

# Sponsorship Prospectus

## Cairo, Egypt



# 2019 IBM Systems TechU Event

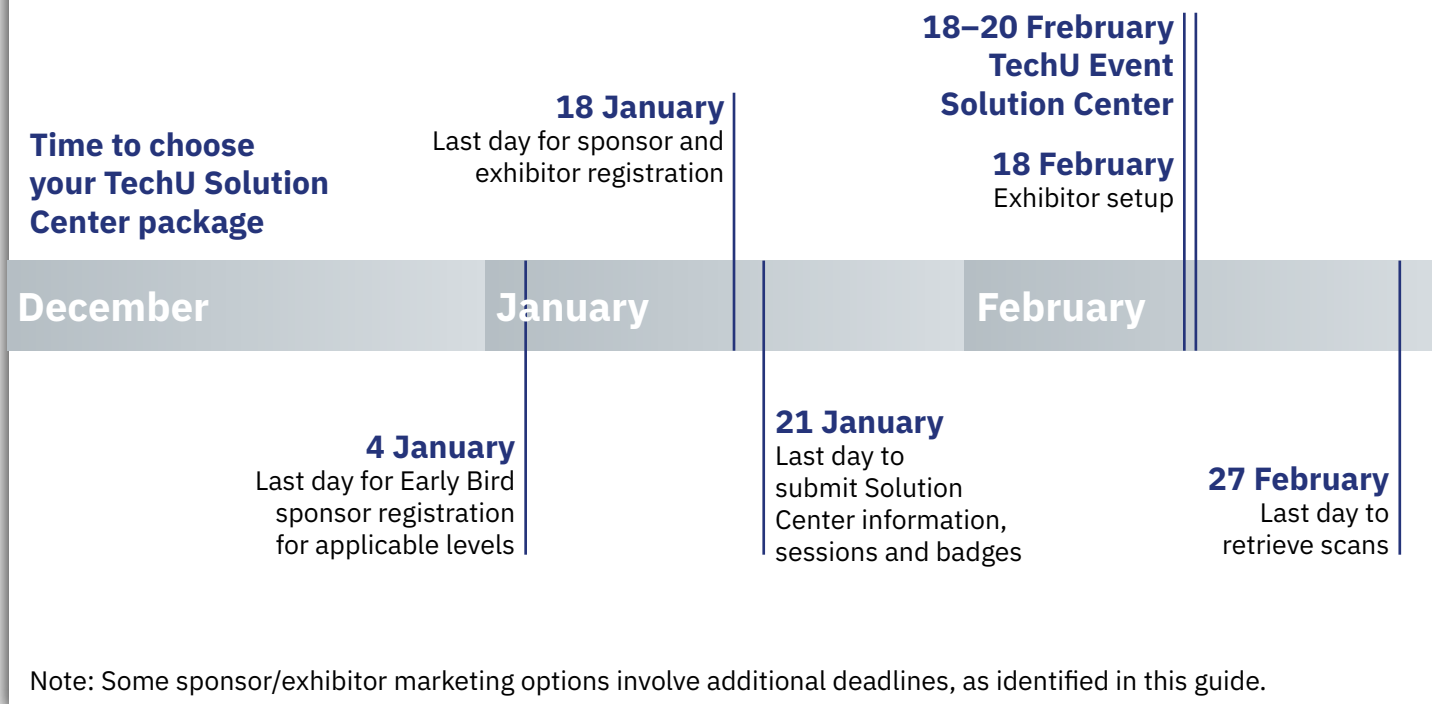
18–20 February  
Cairo, Egypt

Featuring:  
IBM Power Systems  
IBM Storage  
IBM Z

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### 2019 deadlines & early bird opportunity



For inquiries contact:

Catherine Tenaerts  
+32 478 44 09 09  
catherine@ibmtechu.com  
catherine.tenaerts@ibm.com

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IBM Systems Lab Services

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IBM Systems Technical University (TechU)



Dear Valued Sponsor,

IBM technical training events are designed for technical development in IBM Z™, IBM Power Systems™ and IBM Storage. The week is packed with skill-building sessions and a vibrant Solution Center.

If you are looking to increase your visibility in the IT community and grow your revenue base, I invite you to sponsor one or more of these events being held across the globe.

- Generate revenue by closing existing deals and developing opportunities with IT directors, managers and other decision makers
- Build brand awareness and network with professionals at all levels
- Participate in the Solution Center where attendees can learn about your products and services
- Show your expertise and conduct presentations to potential customers
- Hear about breakthrough announcements

Our sponsors are key to the success of these events and your participation is greatly valued. Invest in one of our sponsorship levels today to gain exposure to influencers and decision makers at our 2019 events. I look forward to seeing you.



**Mario Franzone**  
Manager, Lab Services  
WW Technical Training Events  
IBM Systems Group

# Solution Center Schedule

Times and location may change, final information will be in the Solution Center Service Kit, provided upon application approval.

## Solution Center Hours

### Day 1

Sponsor/Exhibitor Setup and Briefing . . . 7:45–8:00  
 Solution Center Open . . . . . 8:00–16:15

### Day 2

Solution Center Open . . . . . 8:00–16:15  
 Vendor Breakdown . . . . . 16:15–17:00

*\*Depending on the venue and the event dinner, the Solution Center opening hours might slightly change*

## Agenda @ a glance

Monday		Tuesday		Wednesday
Registration & Welcome Coffee 8:00–9:45	Solution Center Open 8:00–16:15	Sessions 9:00–10:00	Solution Center Open 8:00–16:15	Sessions 9:00–10:00
Keynote Session 9:45–11:00 (Doors open at 9:30)		Break 10:00–10:15		Break 10:00–10:15
Break 11:00–11:30		Sessions 10:15–11:15		Sessions 10:15–11:15
Sessions 11:30–12:30		Break 11:15–11:30		Break 11:15–11:30
Break 12:30–12:45		Sessions 11:30–12:30		Sessions 11:30–12:30
Sessions 12:45–13:45		Break 12:30–12:45		Break 12:30–12:45
Lunch 13:45–15:00		Sessions 12:45–13:45		Sessions 12:45–13:45
Sessions 15:00–16:00		Lunch 13:45–15:00		Lunch 13:45–15:00
Break 16:00–16:15		Sessions 15:00–16:00		Sessions 15:00–16:00
Sessions 16:15–17:15		Break 16:00–16:15		Break 16:00–16:15
		Sessions 16:15–17:15		Sessions 16:15–17:15
		Event Dinner 20:00		Closing Session & Big Prize Draw 17:15–17:30 <i>End of event</i>

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 +32 478 44 09 09  
[catherine@ibmtechu.com](mailto:catherine@ibmtechu.com)  
[catherine.tenaerts@ibm.com](mailto:catherine.tenaerts@ibm.com)

# Sponsorship Information

## **Diamond Sponsorship package (only 2) \$18,000**

- 2 Freestanding tables with signage (Chairs, wireless internet & electricity w/ local connection)
- Sponsorship acknowledged by level during Keynote Session
- Logo on Solution Center Guide inside cover page and within Solution Center Guide
- Solution Center Guide description - 150 words
- 1 full page Ad in Solution Center guide
- 4 Technical presentation lecture slots and posting of content on attendee portal (presentations are limited slots are assigned on a first-come, first served basis)
- 4 Full conference/speaker badge (additional badges can be purchased)
- 1 Solution Center Reception Sponsorship (if applicable, non-exclusive)
- Lunch Sponsorship (non-exclusive)
- Coffee break Sponsorship (non-exclusive)
- Participation in Solution Center Passport Program

## **Platinum Sponsorship package (only 2) \$8,500**

- 2 Freestanding tables with signage (Chairs, wireless internet & electricity w/ local connection)
- Sponsorship acknowledged by level during Keynote Session
- Logo on Solution Center Guide inside cover page and within Solution Center Guide
- Solution Center Guide description - 75 words
- 1 full page Ad in Solution Center guide
- 2 Technical presentation lecture slots and posting of content on attendee portal - (presentations are limited slots are assigned on a first-come, first served basis)
- 3 Full conference/speaker badge (additional badges can be purchased)
- Lunch Sponsorship (non-exclusive)
- Coffee break Sponsorship (non-exclusive)
- Participation in Solution Center Passport Program

## **Gold Sponsorship package \$4,900**

- 1 Freestanding table with signage (Chairs, wireless internet & electricity w/ local connection)
- Sponsorship acknowledged by level during Keynote Session
- Logo on Solution Center Guide inside cover page and within Solution Center Guide
- Solution Center Guide description - 50 words
- 1 Technical presentation lecture slot and posting of content on attendee portal (presentations are limited slots are assigned on a first-come, first served basis)
- 2 Full conference/speaker badge (additional badges can be purchased)
- Lunch Sponsorship (non-exclusive)
- Coffee break Sponsorship (non-exclusive)
- Participation in Solution Center Passport Program
- 1 Full conference badge (additional badges can be purchased)
- Participation in Solution Center Passport Program

### **Exhibitor package**    \$3,000

- 1 Freestanding table with signage (Chairs, wireless internet & electricity w/ local connection)
- Logo on page within Solution Center Guide
- 1 Full conference badge (additional badges can be purchased)
- Coffee break Sponsorship (non-exclusive)
- Participation in Solution Center Passport Program

### **First-time Exhibitor package**    \$2,500

- 1 Freestanding table with signage (Chairs, wireless internet & electricity w/ local connection)
- Logo on page within Solution Center Guide
- 1 Full conference badge (additional badges can be purchased)
- Participation in Solution Center Passport Program

### **IBM Department package**    \$3,000

- 1 Freestanding table with signage (Chairs, wireless internet & electricity w/ local connection)
- Solution Center Guide description - 50 words
- 1 Full conference badge (additional badges can be purchased)
- Participation in Solution Center Passport Program

	Diamond	Platinum	Gold	Exhibitor	First Time Exhibitor	IBM Department
<b>Early Bird: 10% on select levels</b>	<b>\$16,200</b>	<b>\$7,650</b>	<b>\$4,410</b>	–	–	–
<b>Standard</b>	<b>\$18,000</b>	<b>\$8,500</b>	<b>\$4,900</b>	<b>\$3,000</b>	<b>\$2,500</b>	<b>\$3,000</b>
Freestanding tables with signage (Chairs, wireless internet & electricity w/ local connection)	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Sponsorship acknowledged by level during Keynote Session	✓	✓	✓	–	–	–
Logo on Solution Center Guide inside cover page or/and within Solution Center Guide	<b>Both</b>	<b>Both</b>	<b>Both</b>	<b>Within</b>	<b>Within</b>	<b>Within</b>
Solution Center Guide description	<b>150 words</b>	<b>75 words</b>	<b>50 words</b>	–	–	<b>50 words</b>
Ad in Solution Center Guide	<b>Full Page</b>	<b>Half Page</b>	–	–	–	–
Technical presentation lecture slots and posting of content on attendee portal <sup>1</sup>	<b>4</b>	<b>2</b>	<b>1</b>	–	–	–
Full conference/speaker badge <sup>2</sup>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
Solution Center Reception Sponsorship (if applicable) <sup>3</sup>	✓	–	–	–	–	–
Lunch Sponsorship <sup>3</sup>	✓	✓	✓	–	–	–
Coffee break Sponsorship <sup>3</sup>	✓	✓	✓	✓	–	–
Participation in Solution Center Passport Program	✓	✓	✓	✓	✓	✓
Lead Retrieval Access/BadgeScan	✓	✓	✓	✓	✓	✓

<sup>1</sup> Presentations are limited slots are assigned on a first-come, first served basis.

<sup>2</sup> Additional badges may be purchased.

<sup>3</sup> Non-exclusive

## Additional Marketing Options

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

<b>Presentation session (with Full conference badge)</b> . . . . .	\$1,500
<b>Apron sponsorship</b> . . . . .	\$1,500
<b>Full conference badge</b> . . . . .	\$900
<b>Keynote seat drop</b> . . . . .	\$625
<b>Lunch seat drop</b> . . . . .	\$525

### **Presentation session (with Full Conference badge) \$1,500**

A single 60' presentation lecture to provide a technical overview of your products and company. Included in this option is one speaker badge.

- Presentations are limited to a total of 6 per event, 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 28 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.

### **Apron sponsorship \$1,500**

Sponsor aprons worn by the people who serve the attendees at the conference. Depending on the event, aprons will be worn during lunch or reception(s). Your not-to-be-missed company logo will be printed on the front of each apron.

### **Full conference badge \$900**

This badge will allow the vendor to attend the Solution Center, all event sessions and activities as listed in the event agenda.

### **Keynote seat drop \$625**

A single literature drop of printed material no larger than A4 or Letter format, placed on the attendee seats prior to the start of the conference general session. This may be a brochure, white paper, flyer, multiple page publication, but cannot be more than a single item, nor can it exceed 4 pages in total.

- Maximum of one per sponsor.
- Sponsor must provide proof copy of the drop composition to the organizer no later than 21 days prior to the first day of the event for IBM approval.
- Sponsor must provide enough copies of materials for the estimated number of event attendees as specified by the organizer.
- Sponsor is responsible for providing all material to the organizer on-site that will be seat dropped.

### **Lunch seat drop \$525**

A single literature drop of printed material no larger than A4 or Letter format, placed on the attendee seats prior to the start of Lunch. Maximum size of flyer is A4 or Letter format, one sheet in count (e.g. 2 pages, front and back).

- Maximum of one per sponsor.
- Sponsor must provide proof copy of the drop composition to the organizer no later than 21 days prior to the first day of the event for IBM approval.
- Sponsor must provide enough copies of materials for the estimated number of event attendees as specified by the organizer.
- Sponsor is responsible for providing all material to the organizer on-site that will be seat dropped.



# Registration & Payment

## Registration

- Registration must be completed via the online registration tool available on the event web site, under the Solution Center tab.
- Options in the packages are based on availability.
- **Important: Solution Center registration closes 1 month prior to event.**

## First Time Exhibitor

- A reduced price for Exhibitors who have not participated to a TechU Solution Center in the last 4 years. Price as marked in the prospectus and in the online registration tool.

## Early Bird Discounts

- IBM is offering a 10% Early Bird discount to sponsors (Gold, Platinum & Diamond) who sign-up 45 calendar days before the start of the university. Plan accordingly to have your application submitted in a timely manner and remember the earlier your application is submitted the better price you receive.
- Note: Early bird discount only applies to sponsorship packages and not to Exhibitor, First-Time Exhibitor or IBM Department packages, or to additional marketing opportunities.
- Multiple discounts do not apply.

## Payment Information

- All prices are displayed in USD (excl. of VAT). Invoices will be created after the event has completed.
- 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 packages are based on availability.
- For late registrations, 10% will be added to the regular price if registration is received and completed 29 calendar days before the start of the conference.
- Options in the sponsorship packages are based upon availability.
- For invoicing information, please contact ahenawy@eg.ibm.com

## 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.

## Badge Overview

- Full Conference
- Grants full access to all sessions and activities mentioned in the event agenda.
- Sponsors can purchase additional conference badges in their sponsorship at a reduced conference tuition fee.

## Co-Marketing Funds

- All sponsorship packages (Diamond, Platinum, Gold and Exhibitor) qualify for Co-Marketing funding. Marketing + Promotional Opportunities (MPOs) also qualify for Co-Marketing funding.
- Co-Marketing is a reimbursement offering. For IBM conferences, the Business Partner purchases the sponsorship package up front and is reimbursed for qualifying expenses by IBM after the conference.

## Lead Retrieval Access/BadgeScan

- We do 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. We recommend BadgeScan. Instructions will be sent to the people staffing the booth before the start of the event.

**Due to continuous improvements to the IBM TechU portal, package components and additional sponsorship opportunities may be replaced by a digital alternative without prior notice.**

## 2019 Sponsorship Prospectus Cairo—Sponsor terms and conditions

1. By submitting this application Sponsor/Exhibitor 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/Exhibitors 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/Exhibitor 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/Exhibitors, 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/Exhibitor, 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 2018 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 commences, Sponsor shall be liable for one-hundred percent of the total sponsorship fee.
11. Sponsor/Exhibitor may not assign its sponsorship to any third party without the consent of the other party.
12. These terms and conditions, the Sponsor/Exhibitor 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/Exhibitor, including hand held scanners, or other computer equipment (but not limited too) is the responsibility of the Sponsor/Exhibitor 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.
16. 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.
17. IBM has taken all reasonable steps and exercised all due diligence to ensure that the personal information will not be processed in a manner which would contravene privacy laws. This is accomplished by performing due diligence on the non-IBM third party who will handle personal information and putting in place appropriate contractual terms to ensure the third party's handling of the data is in line with privacy laws.
18. While current regulations require you to give out certain information when you collect personal data, such as how you intend to use the information and your identity, GDPR has increased the amount of things you must tell people when collecting their information. Please inform the attendees how your company's privacy policy governs their data when they allow you to scan their badge.