Sponsorship Package

2016 Technical Universities Brazil

IT infrastructure & solutions for cognitive business.

October 18-20
Sao Paulo | Brazil
Why become a Sponsor?

Take advantage of unique sponsorship opportunities to increase your visibility among clients, business partners and IBM employees.

Leverage networking and collaboration opportunities to forge new partnerships, build stronger relations, and grow your business.

Immerse yourself in sessions that build the skills you need to create competitive advantage and help your business succeed.

Strengthen attendee knowledge of your products and services, and demonstrate leadership in your industry.

Turn opportunities into outcomes with the leads you capture at the IBM Technical Events.

Contact us

Ludmila Salimena
ludmila.salimena@br.ibm.com
+55 61 2106-2981 or +55 61 9825-5476
Dear Business Partner,

If you were among our Solution Centers participants in 2015, I would like thank you on behalf of IBM Lab Services for investing your time and lending your support to our events. We received positive feedback of clients, business partners and IBM employees on this collaboration and I am sure that your participation to the events has led to new business and has allowed both of us to acquire a lot of benefits from this partnership.

2015 was an exciting year. We offered sponsorship opportunities at many events around the world, with access to over 10,000 attendees. As we move into 2016, our event schedule will be as diverse and appealing as ever. The 2016 events target audiences worldwide, and we will have continued focus on emerging markets with new events being scheduled in Egypt and Morocco.

I am pleased to announce the 2016 Solution Center Sponsorship Package for Technical Universities. Technical Universities are our flagship events, and they target an international audience. We have maintained consistent pricing on the multi-tier model, as well as and many of the options. I invite you to explore this guide, to review the different opportunities for investing as an exhibitor or sponsor and to make your selection from an array of marketing options—including advertising and special promotions—that can help build your brand while meeting your business and budgetary requirements.

As a participant, at one or several of our events, you will have the opportunity to increase your visibility among clients, grow your business, and cultivate new leads by becoming a sponsor or exhibitor in the Solution Center, the hub for networking, collaboration, and engagement - providing you with an unparalleled opportunity to share your expertise with clients, business partners and IBM employees.

If you have any questions about the Sponsorship Packages or available options, please contact:

- Ludmila Salimena at ludmila.salimena@br.ibm.com or +55 61 2106-2981 or +55 61 9825-5476

Put the power of the IBM Technical Universities to work for your company - contact us now!

We look forward to welcoming you at one of the IBM Technical Universities.

Sincerely,

Amy Purdy
Director, Technical Training Services
IBM Systems and Technology Group
University Information

This package outlines Sponsorship opportunities for the IBM Technical University. The event will host Customers, Business Partners and IBM employees from across Latin America. The event will focus on the latest hardware and software announcements solutions and best practices. Events will vary in length and content. The target audience is usually a local audience. For more specific details, please see the specific event pages at

ibm.com/training/events

The Solution Center area will be located in a centralized area with ease of access.

Times and location may change. Final information will be in the Solution Center Portal, which will be provided upon application approval.

Solution Center Hours

Monday, October 17
Solution Center Set Up ............... 20:00 – 23:00

Tuesday, October 18
Solution Center Set Up ............... 08:00 – 10:30
Solution Center Open ............... 11:00 – 17:45
Solution Center Welcome Reception . . 17:45 – 19:00

Wednesday, October 19
Solution Center Open ............... 10:00 – 17:45

Thursday, October 20
Solution Center Open ............... 10:00 – 15:15
Solution Center Breakdown ..........15:45 – 17:15

Early Bird Discount
Deadline
The application deadline for the Early Bird Discount is August 31st, 2016. Discount applies to Exhibitor through Diamond sponsorship levels.

Application Deadline
The deadline for application submission is September 30th, 2016. Applications received after this date are subject to rush charges.
## Sponsorship Options

<table>
<thead>
<tr>
<th>Access &amp; Passes</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full conference badge – no hotel included</td>
<td>$ 30,000</td>
<td>$ 18,000</td>
<td>$ 9,000</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signage content with 100 characters each pedestal</td>
<td>400 characters (4 pedestals of x 100 characters)</td>
<td>200 characters (2 pedestals of x 100 characters)</td>
<td>1 pedestal with 100 characters</td>
</tr>
<tr>
<td>Sponsorship acknowledged by level during Keynote Session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Inclusion of sponsor with hyperlink on event portal</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Electronic Information board spot</td>
<td>45 sec</td>
<td>30 sec</td>
<td>15 sec</td>
</tr>
<tr>
<td>Pre-event / post-event email (choose one)</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Logo on final attendee information mail</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1 portfolio insert in Welcome Kit</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>15 minute Co Delivery of Main Tent, share the stage with IBM Executives, present a key message where you and IBM worked together.</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Influence &amp; Speaking</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical presentation lecture slots and posting of content on attendee portal</td>
<td>4</td>
<td>2</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Solution Center Activities &amp; Interaction</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freestanding table with signage</td>
<td>4 pedestals</td>
<td>2 pedestals</td>
<td>1 pedestal</td>
</tr>
<tr>
<td>Exhibit space (including monitor, chair, wireless internet, electricity w/ local connection)</td>
<td>6m x 6m included 110v electrical service, 20” flat panel monitor per pedestal and booth sign</td>
<td>6m x 3m included 110v electrical service, 20” flat panel monitor per pedestal and booth sign</td>
<td>3m x 3m included 110v electrical service, 20” flat panel monitor per pedestal and booth sign</td>
</tr>
<tr>
<td>Lead Retrieval access through IBM TechU portal* NEW</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Participation in Solution Center Passport Program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Prices mentioned in this document are in American Dollars and do not include taxes.
Lead Retrieval Access through IBM TechU portal **NEW**

As of this year, we will not provide any scanning devices. You will have the option to scan the attendee QR codes (printed on the badges) with your own smart device by using a scan reader app of your choice.

To facilitate the scanning of the QR codes, each vendor will each receive a special vendor logon on the IBM TechU portal. This will allow access to the leads at any time directly on a smart phone or on via the IBM TechU website on your laptop or tablet.

### Additional Sponsor Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Details</th>
<th>Cost¹, ², ³</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Charging Station (Limit of 2)</td>
<td>Sponsorship of one charging station located in high traffic area. Includes graphics on station.</td>
<td>$3,000</td>
</tr>
<tr>
<td>Private Coffee Break (Limit of 2)</td>
<td>Private Coffee Break can be offered for 20 most important clients and business partner in a private room. It’s a unique opportunity to networking.</td>
<td>$2,500</td>
</tr>
<tr>
<td>Pre-event email to attendees</td>
<td>Email to attendees. This option is subject to availability. All information must be provided 60 days in advance unless otherwise noted.</td>
<td>$1,000</td>
</tr>
<tr>
<td>Post-event email to attendees</td>
<td>Email to attendees. This option is subject to availability. All information must be provided 60 days in advance unless otherwise noted.</td>
<td>$1,000</td>
</tr>
<tr>
<td>Presentation Session with a Speaker Badge</td>
<td>Presentation session and included full conference badge. A 60-minute session during regular session hours.</td>
<td>$4,000</td>
</tr>
<tr>
<td>Full conference badge</td>
<td>You can purchase additional full conference badge with a special discount. The attendee can access the general sessions, hands-on labs, Solution Center, meals, and receptions. It does not include hotel.</td>
<td>$1,000</td>
</tr>
<tr>
<td>Advertisement in electronic conference guide</td>
<td>Logo and link to Sponsor Website and electronic flyer</td>
<td>$1,000</td>
</tr>
<tr>
<td>Passport Card Program Participation</td>
<td>Participation in the Passport Card in which company name will be listed on the card. Attendee will retrieve a stamp from your booth. Once all stamps are retrieved, attendee can exchange card for a conference gift. (Included in Platinum, Gold and Silver levels.)</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Note:

(1) American Dollar price, exclusive of taxes
(2) Where available, option availability varies by event
(3) Discounts are not cumulative

Any other marketing activities that target “IBM TechU Comes to You” attendees at the venue exclusively rented by IBM for the Technical IBM TechU Comes to You must be submitted to and approved by the Solution Center Manager. IBM will evaluate the activity and if approved, add the option, and associated price, to the Solution Center application. Any such marketing activities can only be executed in collaboration with the conference team.

**General Comments**

- All options below are subject to availability. Not all options may be available for a particular event. Please check with the Event Solution Center manager for event-specific information.
- All applications are subject to IBM approval.
- For questions, please contact
  - Ludmila Salimena - ludmila.salimena@br.ibm.com
Registration and Payment Information

Registration
Sponsorship registration must be completed via the online registration tool which is linked from the event website, under the Solution Center tab.

Pricing Discounts
- IBM is offering a 10% Early Bird discount to Sponsors (only) who sign-up until August 31st, 2016.
- Multiple Discounts do not apply. The discount will apply to the Sponsorship packages and Additional Sponsor Options only.
- This discount will be forfeited if payment is not received based upon the normal Payment Terms and Conditions as outlined within the invoice.
- Plan accordingly to have your application submitted in a timely manner and remember the earlier your application is submitted the better selection you will have for your pedestal within your sponsorship level.

Enroll early for extra benefits
- Early Bird - 10% off regular price if registration is received until August 31st, 2016.  
  Note: Applies to sponsorships and additional sponsorship options.
- Prime Location - Influenced by time of registration, sponsorship level and available slots at the time of registration.

Late registration
5% will be added to the regular price if registration is received and completed 14 calendar days before the start of the conference.

Payment information
- All prices are displayed in American Dollars (excluding taxes). Invoices will be created after the event has completed. The invoice will be sent in the local currency after the event has ended.
- If applicable, conversion from Dollar to local currency will be done at the time the invoice is created.
- Invoices will outline the “Terms & Conditions” and “Payment to Information” which will be the local Accounts Payable team.
- Multiple discounts do not apply. Discounts are forfeited if payment is not received based upon the normal Payment Terms & Conditions as outlined in the invoice.
- Options in the sponsorship packages are based upon availability For Early Bird registrations, 10% off regular price if registration is received until August 31st, 2016.
- For late registrations, 5% will be added to the regular price if registration is received and completed 14 calendar days before the start of the conference.

Sponsorship and Co-Marketing Funds
- Co-marketing funds can be used for all items listed. Request for co-marketing funds require IBM approval. Questions can be addressed by your local co-marketing contact.
Additional Sponsor Opportunities Detail

**Full Conference Badge | $1,000**
This badge will allow the attendee to attend all event sessions and activities as listed in the event agenda.
Quantity limits are 4 per Sponsor.
Sponsor must submit registration information for additional badges to the organizer.
Solution Center Manager notifies registration team of additional badges and ensures additional badges are registered in the data base.

**Presentation session (including speaker badge) | $4,000**
A single presentation lecture (where available) to provide a technical overview of your company.
Included in this option is one speaker badge.
*Subject to availability,* maximum of one per sponsor.
Slots are assigned on a first-come, first served basis.
Sponsor must provide title of session, abstract of content, summary of session and speaker name to the organizer **14 days prior** to the first day of the event.
Sponsor will be provided a standard presentation room configured with A/V equipment used for the conference and as determined by the organizer.

**E-mailer to Attendees | $1,000**
The vendor will have the ability to send an email to the registered attendees via an IBM no-reply email address. IBM will send the vendor provided email to the attendees who have elected to receive additional event information via email:
- **Pre-event** e-Mailer to Attendees (max. 2 weeks before the start of the event)
- **Post-event** e-Mailer to Attendees (max. 2 weeks after the completion of the event)
Sponsor must provide formatted email(s) 25 days before the start of the event.
Deadline for submission is **14 days prior** to the first day of the event.

**Private Coffee Break | $2,500**
Private Coffee Break can be offered for 20 most important clients and business partner in a private room. It’s an unique opportunity to networking to you special clients.
- Only three (2) opportunities available, awarded on a “first come, first served” basis, exclusive 1 per day. You can choose at morning or afternoon coffee break time.

**Power Charging Station | $3,000**
Provide a valuable service to your clients and prospects by sponsoring a charging station for smart devices. The display and front of the unit can be customized with your branding, including your logo, company name, or booth number. The charging station will remain available for the duration of the event.
- Only two (2) opportunities available, awarded on a “first come, first served” basis.

Your choice of locations for placement include:
- Inside your expo space.
- Next to the IBM Welcome Desk.
- Outside the Solution expo in a high traffic area in the conference venue.
You will receive acknowledgment of your sponsorship in the Conference Guide.

**Advertisement in electronic conference guide | $1,000**
Logo and link to Sponsor Website and electronic flyer.
Subject to availability; where available, when available Sponsor must provide Solution Center management with the official logo and link to sponsor website and flyer in .pdf format. Deadline for submission is 28 days prior to the first day of the event. All applications, text, logos, content and ad copy are subject to IBM approval.
Solution Center manager notifies Event Manager of purchase of advertisement. Solution Center Manager notifies advertisement buyer if required information and input to be received.
Buyer delivers required information to Solution Center Manager and event manager. Solution Center Manager ensures advertisement is published.

**Passport Card Program Participation | $1,500**
Participation in the Passport Card in which company name will be listed on the card. Attendee will retrieve a stamp from your booth. Once all stamps are retrieved, attendee can exchange card for a conference gift.

Terms and Conditions

Sponsor 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 Systems and Technology Group (STG) Lab Services and Training 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 Sponsor provides, on IBM's internal and external websites, STG Lab Services and Training Technical University materials and signage in order to promote Sponsor's sponsorship of the STG Lab Services and Training Technical University. IBM 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 are out of keeping with the character of the Solution Center Exhibit areas as a whole as 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 then-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 symposium 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 Sponsor while so visiting, viewing or otherwise participating in the space, rather than the invitee or licensee of IBM. Sponsor shall return the space in as good condition as it was received, reasonable wear and tear excepted. Sponsor shall conduct itself in a decorous manner and comply with all requirements, rules or reasonable requests of IBM or the symposium landlord with respect to its use of the space.

9. 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 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 STG Lab Services and Training Technical University.

10. IBM may cancel any or all of the STG Lab Services and Training Technical Universities at any time in IBM's sole discretion. In the event of any such cancellation, IBM will use reasonable efforts to provide Solutions 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 2016 Technical Universities shall be limited to return 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 ninety (90) days before the applicable STG Lab Services and Training Technical Universities, Sponsor shall be liable for one-hundred percent of the total sponsorship fee.

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

12. 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.

13. Any hardware provided to the Sponsor, including hand held scanners, or other computer equipment (but not limited too) is the responsibility of the Sponsor during the event.

14. In this document a Sponsor can either be an event Sponsor or event Exhibitor.

15. Pricing, Descriptions or other information within this document may change without notice. For the most current Solution Center Package, see the event web site.