2020 IBM Systems Technical University

Orlando  May 18–22
Atlantic City  October 5–9
Sponsorship Prospectus

Featuring:
IBM Power Systems
IBM Z and IBM LinuxONE
IBM Storage
2019
IBM Systems
Technical University

Orlando, FL
May 18–22
Featuring:
IBM Z and IBM LinuxONE
IBM Power Systems
IBM Storage

Application due date: Friday, April 10, 2020*

Atlantic City, NJ
October 5–9
Featuring:
IBM Z and IBM LinuxONE
IBM Power Systems
IBM Storage

Application due date: Friday, September 4, 2020*

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

Contents

— Overview
— Sponsorship Information
— Additional Marketing Options
— Additional Information
— Registration and Payment

For inquiries contact:
Marc Miller
marcmil@us.ibm.com

Brought to you by:
IBM Systems Lab Services

Stay Connected!
Join our LinkedIn Group Page:
IBM Systems Technical University (TechU)
Dear Valued Sponsor,

IBM Systems Technical University (TechU) events deliver deep dive technical training on IBM Z™, IBM Power Systems™ 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 Schedule of Events

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

For inquiries contact: Marc Miller
marcmil@us.ibm.com

Sample Event Agenda

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch</td>
<td>7:00–9:00</td>
<td>Vendor Primer Sessions 8:00–8:45</td>
<td>Vendor Primer Sessions 8:00–8:45</td>
<td>Breakfast 7:00–9:00</td>
<td>Breakfast 7:00–9:00</td>
</tr>
<tr>
<td>General Session 8:30–9:30</td>
<td>Elective Sessions &amp; Labs 9:00–10:00</td>
<td>Elective Sessions &amp; Labs 9:00–10:00</td>
<td>Elective Sessions &amp; Labs 9:00–10:00</td>
<td>Elective Sessions &amp; Labs 9:00–10:00</td>
<td>Elective Sessions &amp; Labs 9:00–10:00</td>
</tr>
<tr>
<td>Coffee Break 9:30–10:00</td>
<td>Coffee Break 10:00–10:15</td>
<td>Coffee Break 10:00–10:15</td>
<td>Coffee Break 10:00–10:15</td>
<td>Coffee Break 10:00–10:15</td>
<td>Coffee Break 10:00–10:15</td>
</tr>
<tr>
<td>Elective Sessions &amp; Labs 11:30am–12:30pm</td>
<td>Elective Sessions &amp; Labs 11:30am–12:30pm</td>
<td>Elective Sessions &amp; Labs 11:30am–12:30pm</td>
<td>Elective Sessions &amp; Labs 11:30am–12:30pm</td>
<td>Elective Sessions &amp; Labs 11:30am–12:30pm</td>
<td></td>
</tr>
<tr>
<td>Lunch</td>
<td>12:30–1:45</td>
<td>Solution Center Open 12:30–1:45</td>
<td>Lunch 12:30–1:45</td>
<td>Solution Center Open 12:30–1:45</td>
<td>Lunch 12:30–1:45</td>
</tr>
<tr>
<td>Electives &amp; Labs 1:45pm–2:45pm</td>
<td>IBM Storage Opening Report 1:45–2:45</td>
<td>General Session 1:45–2:45</td>
<td>Elective Sessions &amp; Labs 1:45–2:45</td>
<td>Elective Sessions &amp; Labs 1:45–2:45</td>
<td>Elective Sessions &amp; Labs 1:45–2:45</td>
</tr>
<tr>
<td>Solution Center Reception 5:30–7:30</td>
<td>Solution Center Reception &amp; IBM Z &amp; LinuxONE Poster Session 5:30–7:30</td>
<td></td>
<td>Event Night 6:30–10:00</td>
<td></td>
<td>Subject to Change.</td>
</tr>
</tbody>
</table>
# Sponsorship Inclusions

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Exhibitor</th>
<th>First Time Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Single Event Price</strong>¹</td>
<td>$25,000</td>
<td>$18,000</td>
<td>$14,000</td>
<td>$9,000</td>
<td>$6,000</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Multi Event Price</strong>¹,²</td>
<td>$20,000</td>
<td>$14,500</td>
<td>$11,500</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Kiosk(s) and Stool(s)</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>4' Table</td>
</tr>
<tr>
<td>Booth Space</td>
<td>20x20</td>
<td>10x30</td>
<td>10x20</td>
<td>10x10</td>
<td>10x10</td>
<td>FTE Area</td>
</tr>
<tr>
<td>Electricity - 500w drop</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>4' Table</td>
</tr>
<tr>
<td>Full Conference Passes</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Conference Guide Description³</td>
<td>150 word</td>
<td>100 word</td>
<td>50 word</td>
<td>25 word</td>
<td>Name &amp; URL</td>
<td>Name &amp; URL</td>
</tr>
<tr>
<td>Lead Retrieval</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Meal Sponsorship⁴</td>
<td>Reception</td>
<td>Lunch</td>
<td>Breakfast</td>
<td>Coffee</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Advertisement in Conference Guide³</td>
<td>Y</td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
</tbody>
</table>

¹ A 6.5% tax will be added to the sponsorship fee.
² Price applicable if participating at both US events.
³ If the Conference Guide is not produced in printed form, a digital substitute may be provided.
⁴ Non-exclusive
### Additional Marketing Options

To enhance your exposure at the event, IBM is offering additional opportunities to our sponsors:

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Details</th>
<th>Price²</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Additional Full Conference Badge</strong></td>
<td>Full conference badge allows access to all conference functions</td>
<td>$1,700</td>
</tr>
<tr>
<td><strong>Exhibitor Only Badge</strong></td>
<td>Exhibitor Badge allows access to meals Monday through Thursday, Solution Center and event night</td>
<td>$1,100</td>
</tr>
<tr>
<td><strong>Advertisement in Conference Guide</strong></td>
<td>Full page ad in the Conference Guide, if one is produced in printed form, or else a substitution will be provided.</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Event Agenda Portal Sponsorship</strong></td>
<td>You company logo will be posted on the event agenda portal attendees use to access event content.</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Event Night Sponsorship</strong></td>
<td>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</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Flyer Distributed at Registration</strong></td>
<td>Sponsor-provided 8.5&quot;x11&quot; flyer (single or double sided) to be included in the attendee kit received at registration.</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Hotel Room Key Sponsorship</strong></td>
<td>Your company logo will be printed on the hotel keys along with IBM Tech U Comes To You messaging. Additional fees apply for key production.</td>
<td>$4,000</td>
</tr>
<tr>
<td><strong>Networking Lounge Sponsorship</strong></td>
<td>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.</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Passport Sponsorship</strong></td>
<td>Silver and above sponsors. 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 be entered into a raffle giveaway taking place on Wednesday in the Solution Center. IBM to supply the prizes.</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Presentation Session</strong></td>
<td>Your company will be provided a session room to host a 1-hour presentation that will be listed in the conference agenda. A full conference badge is included.</td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>Seat Drop at General Session</strong></td>
<td>Sponsor-provided 8.5&quot;x11&quot; flyer (single or double sided) to be placed on each seat at the General Session.</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

1 All options are subject to availability and non-exclusive.
2 Price is per event. A 6.5% tax will be added to the fee.
Art and Logo Specifications

Print Advertising in Solution Center Guide
Details and availability to be determined.

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 and additional marketing options 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.
2020 Sponsorship Prospectus TechU 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 provided 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 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 to) 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.