Intelligence is your greatest asset

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Maximo Academy

TRIRIGA Academy

Engineering Academy
Dear valued sponsors,

Equipment, buildings and vehicles have become complicated, connected software driven assets. To maximize their usage, business leaders require a new operating model. Operations managers, facilities managers and systems engineers are becoming the catalyst for fresh ideas and breakthrough thinking.

At IoT Exchange, attendees will have access to deep learning in key areas: Maximo, TRIRIGA, and Engineering. Each of these areas will have its own academy – almost events within an event, which means that attendees can easily focus on what they are there to learn.

**Attendees will be able to:**
- Register for one event and have access to all academies
- Customize their agenda by enrolling in a wide range of classes from novice to master class
- Experience in-depth labs
- Achieve product certification
- Network with clients, prospects and industry experts
- Experience full suite of Watson IoT offerings in one event
Hilton Orlando is located 15 minutes from the Orlando International Airport and within close proximity to Orlando’s main attractions. Its well-planned function space provides an easy flow between general sessions, breakouts and showcase solution center. It’s designed for a memorable experience where attendees can enjoy the Florida sunshine.

Address: 6001 Destination Pkwy, Orlando, FL 32819
“The IBM IoT Exchange 2019 conference delivered amazing opportunities for networking with customers, prospects, other Business Partners and IBMers. Session content was excellent and especially relevant to BP invited customers and prospects. IBM gets an A in my book.”

- 2019 IBM IoT Exchange Business Partner Attendee
2019 Sponsors

Premier Sponsor

Level 1

Level 2

Level 3

Level 4

Aquitas Solutions
Cohesive Solutions
Ingram Micro
Island Training

Jackson Cross Partners
Starboard Consulting
REQUISIS GmbH
BigLever Software

Logicalis
Maplesoft
Microdesk
Pure-systems

Tasktop
TriNmax
eCIFM
Gilbane

Projetech
ITS
Telit
Serco

Envision Middle East Solutions FZ LLC
Deloitte

IBM IoT Exchange 2020 / © 2019 IBM Corporation
2019 Client attendee details

Client Attendee Net Promoter Score (NPS) = Excellent

“Knocked it out of the park. Incredibly intriguing keynotes. Great selection of breakouts. Good opportunities for peer deeper dive.”
- Suntrust

“This event has really brought a lot value to me. I will definitely look forward for another opportunity to attend more events like this.”
- Honda

“Great event. Nicely put together and organized. Hope to attend another one!”
- Edwards

Industries
- Aerospace & Defense
- Automotive
- Banking
- Chemicals & Petroleum
- Consumer Products
- Education
- Electronics
- Energy & Utilities
- Financial Markets
- Government
- Healthcare
- Industrial Products
- Insurance
- Life Sciences
- Media & Entertainment
- Professional Services
- Retail
- Telecommunications
- Travel & Transportation
- Wholesale Distribution & Services

Primary Academy Interest

- 33% TRIRIGA
- 30% Engineering
- 25% Maximo
- 12% IoT Platform
Specialized academies
Learning in three specialized academies

Each academy includes:

- Dedicated elective sessions featuring client case studies
- Certifications, labs and hands-on demo center
- Product innovations and announcements
- Birds of a feather discussions
- Keynote presentations
- Designated expo floor area

Maximo Academy

TRIRIGA Academy

Engineering Academy
Maximo Academy
Essential insights for intelligent asset maintenance and operations

Your assets are getting smarter – and you should too. Join IoT leaders, practitioners and subject matter experts at Maximo® Academy, an information-packed two-day event where you’ll expand your EAM knowledge and tune up your asset maintenance and operations skills.

Attendees will learn how to apply new Maximo capabilities, IoT data, and AI to gather critical insights into asset performance. If you aim to transform your maintenance and operations models to reduce downtime and lower costs, then Maximo Academy is an event you can’t afford to miss.

This academy will feature:
- Client use cases and best practices
- Optimizing asset performance
- Client insights and best practices
- Roadmaps and futures
- Implementation tips and tricks
- User groups

Who will be attending?
- Practitioners, subject matter experts and innovators
- VP of Operations, Plant Managers, Production Managers, Process Engineers, Asset Managers
- Reliability and Maintenance Engineers, Risk and Compliance Officers
TRIRIGA Academy
Insightful solutions for intelligent real estate

Space matters, and so does staying up on the latest trends in facilities management. Join IoT leaders, practitioners and subject matter experts at TRIRIGA® Academy, an information-packed two-day event where you’ll expand your knowledge and hone your real estate and facilities management skills.

Attendees will learn how to use TRIRIGA to apply data, IoT and AI to dramatically improve space utilization and workplace experiences. If you aim to transform your facilities operations and management to maximize the value of your real estate portfolio, then TRIRIGA Academy is an event you can’t afford to miss.

This academy will feature:
- Client insights and best practices
- TRIRIGA + IoT: space, occupancy and workplace experience
- Implementation tips and tricks
- Product and technology infused with AI
- TRIRIGA community user groups

Who will be attending?
- VP/Dir of Corporate Real Estate, VP/Dir Facilities Operation and Maintenance, Facilities Manager, Workplace Planner
- VP/Dir Technology and Innovation
Engineering Academy
Insightful engineering at enterprise scale

Today’s products are more connected than ever. Your engineering practices should be, too. Join IoT leaders, practitioners and subject matter experts at Engineering Academy, an information-packed two-day event where you’ll expand your ELM knowledge and modernize your engineering lifecycle management skills.

Attendees will learn how to apply insights from AI and IoT data at each stage of the engineering lifecycle to develop sophisticated products at greater speed, lower cost and higher quality. If you aim to transform your management of complex requirements and compliance standards, then Engineering Academy is an event you can’t afford to miss.

This academy will feature:
- Industry and compliance solutions
- Requirements management
- AI and reporting capabilities
- Test management
- Agile and workflow processes
- Flexible portfolio development
- Model based systems engineering (MBSE)

Who will be attending?
- Principal System Engineers
- Software & Development Engineers
- VP of Engineering and Product Development
Sponsorship offerings

https://ibm.co/IoTExSponsor

For sponsorship opportunities, contact:
Marc Miller
401-227-0765
marcmil@us.ibm.com
<table>
<thead>
<tr>
<th>Orlando sponsorship options</th>
<th>Premier</th>
<th>Level 1 $30,000</th>
<th>Level 2 $20,000</th>
<th>Level 3 $10,000</th>
<th>Level 4 $5,000</th>
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</thead>
<tbody>
<tr>
<td>Booth space</td>
<td>Fully customizable</td>
<td>20x20</td>
<td>10x30</td>
<td>10x20</td>
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<tr>
<td></td>
<td>Call for pricing</td>
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<tr>
<td>Kiosk(s) and stool(s)</td>
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<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Electricity (500w drop)</td>
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<tr>
<td>Full conference passes</td>
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<td>6</td>
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<td>Conference guide description (digital)</td>
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<tr>
<td>Signage displayed during meal/break (not exclusive)</td>
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<tr>
<td></td>
<td>Reception</td>
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<td>Breakfast or Lunch</td>
<td>Coffee</td>
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<tr>
<td>Advertisement in conference guide/app</td>
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<tr>
<td>Passport program inclusion</td>
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<tr>
<td>IBM Internal awareness email (IBM Sales community)</td>
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</tr>
</tbody>
</table>

Submit an application: [https://ibm.co/IoTExSponsor](https://ibm.co/IoTExSponsor)
Contact Marc Miller | 401-227-0765 | marcmil@us.ibm.com

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## Sponsorship package enhancements

To enhance your exposure at the event, IBM is offering additional opportunities to our sponsors.

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event night sponsorship (up to 3 available)</td>
<td>Get your company name and message in front of attendees at the Backyard Party! Choose to sponsor the entertainment, refreshments, or games.</td>
<td>$25,000</td>
</tr>
<tr>
<td>Advertisement in conference guide (full page)</td>
<td>Full page ad in printed conference guide or online portal (whichever is offered)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Event Agenda Portal Sponsorship</td>
<td>Your company logo will be posted on the event agenda portal attendees use to access event content.</td>
<td>$2,000</td>
</tr>
<tr>
<td>Flyer in attendee kit or displayed at registration</td>
<td>Sponsor-provided 8.5&quot;x11&quot; flyer (single or double sided) to be included in the attendee kit received at registration</td>
<td>$2,000</td>
</tr>
<tr>
<td>Hotel room key sponsorship (Qty: 1)</td>
<td>Your company logo will be printed on the hotel keys along with IBM IoT Exchange messaging. Additional hotel and production fees apply.</td>
<td>$4,000</td>
</tr>
<tr>
<td>Presentation session (while available, limit 1 per sponsor, Level 3 sponsors and above)</td>
<td>Your company will be provided a session room to host a 1-hour presentation that will be listed in the conference agenda. Includes additional full conference badge.</td>
<td>$2,500</td>
</tr>
<tr>
<td>Pass pack (3 passes included)</td>
<td>Limit one (1) pass pack per sponsor (includes 3 passes at 25% discounted rate)</td>
<td>$2,250</td>
</tr>
</tbody>
</table>

Submit an application: [https://ibm.co/IoTExSponsor](https://ibm.co/IoTExSponsor)
Contact Marc Miller | 401-227-0765 | marcmil@us.ibm.com
Three backyard party sponsorships are available

### Entertainment
Price: $25,000  
Opportunities available: 1

Get exposure to attendees by sponsoring the evening’s musical entertainment. This will include signage by the band, inclusion in the event app, shout outs by the band, and time to speak on stage.

### Refreshments
Price: $25,000  
Opportunities available: 1

Sponsor the evening’s main refreshments station and offer guests specialty cocktails with the option for branded-cups, napkins and more. Includes signage and inclusion in the event app.

### Games
Price: $25,000  
Opportunities available: 1

Games are one of the main features of the evening event. This sponsorship will include signage at/on major gaming stations, inclusion in the event app and more.

Please note: All sponsorship opportunities are subject to change and require IBM approval.
Hear from 2019 Business Partner sponsors & attendees

77% are satisfied with the event overall and are likely to sponsor in 2020
82% are likely to encourage clients and prospects to attend in 2020

“The event greatly contributed to the alignment of the IBM Watson IoT business unit strategy with Business Partners and customers. It was an incredible experience that provided the fulfillment of the goals of our participation.”

– 2019 IBM IoT Exchange Orlando Business Partner Attendee
Become a Sponsor

1. Choose your sponsorship level.
   Our packages are curated to fit all of your unique sponsorship objectives. Additionally, customized Premier Sponsorships are available.

2. Contact our sales lead.
   Marc Miller
   Phone: 401-227-0765
   Email: marcmil@us.ibm.com

3. Check into IBM Co-Marketing Funds.
   To verify if you have available co-marketing funds and review the requirements for compliance, please send an email request to:
   ibmcmc@us.ibm.com.

   To join and learn more about IBM PartnerWorld go to:
   ibm.com/partnerworld/page/co-marketing

4. Secure your spot today.
   Sponsorships are limited.

   Ready to be part of the world’s premier IoT event? Let’s help clients turn assets into competitive advantage.

   https://ibm.co/IoTExSponsor
This Sponsorship Agreement for IBM IoT Exchange 2020 (the “Agreement”) is entered into between IBM and you, individually or on behalf of your company, as identified in the application (“Sponsor”) and governs both your application and, if accepted your application is accepted by IBM, your sponsorship of the IBM IoT Exchange 2020 Conference (“IoT Exchange”).

Sponsor acknowledges that IBM, at its own discretion, reject or refuse to approve any applications submitted to it.

1. USE OF IBM CO-MARKETING AND/OR MARKET DEVELOPMENT FUND OFFERINGS FOR IBM BUSINESS PARTNERS

If Sponsor has accepted IBM Co-Marketing Funds to pay for its sponsorship package, all conference badges included in the package can only be used by Sponsor’s staff and employees. These full conference badges cannot be given to customers or clients. To verify if Sponsor has available co-marketing funds and to find out what the specific requirements for compliance under the Co-Marketing Program are, please send an email to: ibmco@us.ibm.com. To learn more about IBM PartnerWorld go to: ibm.com/partnerworld/page/co-marketing.

IBM Co-Marketing funds may be available for items listed in the sponsorship prospectus with a few exceptions or exclusions, including but not limited to Entertainment and Social Sponsorships, if offered. All requests for Co-Marketing or Market Development Fund support must be submitted via the application and will be subject to available funds and approval guidelines. Questions can be addressed by your local IBM Co-Marketing offering representatives. Both funding offerings are post-event offerings, meaning the Sponsor pays up front and then applies for reimbursement via the guidelines of the respective offering. Offerings may be subject to Co-Marketing Fund availability and conditions.

2. CANCELLATIONS AND TERMINATION

IBM may cancel any or all of the IoT Exchange events at any time in its sole discretion. The event of any such cancellation, IBM shall use reasonable efforts to provide Sponsor with prompt notice of such cancellation. IBM’s sole liability and Sponsor’s sole remedy in the event of cancellation of any or all of the 2020 events shall be limited to the return of the sponsorship fees paid by Sponsor. In no event shall IBM be responsible for airfare, hotel, or any other expenses incurred by Sponsor. Sponsor may, at its expense, cancel its sponsorship of the IoT Exchange at any time prior to the start of IoT Exchange and receive a full refund of any sponsorship fees paid. If Sponsor cancels its sponsorship less than sixty (60) days prior to the start of IoT Exchange, Sponsor shall forfeit all sponsorship fees paid.

If Sponsor cancels an included exhibit booth space until after the exhibit hall closes.

If an exhibitor booth space is not occupied at least 2 hours prior to the start of IoT Exchange by Sponsor, IBM shall not be responsible for any refund of exhibit space rental fees or other expenses incurred by Sponsor.

Additionally, if an exhibitor booth space is not occupied at least 2 hours prior to the start of IoT Exchange by Sponsor, IBM shall have the right to cancel the Sponsorship of the IoT Exchange. In no event shall IBM be responsible for airfare, hotel, or any other expenses incurred by Sponsor. Sponsor may, at its expense, cancel its sponsorship of the IoT Exchange at any time prior to the start of IoT Exchange and receive a full refund of any sponsorship fees paid. If Sponsor cancels its sponsorship less than sixty (60) days prior to the start of IoT Exchange, Sponsor shall forfeit all sponsorship fees paid.

3. PAYMENTS

All payments are due prior to the start of IoT Exchange. The contact identified in Sponsor’s application will receive all communications regarding deposit or payments from IBM. Payments may be made via wire transfer, credit card, or check. If Sponsor opts to pay via wire transfer, Sponsor’s payment must also include the associated wire transfer fee. Payments received within forty-five (45) days prior to the start of IoT Exchange, once approved by IBM, require payment in full before any preparation of space and display. IBM will make a good faith effort to follow any trademark guidelines provided by Sponsor.

4. ARRANGEMENT OF EXHIBITS

Booths, regardless of sponsorship level, will utilize 10’ x 10’ or a combination of 10’ x 10’ space segments to address various levels of sponsorship. Booths will be shown on the floor plan as noted. IBM reserves the right to make changes in the location, size, and display limits of any booth space if in its sole judgment this is in the best overall interest of IoT Exchange and overall conference strategy.

5. USE OF SPACE

Sponsors may not share, sublet, assign, or apportion any part of the space allotted, nor represent, advertise, or distribute literature for the products or services of any other firm or individual except as approved in writing by IBM. No Sponsor will be permitted to display outside the assigned booth space in the exhibit area of IoT Exchange, including the headquarters hotel, without written permission from IBM. All Sponsor provided additions or additions to the booth must be reviewed and approved in writing by IBM. If this approval is not received, additions or alterations will not be permitted in their booth or in any other location.

6. PUBLICITY

By submitting a proposal, Sponsor grants IBM, its subsidiaries and assigns a non-exclusive, worldwide, irrevocable, royalty-free license to use photographs and images of its exhibit display at IoT Exchange, including Sponsor’s logo and other branding elements, before, during and after the event, even if it is not nominated as a ‘Winner’. Sponsor hereby grants to IBM and its subsidiaries, contractors, assignees and distributees the license to display and distribute Sponsor’s exhibit display and informational material at IoT Exchange, to promote Sponsor that Sponsor provides, on IBM’s internal and external websites, IoT Exchange materials and sign in promotion for Sponsor’s sponsorship of the IoT Exchange. IBM will make a good faith effort to follow any trademark guidelines provided by Sponsor.

7. RESTRICTIONS

IBM reserves the right to prohibit the display or exhibits which become objectionable or otherwise detract from, or are out of keeping with, the character of IoT Exchange. IBM may prohibit installation or request removal or discontinuance of any exhibit or promotion, which, if continued, could cause a disturbance of the order and good conduct of the conference.

In the event of IoT Exchange being cancelled, in whole or part, due to events or reasons outside of the control of IBM, such acts or circumstances beyond its control. Should it ultimately be impossible to hold IoT Exchange due to such events, IBM will make every reasonable effort to reschedule or conduct IoT Exchange at a later date. In the event of cancelled, in whole or part, due to events or reasons outside of the control of IBM, such acts or circumstances beyond its control. Should it ultimately be impossible to hold IoT Exchange due to such events, IBM will make every reasonable effort to reschedule or conduct IoT Exchange at a later date.

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8. SOUVENIRS AND MARKETING PROMOTIONAL ITEMS

Distribution of souvenirs and marketing promotional items of nominal value not in excess of a value of $50 is permitted provided there is no material interest involved by the exhibitor and IBM, prior to the start of IoT Exchange, the exhibiting company must inform IBM of any such items or items which may offer to distribute. IBM is allowed to inspect any exhibits which contain or offer items.

In your portfolio that are in direct competition with IBM products cannot be shown, elaborated on, demonstrated or communicated in terms of the above, individually or collectively, or as a group of similar items. Should it ultimately be impossible to hold IoT Exchange due to such events, IBM will make every reasonable effort to reschedule or conduct IoT Exchange at a later date.

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Sponsorship Agreement for IBM IoT Exchange 2020 (continued)

`Purchased badges` is defined as, and means, that you have ordered additional badges through the Exhibitor Resource Center (ERC) resulting in an invoice being created within your ERM profile. All additional purchased badges are considered MPUs and subject to payment requirements as outlined below.

Available Services

On behalf of the Sponsor, IBM has designated official contractors to provide the following: drainage, labor, carriage, installation and dismantling, furniture, booth and floor decorations, signs, photographs, telephone services, etc. Services of electricians, plumbers, carpenters, and other labor will be available and charged for at the then-prevailing rates. Contractors and rates will be listed in the Exhibitor Services Kit which will be part of the sponsorship registration database and accessible by approved Sponsors. IBM assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons, parties, and organizations. Arrangements for these services and payments are to be made between Sponsors and official IoT Exchange contractors. Any refunds are also decided between these parties.

By submitting its application and accepting the terms of this Agreement, Sponsor authorizes IBM to provide contact information, including Sponsor’s business address, telephone number, fax number, and contact person to any IoT Exchange contractor contracted to conduct work at the conference.

Liability and Insurance

IBM will provide regular guard service in the exhibit area, if in IBM’s judgment it will be needed during off hours. IBM, however, will not be liable for damage or loss to any of Sponsor’s properties through theft, fire, accident, or any other cause, whether the result of negligence or otherwise. Sponsor shall indemnify IBM against and hold it harmless from all claims, suits, or liabilities resulting from the negligence or intentional misconduct of the Sponsor about the use of display space.

Sponsor shall insure their exhibit and display materials. Sponsor must carry a minimum of $500,000 Public Liability Insurance for bodily injury, $1,000,000 in any one accident, and $250,000 property. The Sponsor shall obtain a waiver of subrogation releasing the carrier’s subrogation rights from any insurance carrier, which carries fire, explosion, or any other risk coverage insuring their property. IBM assumes no liability for any injury that may occur to visitors to IoT Exchange. Sponsor agrees not to make any claims against IBM’s employees or agents. Regarding marketing promotions, IBM’s liability will be limited to the loss of the promotion. This includes instances where IBM fails to execute their responsibilities. Sponsor also releases IBM, its agents, licensees, employees from any, and all, liabilities to IBM, that may arise or be assessed with the submission of an application for, of participation in, the IoT Exchange, except for those claims, liabilities and obligations expressly set forth in this Agreement.

Neither party shall be liable to the other for incidental, indirect, consequential, special or punitive damages of any kind, including without limitation, lost revenues or profits, whether such liability is asserted on the basis of contract, tort, or otherwise, even if the other party has been warned of the possibility of such loss or damage in advance. In no event will IBM’s liability for actual direct damages exceed the amount of fees actually paid by Sponsor to IBM as part of Sponsor’s sponsorship of the IoT Exchange. IBM shall not be liable for failure to perform its obligations under this Agreement due to strikes, riots, acts of God, or any other cause beyond its control.

Interpretation and Enforcement

IBM has full power of interpretation and enforcement of the terms of this Agreement and may amend them at any time. Also, the Sponsor agrees to abide by all additional reasonable rules and regulations published from time to time. All matters in respect of which no regulations are in effect will be governed by the laws of the state of New York, without regard to conflict of laws principles. Interpretation and enforcement of the terms of this Agreement and of those of contemporaneous agreements or representations, written or oral, concerning this subject matter, Sponsor agrees that its participation at the IoT Exchange is subject to the rules and regulations as set forth by IBM in this Agreement and on its web site, when the application is submitted.

Confidence Dates and Deadlines

Conference dates and deadlines are subject to the approval of Sponsor signage, data, logs, text, ads, videos, etc., as it relates to required input from the Sponsor to address and or implement your sponsorship package inclusions. Any request for extensions beyond listed due dates will result in a Rush Charge Fee of $1,500. Any extension purchased will only be for five (5) business days.

Data Privacy

IBM will notify registrants that their contact details may be shared with the Sponsor in order for the Sponsor to be able to continue interaction with valid registrants that they had started during the event, but only if registrants allow the Sponsor to scan their badge. Sharing of data for the purpose described above should not in any case be considered as IBM securing the right for the Sponsor to use this details. The Sponsor will have no right to time to time to change the Sponsorship Prospectus that will be considered official will be posted on the IBM IoT Exchange website.

IBM will notify registrants that if they do not want their data to be shared, they should not allow their badges to be scanned.

DATA PRIVACY

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