

# Leverage the Power of two IBM EMEA Conferences:

## IBM TECHNICAL ACADEMY

### 25-28 OCTOBER 2016

#### MARRIOTT AUDITORIUM MADRID

IBM Digital Experience &  
IBM Commerce Learning Academy

IBM Cloud Technical University



## Sponsorship and Exhibit Opportunities 25 - 28 October | Madrid, Spain

Increase your visibility among clients, grow your business, and cultivate new leads by becoming a sponsor or exhibitor in the Solutions EXPO at these two Madrid IBM Conferences: The IBM Digital Experience & IBM Commerce Learning Academy | IBM Cloud Technical University are held together in one place. The Solution EXPO is a centrally located busy hub for you to feature your solutions. Reach IT decision makers and promote your solutions to a targeted audience.

For more information about sponsorship opportunities or to discuss additional individual sponsorship opportunities contact:

Isabelle Yriarte | Regional Sales Executive | LearnQuest  
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### Top five reasons to invest in the Solutions EXPO

1. Take advantage of unique sponsorship **opportunities** to increase your visibility among clients, business partners and IBM employees.
2. Leverage networking and collaboration opportunities to forge new **partnerships**, build stronger relations, and grow your business.
3. Immerse yourself in sessions that build the skills you need to **create competitive** advantage and help your business succeed.
4. Strengthen attendee **knowledge** of your products and services, and demonstrate leadership in your industry.
5. Turn opportunities into outcomes with the leads you capture at IBM Madrid Conferences 2016.

### Overview

#### Solutions EXPO Dates & Hours

Tuesday, 25th Oct  
18:15 - 20:00 Welcome Reception  
Wednesday, 26th Oct  
10:00 - 18:30 EXPO Opening  
17:45 - 18:30 Networking Reception  
Thursday, 27th Oct  
10:00 - 17:45 EXPO Opening

#### More information:

[ibm.com/training/events/ede](http://ibm.com/training/events/ede)  
[ibm.com/training/events/websphere](http://ibm.com/training/events/websphere)

This event is being organized as part of IBM's Global Skills Initiative by LearnQuest, an IBM Global Training Provider.

**Act now and contact:**  
[isabelle.yriarte@learnquest.com](mailto:isabelle.yriarte@learnquest.com)

# Sponsorship Packages (Participation is subject to review and approval)

|  | Diamond  | Platinum   | Gold  | Silver  | Bronze                      | Standard                    |
|--|--|--|---|---|-----------------------------|-----------------------------|
| Prices ( excl VAT)   | 35.000 €   | 15.000 €   | 10.000 €  | 7.500 €   | 5.500 €                     | 4.995 €                     |
| Numbers of available Packages at this title level  | 1  | 2  | 4   | 6   | unlimited                   | unlimited                   |
| Exhibition material  | 2 Pop up desk<br>2 bar stools<br>1 high table<br>1 screen<br>1 brochure rack | Pop up desk<br>2 bar stools<br>1 high table<br>1 screen<br>1 brochure rack | Pop up desk<br>2 bar stools<br>1 high table<br>1 screen | Pop up desk<br>2 bar stools<br>1 high table<br>1 screen | Pop up desk<br>2 bar stools | Pop up desk<br>2 bar stools |
| Exhibition Space Size  | 4 x 2m   | 2 x 2m   | 1.3 x 2m  | 1.3 x 2m  | 1.3 x 1.5m                  | 1.3 x 1.5m                  |
| Wireless Internet Access & Electricity   | ✓  | ✓  | ✓   | ✓   | ✓                           | ✓                           |
| Full conference badges   | 10   | 5  | 4   | 3   | 2                           | 2                           |
| Sponsorships   | Welcome Reception Prize Draw   | Gala Dinner Prize Draw   | Lunch Prize Draw  | Lab Sponsorship   | Certification Sponsorship   | -                           |
| 1 Logo with Hyperlink on IBM event web site  | ✓  | ✓  | ✓   | ✓   | ✓                           | ✓                           |
| Technical presentation lecture slot and posting of content on attendee portal (60 min)                   | ✓  | ✓  | ✓   | ✓   | -                           | -                           |
| Literature seat drop during Keynote  | ✓  | -  | -   | -   | -                           | -                           |
| Sponsor Logo on Conference Welcome Bag   | ✓  | -  | -   | -   | -                           | -                           |
| 1 page insert in Welcome Kit<br>Up to one A4 folded or smaller flyer or one small flat promotional item. | ✓  | ✓  | ✓   | -   | -                           | -                           |
| Logo in logistics pre-event email to participants  | ✓  | ✓  | ✓   | ✓   | ✓                           | ✓                           |
| Free text in Event Guide   | 400 words  | 250 words  | 200 words   | 150 words   | 100 words                   | 50 words                    |
| Outside back cover on Event Guide  | ✓  | -  | -   | -   | -                           | -                           |
| Inside back cover on Event Guide   | -  | ✓  | -   | -   | -                           | -                           |
| Lead Retrieval System  | ✓  | ✓  | ✓   | ✓   | ✓                           | ✓                           |
| All prices are Euro exclusive VAT.   |  |  |   |   |                             |                             |

Increase your visibility among clients, grow your business, and cultivate new leads by becoming a sponsor or exhibitor in the Solutions EXPO at IBM Madrid Conferences 2016

**Additional individual sponsorship opportunities are possible – just contact us:**

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## Pop up desk :

The exhibitor can bring it back after the conference.

