IBM IoT Exchange 2020

Featuring specialized academies

Maximo  TRIRIGA  Engineering

March 17–19
Hilton Orlando
Sponsorship Prospectus

For sponsorship opportunities, contact:
Marc Miller
401-227-0765
marcmil@us.ibm.com

IBM Watson IoT / © 2019 IBM Corporation
Dear valued sponsors,

Today, every functional organization is expected to save money while at the same time find new ways to help their company grow. This means that practitioners are being called upon to deliver value in new ways. 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

IBM Watson IoT / © 2019 IBM Corporation
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
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
Improve your operations with new asset management techniques and perspectives

Today’s enterprise assets are connected in a complex ecosystem, pulling in reams of data from the Internet of Things (IoT). Attendees will learn how to increase the operational efficiency of the assets they manage, and improve overall equipment effectiveness by using their IoT data and the power of AI.

Join practitioners, subject matter experts and innovators to extend your asset management skills. Learn how to apply solutions to gain end-to-end support for your industrial Internet of things, thereby allowing you to optimize operations with enterprise asset management continue your journey with asset performance management and Digital Twin.

This academy will feature:
- Client use cases and best practices
- Implementation, Deployment, Configuration and Upgrades
- Predictive Maintenance, Worker Safety and Next-Gen Analytics
- Digital Twin, Blockchain, Augmented Reality and AI Innovation
- IBM Maximo Products and Technology

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
Unlock new value from data with IoT and AI for Real Estate and Facilities Management

Real estate costs are on the rise and organizations are being challenged to unlock new levels of efficiency and optimization across the entire enterprise. As facilities become more connected, insights gleaned from data, IoT and AI can drive greater operational efficiency, smarter spaces, and more engaging workplace experiences.

Connect with TRIRIGA practitioners, leaders and Business Partners to learn how to improve facility utilization, maximize capital projects, streamline lease accounting practices, and expand your current capabilities.

This academy will feature:

- TRIRIGA Implementation, configuration and upgrades
- Client sessions featuring use cases and best practices
- Lease Accounting, administration and compliance
- Delivering engaging workplace experience through digital transformation
- Technical deep-dives to help maximize ROI

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
Engineering better products, faster

Join us next year and learn how best to optimize your Engineering Lifecycle Management using the latest innovations in software and systems engineering from subject matter experts.

This academy will feature:

– VoICE sessions featuring IBM clients, experts, peers, and Business Partners
– Product development advancements to help you achieve industry compliance
– Latest Engineering Lifecycle Management techniques and models for managing data complexity
– An opportunity to collaborate and share best practices with global engineering teams
– How to leverage AI to develop higher quality requirements that reduce project costs and minimize risk
– Onsite certifications and a full solution center

Who will be attending?

– Principal System Engineers
– Software & Development Engineers
– VP of Engineering and Product Development

Read IBM IoT Exchange 2019 Engineer highlights:

ibm.co/engguideiotx
Sponsorship information

For sponsorship opportunities, contact:
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marcmil@us.ibm.com
“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 Orlando Business Partner Attendee
<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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<tbody>
<tr>
<td>Booth space</td>
<td>- Fully customizable</td>
<td>20x20</td>
<td>10x30</td>
<td>10x20</td>
<td>10x10</td>
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<tr>
<td>Kiosk(s) and stool(s)</td>
<td></td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Electricity (500w drop)</td>
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<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Full conference passes</td>
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<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
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<tr>
<td>Conference guide description (digital)</td>
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<td>150 word</td>
<td>100 word</td>
<td>50 word</td>
<td>25 word</td>
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<tr>
<td>Lead retrieval using your own device</td>
<td></td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Meal/break sponsorship (not exclusive)</td>
<td>Reception</td>
<td></td>
<td>Breakfast or Lunch</td>
<td>Coffee</td>
<td>N</td>
</tr>
<tr>
<td>Advertisement in conference guide/app</td>
<td></td>
<td>Y</td>
<td>Y</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Passport program inclusion</td>
<td></td>
<td>Y</td>
<td>Y</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Dedicated track sessions</td>
<td></td>
<td>2</td>
<td>1</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>IBM Internal awareness email (IBM Sales community)</td>
<td></td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>N</td>
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</tbody>
</table>
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</td>
<td>Get your company name/message in front of attendees! IBM will promote your sponsorship to the attendee base via the conference agenda, on-site signage and during the Event Night</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>Lanyard sponsorship</td>
<td>Have your logo &amp; CTA on an Academy lanyard</td>
<td>$5,000</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>
“The event provided evidence of tangible benefit with the connectedness between Maximo (EAM), TRIRIGA (FM), and IoT together with Engineering. I am looking forward to Exchange 2020 to hear of further development in this field. Thank you for a very worthwhile conference.”

– 2019 IBM IoT Exchange Orlando Business Partner Attendee

Number of 2019 BP sponsors by Academy

- Maximo: 18%
- Engineering: 35%
- TRIRIGA: 22%
- IoT Platform: 25%

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 Recap
Client attendee details

Primary Academy Interest

- Maximo: 12%
- Engineering: 25%
- TRIRIGA: 33%
- IoT Platform: 30%

Industry

- Wholesale Distribution & Services
- Travel & Transportation
- Telecommunications
- Retail
- Professional Services
- Media & Entertainment
- Life Sciences
- Insurance
- Industrial Products
- Healthcare
- Government State/Provincial/Local
- Government Central/Federal
- Financial Markets
- Energy & Utilities
- Electronics
- Education
- Cross Industry
- Consumer Products
- Computer Services
- Chemicals & Petroleum
- Banking
- Automotive
- Aerospace & Defense

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
2019 IBM IoT Exchange Recap

Client attendee titles

Agile Transformation Leads
Agile/DevOps Transformation Lead
Application Development Executives
Asset Manager
Asset Replacement Planning Manager
Business Analysts
CDO
CFO
Chief Engineer
Chief Product Officer
Chief Technology Officer
Chief Technology Officer
CIO/VP in IT servicing LOB
CMO
Configuration/release management
Controller/Treasurer
COO
Corporate Real Estate Executive
Developer
DevOps Transformation Leads
Director Field Service
Director of Customer Service

Director of Distribution Operations
Director of Facilities and Maintenance Operations
Director of Real Estate
Facility Manager
Financial Reporting Director
Innovation Director
IT Project / Product Managers
Maintenance Directors
Maintenance Engineer
Maintenance Manager
OEM Services Provider
Operations Directors
Operations Management
Operations Strategy
Other
Plant / Production Manager
Process Manager
Production Manager
Quality Assurance Managers/Tester
Real Estate Management & Energy Manager
Reliability Engineer
Requirement Manager

Risk and Compliance Officer
Software Engineer
Systems Analyst
Systems Architect
Systems Engineer
Systems Integrator
VP of Assets
VP of Business Operations
VP of Engineering
VP of Innovation & Technology
VP of Innovation and Technology
VP of Real Estate Operations
VP of Services and/or Support
VP Product Management
VP Research and Development
Workplace Supervisor
Sponsorship Terms and Conditions

1. By submitting this application, Sponsor agrees to comply with these terms and conditions, the attached Sponsor Guidelines and any other reasonable rules implemented by IBM in connection with the IBM IoT Exchange 2019 Solution Center Sponsorship Package.

2. IBM reserves the right to refuse any application without explanation in its sole discretion.

3. Sponsors may not 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.

4. Sponsor grants to IBM and its subsidiaries, contractors, agents and assigns a license to use, display, copy, and distribute Sponsor’s trademarks, and the information about Sponsor that will make a good faith effort to follow any trademark guidelines provided by Sponsor.

5. IBM reserves the right to restrict exhibits which become objectionable or otherwise detract from or interfere with the character of the Solution Center Exhibit areas as a whole determined by IBM in its sole discretion.

6. Direct sales (the exchange of merchandise for money) are not permitted on the Solution Center Exhibit floors without written permission from IBM. Orders only may be taken for later fulfillment.

7. On behalf of Sponsors, IBM has designated Solution Center contractors to provide the following: drayage, labor, cartage, installation and dismantling, furniture, demonstration pedestal and floor decorations, signs, photographs, telephone services etc. Services of electricians, plumbers, carpenters, and other labor will be available and charged for at the prevailing rates. IBM assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons, parties and organizations. Arrangements must be made between Sponsors and the official Solution Center contractors.

8. Any space provided to Sponsor, including, but not limited to, any kiosks, exhibit space or conference rooms, is provided on an “as-is” basis. Anyone visiting, viewing or otherwise participating in the space is deemed to be the invitee or licensee of IBM.

9. IBM reserves the right to restrict exhibits which become objectionable or otherwise detract from or are out of keeping with the character of the IBM IoT Exchange 2019 and conference. IBM may prohibit installation or request removal or discontinuance of any exhibit or promotion, which, if it continues, departs substantially from the design and description given advance approval. In the event of such restrictions or evictions, IBM is not liable for any refund of rental or other expenses.

10. Neither party shall be liable to the other party 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 advised 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 IBM IoT Exchange 2019.

11. IBM may cancel any or all of the IBM IoT Exchange 2019 at any time in its sole discretion. In the event of any such cancellation, IBM will use reasonable efforts to provide Solution Center Sponsors with prompt notice of cancellation. IBM’s sole liability and Sponsor’s sole remedy in the event of cancellation of any or all of the 2019 events shall be limited to refund of the sponsorship fees paid by Sponsors. In no event shall IBM be responsible for airfare, hotel, or any other expenses incurred by Sponsors. If the Sponsor cancels less than sixty (60) days before the applicable IBM IoT Exchange 2019 event commences, Sponsor shall be liable for one-hundred percent of the total sponsorship fee.

12. Sponsor shall ensure 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 damage. 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 the Exposition. Sponsor agrees not to make any claims against IBM, its 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.

13. Sponsor may not assign its sponsorship to any third party without the consent of the other party.

14. These terms and conditions, the Sponsor Guidelines and all other matters arising our or relating to Sponsor’s Solution Center Sponsorship shall be governed by the laws of the State of New York.

15. Any software provided to the Sponsor, including hand held scanners, or other computer equipment shall be subject to the terms and conditions of IBM's license agreement with the Sponsor. IBM shall determine the responsibility of the Sponsor during the event.

16. Pricing, Descriptions or other information within this document may change without notice.

17. In the Solution Center and during presentations, vendors can only discuss, showcase and present on IBM related products. Any products in your portfolio that are in direct competition with IBM products cannot be shown, elaborated on, demonstrated or communicated in any way. This includes marketing collateral (brochures, visual aids, web content, product data sheets, white papers, presentations, etc.). Failure to abide by the above term and condition may result in removal of the vendor from the event with no refund.
20. The Sponsor shall comply with all fire laws, electrical codes and all other rules, regulations, codes or statutes with respect to the installation, conduct and disassembly of its exhibit. Sponsor shall also comply with all reasonable requests of IBM and the conference site officials with respect to the installation, conduct and disassembly of the exhibit. Exhibit shall be conducted in a decorous manner in order not to be objectionable to other exhibitors, site management, the Conference, or the conference attendees. IBM and site management reserve the right to close, remove, or require changes in any exhibit or to remove any of the Sponsor's personnel, agents, representatives, independent contractors, invitees or guests who are deemed detrimental to the overall Conference and Exposition, the conference site, other exhibitors, or conference attendees. While attendance goals may be discussed prior to the conference, no figure is guaranteed and there will be NO refunds due to numbers of enrolments. The license granted by this Contract is personal and may not be transferred without the consent of IBM. The premises are licensed on an "as is" basis and IBM will not be liable for pre-existing conditions of the premises or for conditions ensuing during the period of the License. The Sponsor shall return the premises in as good condition as they were received.

19. The presentation scheduled must take place. My company (The Sponsor) understands that if we are unable to make this presentation, it is my company's responsibility to find a suitable replacement to present the topic agreed upon or we will forfeit our presentation fee. This forum should be structured as an educational interchange. All sessions should provide or discuss application solutions, case studies, or functional overviews. It is the speaker's responsibility to provide handouts for the attendees. IBM reserves the right to review all materials prior to accepting your presentation and placing it on the agenda. Attendance numbers are not guaranteed. The standard audio/visual supplied is an LCD projector and screen. Any additional or alternative requirements must be procured and paid for by the exhibitor/speaker.

18. IBM will notify registrants that their contact details may be shared with the Sponsor in order for the Sponsor to be able to continue on the interactions with said 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 the data shared with them in their marketing activities. The Sponsor's use of this data is governed by the Sponsor's privacy policy. IBM will notify registrants that if they do not want their data to be shared, they should not allow their badges to be scanned.