

Top reasons to attend IBM InterConnect 2017

March 19–23
MGM Grand &
Mandalay Bay
Las Vegas, NV



Build a competitive advantage

Receive hands-on training to build innovative solutions for your clients. Learn how to grow your business with our custom Business Partner track of activities that currently includes a Business Partner café and Idea Exchange for CSPs, MSPs, and ISVs.



Develop new opportunities and close existing deals with customers

Invite your customers to the conference to learn more about your solutions and what IBM offers, and schedule a meeting with an IBM executive to close a deal with a customer.



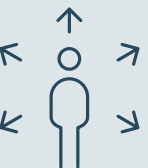
Get your money's worth

Get \$8,000 worth of value in training, certification, hands-on labs, networking, and expert talks.



Extend your social network

Build your network with 25,000 attendees from the world's biggest companies and most innovative startups. Meet and mingle with customers, fellow IBM Business Partners, and IBM executives at the Solution EXPO receptions, and luncheons.



Gain exposure for your company at the IBM EXPO

Develop business opportunities by exhibiting your solutions and/or sponsoring the InterConnect Solution EXPO. Last year, 86 percent of all clients and IBM Business Partners attended the EXPO.

Register today

ibm.com/cloud-computing/us/en/interconnect/partners/



IBM InterConnect 2017 Week at a glance for Business Partners

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Summit and Idea Exchange for IBM Partners—CSPs, MSPs, ISVs

More than ever before, organizations are recognizing the effect of digitized ecosystems, radical technological transformation, and the need to know rather than speculate about the future. The impact on cloud, managed service, and software providers is substantial and can lead to success—or stagnation.

This summit will provide insights from recognized thought leaders, IBM experts, and partners to explore strategies that help overcome these disruptive trends and lead to successful outcomes for you and your clients.



Business Partner Ecosystem Café

Expand your reach in other geographies by networking with your clients and other Business Partners at the Ecosystem Café. The Business Partner Ecosystem Café is open to all IBM Business Partners and is the perfect place to:

- Conduct one-on-one meetings
- Close deals with your clients
- Network with fellow IBM Business Partners
- Connect with IBM sales and marketing teams
- Relax, recharge, check email and enjoy a cup of coffee



Business Partner Summit

Join us for an exclusive program dedicated to IBM Business Partners of all types and sizes. More details on this program are forthcoming.

Register today

ibm.com/cloud-computing/us/en/interconnect/partners/

