

IBM IoT Exchange

London, Paris, Berlin
Sponsorship Prospectus

Featuring four academies:



Maximo



TRIRIGA



Engineering



Watson IoT
Platform

For sponsorship opportunities, contact
Jeff Barrette | +1 909-366-3954
jeff.barrette@learnquest.com

Dear Valued Sponsors,

Today, every functional organization is expected to save money while at the same time find new ways to help their company grow. This means that practitioners are being called upon to deliver value in new ways. Operations managers, facilities managers and systems engineers are becoming the catalyst for fresh ideas and breakthrough thinking.

At each IoT Exchange event, attendees will have access to deep learning in four key areas: Maximo, TRIRIGA, Engineering and IoT Platform. Each of these areas will have its own academy – almost events within an event, which means that attendees can easily focus on what they are there to learn. They will find just what they want within an academy at just the right level while having the option to explore subjects across all of the academies.

Attendees at each event will be able to:

- Register for [one event and have access to all academies](#)
- Customize their agenda by enrolling in a [wide range of classes from novice to master class](#)
- Network with clients, prospects and industry experts

Event Highlights

- Product innovations and announcements
- 4 academies with elective sessions featuring client case studies
- Showcase solution center

Specialty Surrounds

- IBM and Business Partner Sales Academy on June 17th in Berlin
- Customer advisory council meetings



3 European events, each with 4 specialized academies

London

June 11

200 Attendees

30 Sessions

Location: Park Plaza Victoria



239 Vauxhall Bridge Rd, Pimlico,
London SW1V 1EQ, UK

Paris

June 13

200 Attendees

30 Sessions

Location: Châteaufort' City
Le Metropolitan



13ter Boulevard Berthier,
75017 Paris, France

Berlin

June 18-19

400 Attendees

50 Sessions

Location:
Intercontinental Berlin



Budapester Strasse 2
Berlin, 10787

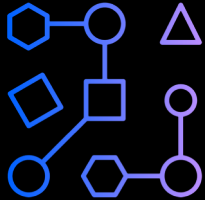
Each IBM IoT Exchange features learning in 4 specialized academies

Each academy includes:

- Dedicated elective sessions featuring client case studies
- Product innovations and announcements
- Birds of a feather discussions
- Keynote presentations
- Designated expo floor area

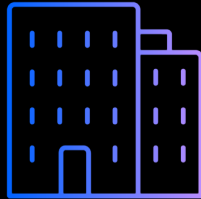
Maximo Academy

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TRIRIGA Academy

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Engineering Academy

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Watson IoT Platform Academy

—



Maximo Academy

Unlock new value from data with AI for Assets and Operations Management

Today's enterprise assets are connected in a complex ecosystem, pulling in reams of data from the Internet of Things (IoT). Many struggle to leverage this interconnected web of data, and leveraged this information for competitive advantage.

Join practitioners, subject matter experts (SMEs) and innovators to extend your asset management skills. Learn how to apply solutions to gain end-to-end support for your industrial Internet of things, thereby allowing you to optimize operations with enterprise asset management, improve equipment operations with asset performance management and expand the aperture to get the full scope of factory floor insights for enhanced production optimization.

Topics include:

- Client use cases and best practices
- Implementation, Deployment, Configuration and Upgrades
- Predictive Maintenance, Worker Safety and Next-Gen Analytics
- Blockchain, A/R and AI Innovation
- IBM Maximo Products and Technology



Who will be attending?

- VP of Operations, Plant Managers, Production Managers, Process Engineers, Asset Managers
- Reliability and Maintenance Engineers, Risk and Compliance Officers

TRIRIGA Academy

Unlock new value from data with AI for Real Estate and Facilities Management

Join us for the premier event for facilities management and building innovation. Connected facilities are unlocking new levels of efficiency and optimization. With insights gleaned from data, AI and IoT, leaders can drive greater operational efficiency and engaging workplace experiences across all aspects of their connected facilities. Connect with TRIRIGA practitioners and leaders to learn best practices and ways to deliver better experiences and increase ROI to your business.

Top reasons to attend:

- Network with your peers and industry leaders
- Attend client sessions featuring best practices
- Explore innovative offerings powered by AI and IoT
- Connect with experts at IBM and Business Partner booths
- Learn from technical deep-dives to help maximize ROI

Topics include:

- Implementation, configuration and upgrades
- Best practices and operational excellence
- Lease Accounting, administration and compliance
- Workplace experience and digital transformation
- Product and Technology



Who will be attending?

- VP/Dir of Corporate Real Estate, VP/Dir Facilities Operation and Maintenance, Facilities Manager
- VP/Dir Technology and Innovation, Energy Manager

Engineering Academy

Engineering better products, faster

Increasing product complexity is driving demand for new and improved engineering lifecycle management tools. At the IBM Engineering Academy, systems and software engineers, and quality and project managers can learn the latest in optimizing engineering lifecycle management, leveraging agile, analytics and AI to help deliver smarter products with a competitive edge. Whether you attended our Agile Engineering, Continuous Engineering, or Agile Summits in the past, or if you just want to learn more about leading engineering management practices, IBM's IoT Exchange Engineering Academy is for you!

Topics include:

- VoiCE sessions featuring a mix of IBM clients, experts, peers, and partners helping you improve your development management processes
- Latest product and software engineering management techniques and models for managing data complexity
- Techniques for developing products faster with increased reliability using agile methods that improve collaboration and engagement across teams of teams
- Leveraging analytics, modeling, and AI to improve requirements quality early in the development lifecycle, thereby reducing waste and rework



Who will be attending?

- VP of Engineering
- Software & Systems Engineers
- Quality and Project Managers

IoT Platform Academy

Connecting devices and obtaining insights

The Internet of Things brings new opportunities to organizations to improve business productivity, lower costs, and deliver innovative services. These businesses require a proven IoT platform that allows them to start small and scale quickly, while minimizing cost and complexity. Moreover, they need an IoT platform from a company that understands security and privacy and offers deep industry expertise.

Join business leaders, practitioners, SMEs and innovators to extend your IoT knowledge and skills, and advance your digital transformation.

Topics include:

- Real-world use cases, best practices, and what's next
- Fast and secure device connection & management
- AI-driven insights through analytics
- Integrated Watson IoT Platform user experience
- Trust and tracking within a shared blockchain ledger
- Data management and your IoT strategy



Who will be attending?

- Division & Business Unit Leaders
- Innovation / Transformation Leaders
- Enterprise Architecture & Strategy Leaders

Sponsorship information

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London
June 11

200 Attendees

30 Sessions

Park Plaza Victoria

Paris
June 13

200 Attendees

30 Sessions

Châteaufort City Le
Metropolitan

Berlin
June 17-19

400 attendees

50 Sessions

Intercontinental Berlin

London sponsorship information

Contact Jeff Barrette | +1 909-366-3954 | jeff.barrette@learnquest.com

June 11 | 200 Attendees | 30 Sessions

Address: 239 Vauxhall Bridge Rd, Pimlico, London SW1V 1EQ, UK

| London event sponsorship options | Platinum (2) £ 9,000 | Gold (5) £ 5,000 | Silver £ 3,000 |
|--|-------------------------|---------------------|-------------------|
| Booth space | TBD | TBD | TBD |
| 1.8 m draped table | 2 | 1 | 1 |
| Electricity (500w drop) | 2 | 1 | 1 |
| Full conference passes | 4 | 3 | 2 |
| Conference guide description (digital) | 100 word | 50 word | 25 word |
| Lead retrieval using your own device | Y | Y | Y |
| Meal/break sponsorship (not exclusive) | Breakfast or Lunch | Coffee | N |
| Logo with hyperlink on event site | Image logo | Image logo | Text only |
| Passport program inclusion | Y | Y | Y |
| Speaking slot | Y | N | N |
| Logo on conference welcome bag | Y | N | N |
| Insert in welcome bag | Y | Y | N |
| Additional marketing options | Number of opportunities | Price | |
| Lanyard sponsorship | 1 | £ 2,000 | |
| Networking reception | 1 | £ 3,000 | |
| Additional conference pass | 2 Maximum | £ 500 | |

Discount available for sponsorships at multiple IBM IoT Exchange events



Park Plaza Victoria
239 Vauxhall Bridge Rd, Pimlico,
London SW1V 1EQ, UK

Additional booth furniture
(TV monitor on stand, pop up desk, backdrop wall) Contact IBMConferences@learnquest.com

Paris sponsorship information

Contact Jeff Barrette | +1 909-366-3954 | jeff.barrette@learnquest.com

June 13 | 200 Attendees | 30 Sessions

Address: 13ter Boulevard Berthier, 75017 Paris, France

| Paris event sponsorship options | Platinum (2) € 10,000 | Gold (5) € 5,500 | Silver € 3,500 |
|--|--------------------------|---------------------|-------------------|
| Booth space | TBD | TBD | TBD |
| 1.8 m draped table | 2 | 1 | 1 |
| Electricity (500w drop) | 2 | 1 | 1 |
| Full conference passes | 4 | 3 | 2 |
| Conference guide description (digital) | 100 word | 50 word | 25 word |
| Lead retrieval using your own device | Y | Y | Y |
| Meal/break sponsorship (not exclusive) | Breakfast or Lunch | Coffee | N |
| Logo with hyperlink on event site | Image logo | Image logo | Text only |
| Passport program inclusion | Y | Y | Y |
| Speaking slot | Y | N | N |
| Logo on conference welcome bag | Y | N | N |
| Insert in welcome bag | Y | Y | N |
| Additional marketing options | Number of opportunities | Price | |
| Lanyard sponsorship | 1 | € 2,000 | |
| Networking reception | 1 | € 3,000 | |
| Additional conference pass | 2 Maximum | € 550 | |

Discount available for sponsorships at multiple IBM IoT Exchange events



Châteaufort' City Le Metropolitan
13ter Boulevard Berthier, 75017
Paris, France

Additional booth furniture
(TV monitor on stand, pop up desk, backdrop wall) Contact IBMConferences@learnquest.com

Berlin sponsorship information

Contact Jeff Barrette | +1 909-366-3954 | jeff.barrette@learnquest.com

June 18-19 | 400 Attendees | 50 Sessions

Address: Budapester Strasse 2 Berlin, 10787

| Berlin event sponsorship options | Platinum (2) € 25,000 | Gold (5) € 12,500 | Silver € 5,500 |
|--|--------------------------|----------------------|-------------------|
| Booth space | TBD | TBD | TBD |
| 1.8 m draped table | 2 | 1 | 1 |
| Electricity (500w drop) | 2 | 1 | 1 |
| Full conference passes | 8 | 4 | 2 |
| Conference guide description (digital) | 100 word | 50 word | 25 word |
| Lead retrieval using your own device | Y | Y | Y |
| Meal/break sponsorship (not exclusive) | Breakfast or Lunch | Coffee | N |
| Logo with hyperlink on event site | Image logo | Image logo | Text only |
| Passport program inclusion | Y | Y | Y |
| Speaking slot | Y | N | N |
| Logo on conference welcome bag | Y | N | N |
| Insert in welcome bag | Y | Y | N |
| Additional marketing options | Number of opportunities | Price | |
| Lanyard sponsorship | 1 | € 6,000 | |
| Networking reception | 1 | € 8,000 | |
| Additional conference pass | 2 Maximum | € 850 | |

Discount available for sponsorships at multiple IBM IoT Exchange events



Intercontinental Berlin

Budapester Strasse 2
Berlin, 10787

Additional booth furniture

(TV monitor on stand, pop up desk, backdrop wall) Contact IBMConferences@learnquest.com

9 reasons to sponsor & attend

1. Right-sized and highly focused on our offerings
2. Business Partners are prominent in the EXPO (IBM present with demo stations and SMEs)
3. Position Business Partners as experts in their chosen tracks
4. Full force of IBM driving audience and promotion
5. Access to multiple tracks and pillars
6. First-half demand gen and continuous learning, progression for the long-term and net new clients
7. Full suite of Watson IoT offerings in one event
8. Affordable and high quality
9. Sessions at the right level, 101 to master level, and technical discussions



Sponsorship 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 IoT Exchange 2019 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 IoT exchange 2019 materials and signage in order to promote Sponsor's sponsorship of the IBM IoT Exchange 2019. 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. IBM reserves the right to, restrict exhibits which become objectionable or otherwise detract from or are out of keeping with the character of the IBM IoT Exchange 2019 and conference. IBM may prohibit installation or request removal or discontinuance of any exhibit or promotion, which, if it continues, departs substantially from the design and description given advance approval. In the event of such restrictions or evictions, IBM is not liable for any refund of rental or other expenses.

10. 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 IoT Exchange 2019. Marketing promotional items of nominal value may be distributed during the Event(s), provided, at IBM's sole determination, that such marketing promotional items are consistent with the Event's theme and IBM's prior approval has been secured. Promotional items may not exceed a value of fifty dollars (\$50 US). Distribution of promotional items may only occur within your assigned demonstration area and must not disrupt the flow of traffic in the Event(s). You agree that IBM may withdraw permission to distribute any marketing promotional items which do not meet the criteria of this section. LOTTERIES, SWEEPSTAKES, RAFFLES, CONTESTS, GAMES OF CHANCE OR DOOR PRIZES ARE NOT PERMITTED DURING THE EVENT AT ANY TIME. SOUVENIRS OR PROMOTIONAL ITEMS BEYOND NOMINAL VALUE MAY NOT BE DISTRIBUTED IN THE EVENT AT ANY TIME.

11. IBM may cancel any or all of the IBM IoT Exchange 2019 event 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 2018 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 sixty (60) days before the applicable IBM IoT Exchange 2019 event commences, Sponsor shall be liable for one-hundred percent of the total sponsorship fee.

12. Sponsor shall insure their exhibit and display materials. Sponsor must carry a minimum of \$500,000 Public Liability Insurance for bodily injury, \$1,000,000 in any one accident, and \$250,000 property damage. The sponsor shall obtain a waiver of subrogation releasing the carrier's subrogation rights from any insurance carrier, which carries fire, explosion, or any other risk coverage insuring their property. IBM assumes no liability for any injury that may occur to visitors to the Exposition. Sponsor agree not to make any claims against IBM, its employees or agents. Regarding marketing promotions, IBM's liability will be limited to the loss of the promotion. This includes instances where IBM fails to execute their responsibilities.

13. Sponsor may not assign its sponsorship to any third party without the consent of the other party.

14. 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.

15. 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.

16. Pricing, Descriptions or other information within this document may change without notice.

17. 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.

Sponsorship Terms and Conditions (continued)

18. IBM will notify registrants that their contact details may be shared with the Sponsor in order for the Sponsor to be able to continue on the interactions with said registrants that they had started during the event, but only if registrants allow the Sponsor to scan their badge. Sharing of data for the purpose described above should not in any case be considered as IBM securing the right for the Sponsor to use the data shared with them in their marketing activities. The Sponsor's use of this data is governed by the Sponsor's privacy policy. IBM will notify registrants that if they do not want their data to be shared, they should not allow their badges to be scanned.

19. The presentation scheduled must take place. My company (The Sponsor) understands that if we are unable to make this presentation, it is my company's responsibility to find a suitable replacement to present the topic agreed upon or we will forfeit our presentation fee. This forum should be structured as an educational interchange. All sessions should provide or discuss application solutions, case studies, or functional overviews. It is the speaker's responsibility to provide handouts for the attendees. IBM reserves the right to review all materials prior to accepting your presentation and placing it on the agenda. Attendance numbers are not guaranteed. The standard audio/visual supplied is an LCD projector and screen. Any additional or alternative requirements must be procured and paid for by the exhibitor/speaker.

20. The Sponsor shall comply with all fire laws, electrical codes and all other rules, regulations, codes or statutes with respect to the installation, conduct and disassembly of its exhibit. Sponsor shall also comply with all reasonable requests of IBM and the conference site officials with respect to the installation, conduct and disassembly of the exhibit. Exhibit shall be conducted in a decorous manner in order not to be objectionable to other exhibitors, site management, the Conference, or the conference attendees. IBM and site management reserve the right to close, remove, or require changes in any exhibit or to remove any of the Sponsor's personnel, agents, representatives, independent contractors, invitees or guests who are deemed detrimental to the overall Conference and Exposition, the conference site, other exhibitors, or conference attendees. While attendance goals may be discussed prior to the conference, no figure is guaranteed and there will be NO refunds due to numbers of enrolments. The license granted by this Contract is personal and may not be transferred without the consent of IBM. The premises are licensed on an "as is" basis and IBM will not be liable for pre-existing conditions of the premises or for conditions ensuing during the period of the License. The Sponsor shall return the premises in as good condition as they were received.

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v120117

IBM IoT Exchange

Unlock new value from data with AI

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