



IBM Business Partners Preview Guide

SmarterCommerce

Global Summit 2012 Madrid

22-24 May, 2012 | Hotel Auditorium Madrid

**Redefining business
in the age of the customer.**



Why You Should Attend

Gaining a competitive advantage in the age of the empowered customer requires putting the customer at the center of their business. The Smarter Commerce approach helps organizations do just that. The approach maximizes insight generated through customer interactions and capitalizes on social and mobile commerce. It drives growth by enhancing and redefining the value organizations provide and will synchronize the entire value chain. You will get first-hand knowledge on what IBM Smarter Commerce™ means to you and your clients.

Just for You

During the Business Partner Forum at the Global Summit, IBM executives and subject matter experts will reveal valuable insights and effective techniques to help you make more money by working closely with IBM to sell Smarter Commerce. You'll hear from colleagues and clients on how Smarter Commerce helped them connect with their customers and you'll walk away from the breakout sessions with knowledge on new IBM investments in the channel to help you fine tune growth strategies and increase your share of wallet in key customer accounts.

You will have the chance to:

- Learn from key IBM Software executives how vital IBM Business Partners are to our Industry Solutions business.
- Network with IBMers and other Business Partners to exchange ideas and build new contacts critical to your business.
- Stay competitive by being the first to hear the latest on Smarter Commerce trends incentives, and a sneak peek at the Smarter Commerce product roadmap.

In addition to the custom designed Business Partner Forum, the Global Summit has an extensive program offering over 150 sessions. With over 40 sessions and tracks dedicated to marketing, supply chain, sales and e-Commerce and 100 technical sessions showcasing best practices, success stories and capabilities, you're sure to take home the latest information and trends in Smarter Commerce.

 [Click here to register](#)

Agenda

Business Partner Forum

May 22, 2012 9:00 a.m. - 12:00 p.m

9:00 a.m.-10:30 a.m. General Session

Executive Insight

Mike Rhodin, Sr. Vice President, IBM Software Solutions Group

Mike will share the IBM Smarter Commerce strategy and discuss why there is no better time to partner with IBM.

Effective Techniques for Selling Smarter Commerce

Steve Cowley, Vice President, Industry Solution Sales

Steve will explain how IBM Smarter Commerce puts the customer at the center of the business, optimizing within and across the commerce process cycle of buy, market, sell and service.

Channel Strategy and Priorities

Melinda Matthews, Director, Industry Solutions Sales – Business Partners, Worldwide

Melinda will share with you critical channel strategies and priorities and how to leverage IBM's many resources and incentive programs to win in this attractive new market.

Client Success through “Partnering”

Customer and IBM Business Partner

Hear Business Partner and client insights and experiences of how to put the customer at the center of the business.

10:45 a.m.-12:00 p.m. Concurrent Breakout Sessions

Sales: How to make more money with Smarter Commerce

Learn the strategy and thought process behind the products and solutions IBM has acquired to fully realize the Smarter Commerce value proposition. You will gain a sales-focused understanding of the end-user business processes of Buy, Market, Sell and Service using customer implementations as proof points. The Smarter Commerce channel team will introduce new IBM investments in the channel to increase your share of wallet in key customer accounts.

Technical: Sneak peek into the Smarter Commerce product roadmap

Refresh your knowledge of the IBM product solution offerings within each Smarter Commerce category and understand the technical work already completed to successfully integrate these products. Learn the strategy and thought process behind the products and solutions that a Smarter Commerce vision drives. The Smarter Commerce channel team will introduce new IBM investments in the channel and the IBM vision for integration and interoperability in the future.

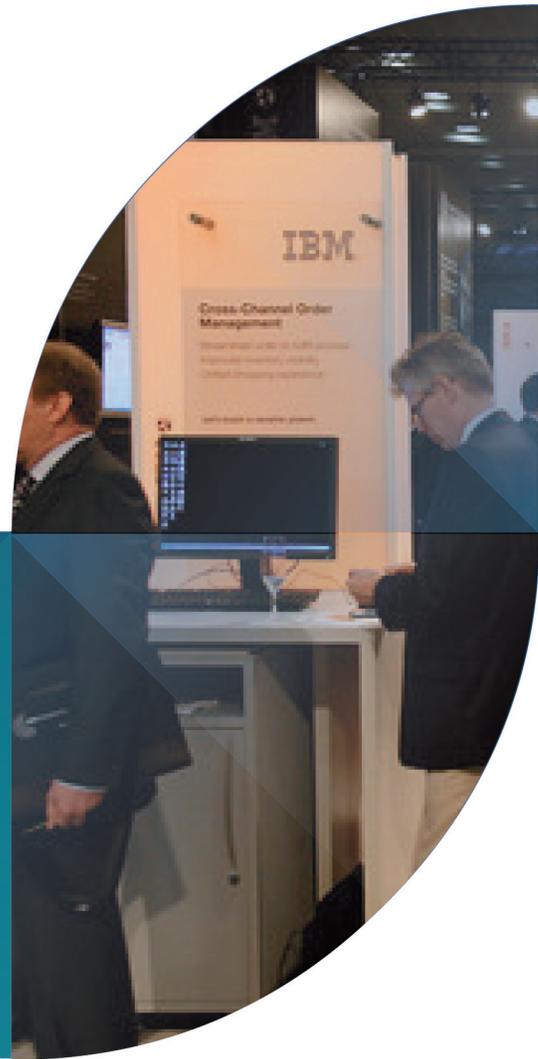
ISV: Programs and investments for Smarter Commerce success

Why Sponsor?

Contact

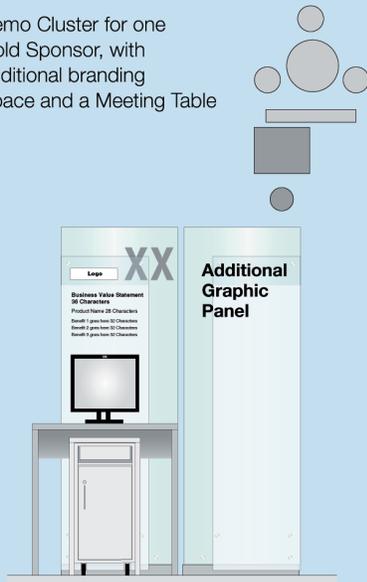
**For Sponsorship Information,
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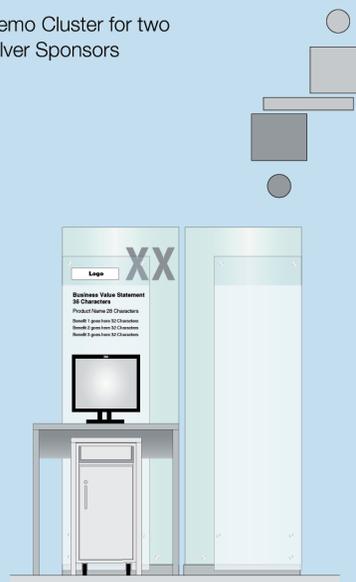
Gold Sponsor Kiosk*

Demo Cluster for one Gold Sponsor, with additional branding space and a Meeting Table



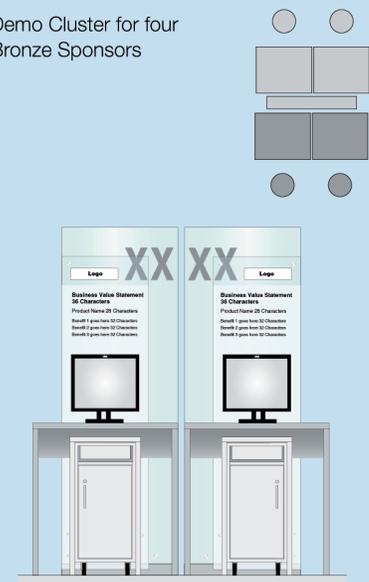
Silver Sponsor Kiosk*

Demo Cluster for two Silver Sponsors



Bronze Sponsor Kiosk*

Demo Cluster for four Bronze Sponsors



*Example of Kiosk Layout subject to final Floorplan and Kiosk design.

Business Partner Benefits at-a-glance

A Select Opportunity:

Meet and engage with 1200 delegates from around the globe at this premier business event in Madrid, Spain.

- Showcase your segment-specific solutions in order to develop awareness, generate leads, deepen relationships and ultimately increase sales
- Take advantage of invaluable networking opportunities with customers, prospects, ecosystem partners and IBM executives
- Generate revenue by progressing and closing active opportunities
- Learn more about the wider IBM Smarter Commerce portfolio, expanded through acquisition and research, to grow cross-sell opportunities and increase the value you deliver to customers
- Learn and share best practices to position your company as an industry leader

We're planning an exciting line-up of keynote speakers, sessions, industry exchanges and network opportunities. We look forward to your partnership at the IBM Smarter Commerce Global Summit 2012 – Madrid.

Audience

We bring customers and prospects directly to you.

It can take months of networking and extensive marketing to gain access to your target customers—IBM Smarter Commerce Global Summit 2012 - Madrid brings together the audience you want to meet under one roof. The event will bring together 1200 targeted senior business leaders and IT-focused attendees from across the continent.

Business Partner Sponsorship Packages			
Sponsorship Components	Gold	Silver	Bronze
Investment	€ 30.000	€ 20.000	€ 8.000
Number of packages available	4	6	16
# OF EVENT PASSES (full registration passes)	4	3	2
# OF CLIENT SPONSORSHIPS (free client passes to invite clients aligned to event)	3	2	1
Kiosk in Solution Centre	✓	✓	✓
Additional networking space around kiosk	✓	✓	
Lead Retrieval	✓	✓	✓
Dedicated meeting room	1x dedicated room with signage	2x 30-45 min. time slots	2x 30-45 min. time slots
Featured on Summit website	Large	Medium	Small
Featured on Summit social media/community hub	Large	Medium	
Acknowledgement of sponsorship in general session	✓		
Advertisement/Digital signage on plasma display	✓		
Sponsorship of Welcome Reception	✓		
Summit Guide Acknowledgmen	✓	✓	✓
Summit Guide company description	80 words	50 words	50 words
Summit Guide advertisement	Half page		
Welcome pack collateral insert	✓	✓	✓
Select one from the respective options	Summit bag Summit lanyard	Summit pen Water bottle Business card holder	

Conference Venue



TheHotel Auditorium Madrid, Spain

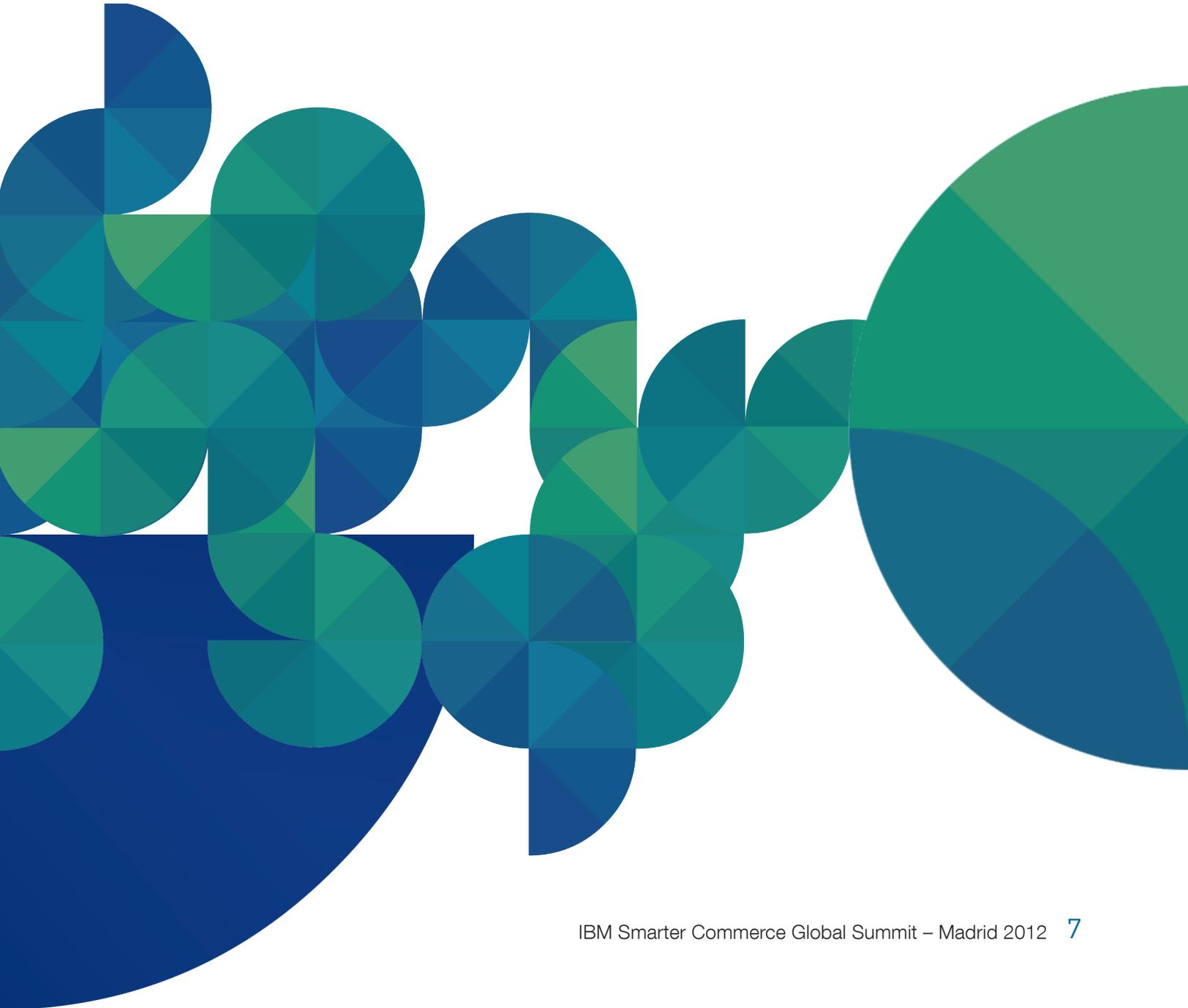
IBM Smarter Commerce Global Summit 2012 will take place at the Hotel Auditorium in Madrid, Spain, located only a 15 minute drive from the city's main airport, the event is ideally placed to enjoy a seamless event experience in this vibrant city.

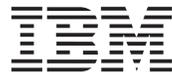
The venue offers a modern, spacious environment offering comfort and relaxation during your visit and is a premium meeting location and conference centre in Madrid.

Madrid is considered one of the top European destinations concerning art museums. Best known is the Golden Triangle of Art, located along the Paseo del Prado and comprising three galleries. You can also find numerous museums and architecture offering a wealth of culture, including one of Europe's largest palaces, the Palacio Real de Madrid, the official residence of King Juan Carlos I.

The nightlife in Madrid is undoubtedly one of the city's main attractions. Tapas bars, cocktail bars, clubs, jazz lounges, live music venues, flamenco theatres and establishments of all kinds cater for all tastes and ages.

Madrid is home to La Liga football club Real Madrid, who play their home games at the Santiago Bernabéu, and are considered one of the most prestigious football clubs in the world.





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