

2019 IBM Systems Technical University North America

Sponsorship Prospectus

Featuring:

IBM Z



IBM Power Systems



IBM Storage



Atlanta



Las Vegas



2019

IBM Systems Technical University

April 29–May 3
Atlanta, Georgia

Featuring:

IBM Power Systems

IBM Storage

IBM Z

*Application due date: Friday, March 29, 2019**

October 7-11
Las Vegas, Nevada

Featuring:

IBM Power Systems

IBM Storage

IBM Z

*Application due date: Friday, September 6,
2019**

**A 10% rush charge will be applied to
sponsorships and marketing options if
submitted after due dates listed above.*

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IBM Systems Lab Services

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[IBM Systems Technical University \(TechU\)](#)



Dear Valued Sponsor,

IBM Systems Technical University (TechU) events deliver deep dive technical training on IBM Power Systems™, IBM Z™ and IBM Storage. Each year, we welcome more than 8,000 IT professionals to these global technical training conferences. These attendees are key prospects for your products and solutions.

When you participate in our Solution Center you can:

- Generate revenue by closing existing deals and developing opportunities with IT directors, managers and other decision makers.
- Build brand awareness for your company.
- Showcase the business value of your offerings via product demos and presentations.
- Network with decision makers and influencers in the IT community.

Our sponsors are key to the success of these events and the Solution Center is the gateway to your success. I encourage you to leverage TechU as a platform for driving business value and invest in one of our sponsorship levels today. Your participation will be a win-win for your business and IBM TechU.

I look forward to meeting you at TechU.



Mahdad Majd
Program Director
Global Marketing and Events
IBM Systems Lab Services

Solution Center

A detailed floor plan with booth locations will be made available several weeks prior to the event(s). Times and location may change, final information will be in the Solution Center Service Kit, provided upon application approval.

Solution Center Hours

Sunday

Solution Center Set Up 12:00–6:00pm

Monday

Solution Center Set Up 7:00am–5:00pm

Solution Center Open/Reception ... 5:30–7:30pm

Tuesday

Solution Center Open 12:30–3:15pm

Solution Center Open/Reception ... 5:30–7:30pm

Wednesday

Solution Center Open 12:30–1:45pm

Solution Center Breakdown 2:00–8:00pm

Sample Event Agenda

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Registration 7:00am–5:30pm Networking Lounge 7:00am–5:30pm Certification Testing 12:00–6:00pm	Registration 7:00am–5:30pm Networking Lounge 7:00am–5:30pm Certification Testing 12:00–6:00pm	Registration 7:00am–5:30pm Networking Lounge 9:00am–4:00pm Certification Testing 9:00am–5:00pm	Registration 7:30am–5:30pm Networking Lounge 9:30am–4:00pm Certification Testing 12:00–8:00pm	Registration 7:30am–5:30pm Networking Lounge 9:00am–5:00pm Certification Testing 9:00am–5:00pm	Registration 7:30–11:30am Networking Lounge 7:30–11:30am
	Breakfast 7:00–8:30am IBM Brand Opening Sessions 8:30–9:45am Coffee Break 9:45–10:15am Elective Sessions & Labs 10:15–11:15am Break 11:15–11:30am Elective Sessions & Labs 11:30am–12:30pm Lunch 12:30–1:45pm Electives & Labs 1:45pm–2:45pm Coffee Break 2:45–3:15pm Elective Sessions & Labs 3:15–4:15pm Break 4:15–4:30pm Elective Sessions & Labs 4:30–5:30pm Solution Center Reception 5:30–7:30pm	Breakfast 7:00–8:30am Vendor Primer Sessions 8:00–8:30am Elective Sessions & Labs 8:30–9:30am Coffee Break 9:30–9:45am Elective Sessions & Labs 9:45–10:45am Break 10:45–11:00am General Session 11:00am–12:00pm Lunch 12:00–1:45pm Electives & Labs 1:45pm–2:45pm Coffee 2:45–3:15 Elective Sessions & Labs 3:15–4:15pm Break 4:15–4:30pm Elective Sessions & Labs 4:30–5:30pm Solution Center Reception 5:30–7:30pm	Breakfast 7:00–9:00am Vendor Primer Sessions 8:00–8:45am Elective Sessions & Labs 9:00–10:00am Coffee Break 10:00–10:15am Elective Sessions & Labs 10:15–11:15am Break 11:15–11:30am Elective Sessions & Labs 11:30am–12:30pm Lunch 12:30–1:45pm Elective Sessions & Labs 1:45–2:45pm Coffee Break 2:45–3:15pm Elective Sessions & Labs 3:15–4:15pm Break 4:15–4:30pm Elective Sessions & Labs 4:30–5:30pm	Breakfast 7:00–9:00am Elective Sessions & Labs 9:00–10:00am Coffee Break 10:00–10:15am Elective Sessions & Labs 10:15–11:15am Break 11:15–11:30am Elective Sessions & Labs 11:30am–12:30pm Lunch 12:30–1:45pm Elective Sessions & Labs 1:45–2:45pm Coffee Break 2:45–3:15pm Elective Sessions & Labs 3:15–4:15pm Break 4:15–4:30pm Elective Sessions & Labs 4:30–5:30pm Technical University Event Night 6:30–9:30pm	Breakfast 7:00–9:00am Elective Sessions & Labs 9:00–10:00am Coffee Break 10:00–10:15am Elective Sessions & Labs 10:15–11:15am 11:15am Event Ends Tentative Schedule. Subject to Change. <small>IBM, the IBM logo, Business, and Power Systems are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. A complete list of IBM trademarks is available on the Web at "Copyright and trademarks information" on ibm.com. All other trademarks are the property of their respective owners. IBM and the IBM logo are trademarks of International Business Machines Corporation. IBM, the IBM logo, Business, and Power Systems are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. A complete list of IBM trademarks is available on the Web at "Copyright and trademarks information" on ibm.com. All other trademarks are the property of their respective owners. IBM and the IBM logo are trademarks of International Business Machines Corporation.</small>
Registration & Information 3:00–7:00pm					

For inquiries contact:
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marcmil@us.ibm.com

Sponsorship Information

Single event sponsorship options OR Multi-event sponsorship options ¹ (Two at the same level, per event)	Diamond ¹ \$25,000	Platinum ¹ \$18,000	Gold ¹ \$14,000	Silver ¹ \$9,000	Exhibitor ¹ \$6,000	First-time Exhibitor ¹ \$3,000
	Diamond ¹ \$20,000	Platinum ¹ \$14,500	Gold ¹ \$11,500	Silver ¹ \$7,500	Exhibitor ¹ \$5,000	N/A
Booth Space	20x20	10x30	10x20	10x10	10x10	FTE Area
Kiosk(s) and Stools(s)	4	3	2	1	1	4' Table
Electricity (500w drop)	4	3	2	1	1	1
Full Conference Passes ²	6	5	4	3	2	1
Conference Guide Description	150 word	100 word	50 word	25 word	Name/URL	Name/URL
Lead Retrieval (using your own device)	Y	Y	Y	Y	Y	Y
Reception/Meal/Break Sponsorship (non-exclusive)	Reception	Lunch (Exclusive)	Breakfast	Coffee	N	N
Solution Center Passport Sponsorship	Optional ³	Optional ³	Optional ³	Optional ³	Optional ³	N
Advertisement in Conference Guide	Y	Y	N	N	N	N

Sample Kiosk



All options are subject to availability. All information must be provided 60 days in advance unless otherwise noted.

1 Price applicable if participating at both US events

2 All Full Conference Badges are limited to open sessions and/or functions. This badge does not grant access to restricted and/or private sessions or activities.

3 Solution Center Passport participation will now be optional for all levels (except First Time Exhibitor). See next page for details.

Additional Marketing Options

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

Opportunity	Details	
Additional Full Conference Badge¹	Full conference badge allows access to all conference functions	\$1,200
Additional Exhibitor Only Badge	Exhibitor Badge allows access to meals Monday through Thursday, Solution Center and Event Night	\$800
Advertisement in Conference Guide (Full Page)	Details to be announced. Subject to withdrawal if a printed guide is not produced.	\$2,000
Event Agenda Portal Sponsorship	Your company logo will be posted on the event agenda portal attendees use to access event content.	\$2,000
Event Night Sponsorship	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.	\$5,000
Flyer distributed at registration	Sponsor provided 8.5"x11" flyer (single or double sided) to be included in the attendee kit received at registration.	\$2,000
Hotel Room Key Sponsorship	Your company logo will be printed on the hotel keys along with IBM TechU messaging. Additional fees apply for key production.	\$3,000
Lanyard Sponsorship New for 2019!	Your company name or logo printed in one color on the badge lanyards. Additional fees apply for multi-color prints or other options.	\$3,500
Networking Lounge Sponsorship New for 2019!	Your company name or logo will be displayed on signage, at each table and referenced in the conference guide. You may also display literature on each table. Sponsorship is for all days of the event.	\$2,000
Passport Sponsorship New for 2019!	Get attendees to your booth! Your company will be included in the Passport Program. Each attendee will need to be scanned at all Passport Program booths. Once completed, the attendee will receive a giveaway at the Solution Center Information Desk. IBM to supply the prizes. Not available to First Time Exhibitors	\$1,000
Presentation Session	Your company will be provided a session room to host a 1-hour presentation that will be listed in the conference agenda.	\$2,500
Seat Drop at General Session	Sponsor provided 8.5"x11" flyer (single or double sided) to be placed on each seat at the General Session.	\$4,000

All options are subject to availability. All information must be provided 60 days in advance unless otherwise noted.

¹ All Full Conference Badges are limited to open sessions and/or functions. This badge does not grant access to restricted and/or private sessions or activities.

Advertising Specifications

Portfolio Inserts and Seat Drops

Printed materials for these uses are limited to one 8.5"x 11" flyer printed front and back. Sponsor is responsible for printing and delivery of the item.

Print Advertising in Solution Center Guide

All advertisements to be printed in the Program Guide should be provided as a **PDF** when possible. Certain EPS and TIFF files are also acceptable. All included art should be 300 dpi at actual size and in CMYK format, with black at 100%. Ad sizes are subject to change.

Full Page: 5.175" wide x 8.1" high. No bleed necessary.

Logo Submission

Our goal is to provide the highest quality reproduction of your company logo for any signage, banners and publications that may include them. You can help us in that effort by providing logo files in accordance with the following guidelines.

Preferred file type: EPS, PDF or AI file (typically a vector file from Adobe Illustrator) with all fonts converted to paths. RGB and spot colors will be converted to CMYK.

Other acceptable file types: TIF, JPG, PNG or PSD. As a rule of thumb, these should be large enough to fill your computer screen and still look great. (Depending on sponsorship, they may be reproduced up to 17" wide at 200 dpi.)

File types we cannot use to reproduce your logo in print include: GIF, WORD (.doc), PowerPoint (.ppt), EXE.

If you are unable to provide a file type that is listed under the acceptable file types, we will make every effort to work with what you are able to provide.

Additional Information

- Payment invoices will be created based on the USD prices listed in this document. Invoices will outline the Terms & Conditions and Payment To information.
- Options in the sponsorship packages are based on availability.
- Sponsorship registration will be done via an online enrollment tool, which is linked from Solution Center tab on the event web site.
- Please plan 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 booth within your sponsorship level.

North America 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 IBM Systems Lab Services and 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, IBM Systems Lab Services and Training Technical University materials and signage in order to promote Sponsor's sponsorship of the IBM Systems 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 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 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 conference 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 IBM Systems Lab Services and Training Technical University.
10. IBM may cancel any or all of the IBM Systems Lab Services Technical University or IBM TechU events at any time in IBM's 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 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 IBM Systems Lab Services Technical event commences, 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 out 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. Pricing, Descriptions or other information within this document may change without notice.
15. 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.