



Attention Business Partners: Take Advantage of the Additional Promos & Incentives to Deliver More Value

- **Sales Connect Program *NEW***

– Linking sales reps with Business Partners at IOD, acquaints rep with partner application or business solutions.

- **Industry Account Planning *NEW*** – Accelerate deals in your pipeline utilizing the skills and expertise of IBM Industry Expert

- **IBM CoMarketing** –
Enabling Business Partners to leverage IBM CoMarketing funds to cover or minimize their Sponsorship cost. Qualified Partners must apply for funding , (usually \$10K but can be higher). Subject to Approval

- **Growth Through Skills** – A Special incentive at the conference for certification – free certification testing will be offered for Business Partners for GTS readiness.

- **Customer Appreciation Receptions** – Mini receptions within the Expo Receptions held Mon & Tues nights. Receptions are held by segment to facilitate “networking”, linking Customers & Business Partners and driving Business Partner awareness and visibility in the Expo.

- **Invite Your Customers** – Invite 10 customers, receive one free full conference pass; Invite 20 customers, receive free exhibitor booth or \$7000 discount off Diamond, Platinum or Gold Sponsorship

- **Multi-Event Sponsorship Discount for IOD GC** – Participate in IOD EMEA or Cognos Forum **and** IOD Global Conference and receive 10% discount for participation in any two events; 15% discount for participation in any three events (Participation must include the IOD Global Conference and the discount will be applied only to the IOD Global Conference)

**For more information:
please contact
bpevent@us.ibm.com**