure it adheres to IBM guidelines. Once your content has been reviewed and you have provided approval, all subsequent changes are subject to rework charges.

Examples:

Global commerce service provider

Omni-channel commerce solutions

Do you suffer from data dysfunction?

Ask us about it!

Design to be determined

Eye-catching statement here thirty-five characters only
Product statement goes here forty (40) characters max

4'w x 10'h

LOGO

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