



2017 | CLOUD  
SUMMIT

RISE  
ABOVE

A NEW PERSPECTIVE ON CLOUD • APRIL 19-21, 2017

JW Marriott Phoenix  
Desert Ridge Resort & Spa

INGRAM<sup>®</sup>  
MICRO

## Dear Partners:



Business is evolving and becoming more complex every day. As new mediums and communication channels emerge – and are leveraged in groundbreaking fashion – rising above the noise becomes increasingly challenging. The result is a global marketplace where disruption is the norm.

At Ingram Micro, we know the best way to navigate through disruption is to have a clear vision and comprehensive strategy for Cloud. We view Cloud not just as a single technology, but as a foundational platform to run and drive a whole new way of doing business.

What's the best way to navigate?

How do you Rise Above?

We'll tackle these challenges head-on at Ingram Micro Cloud Summit 2017.

Attendees will be immersed in new ideas, programs and opportunities to Rise Above, so they can conquer this new disruptive marketplace. We'll show attendees how to leverage our partner solutions, collaborate in ways they never imagined, and use the Cloud to evolve and achieve new levels of success.

For 2017, Ingram Micro has planned an entirely new approach to the agenda, with role-based tracks aligned with attendees' professional focus and accountabilities, ensuring greater value with clear, practical takeaways designed for immediate implementation. In addition, we'll also be showcasing an expanded portfolio of products and services to educate and empower our attendees to Rise Above and win.

Please take some time to read through our new Ingram Micro Cloud Summit 2017 Prospectus, as we have added new opportunities to help drive your investments further. You'll be able to choose between integrated, pre-packaged sponsorships and one-off branding opportunities, all focused on helping you generate awareness, develop qualified leads and build stronger networking opportunities. As you review this program, please don't hesitate to contact your local marketing manager with any questions on how we can help you Rise Above to maximize your marketing ROI.

We look forward to partnering with you at Ingram Micro Cloud Summit 2017.

Best regards,

Renee Bergeron  
Senior Vice President, Global Cloud Channel  
Ingram Micro, Cloud





## Why Attend:

Ingram Micro Cloud Summit 2017 is where technology professionals congregate to learn what's new, what's trending and what's on the horizon in the world of Cloud Computing.

Cloud Summit 2017 is a targeted and focused three-day event, designed to help you reach 1,500+ qualified prospects for your products and services, packed with unlimited networking opportunities. To enhance our current program, this year Ingram Micro Cloud will offer attendees an integrated and flexible agenda where they can define their role, uncover sessions to attend based on their professional level, and focus on maximizing networking and educational opportunities. More than 90 track sessions focused around a variety of centralized themes and profiles will be available throughout the program. These tracks will include:



**Transformational Leadership** – Transcend the hype and go beyond the buzzwords. These sessions focus on how to truly lead change through disruption and take advantage of the evolving cloud opportunity. Attendees will gain valuable insight on how to become change agents and drive new levels of success.



**Innovation Track** – Witness real-world examples of true innovation and what it means to enterprise buyers. These sessions will focus on case studies, industry trends, best practices and new product innovations. Attendees will discover new ways to achieve innovation by pushing the envelope, and take away actionable insight to strengthen and evolve their businesses.

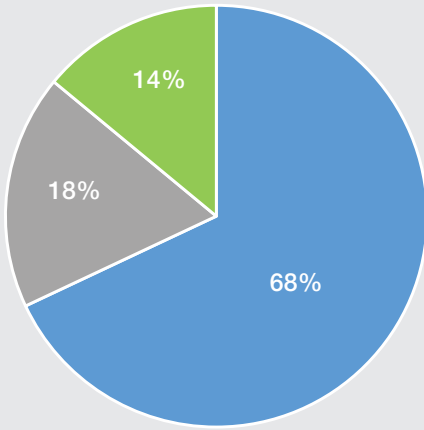


**Education Track** – Learn why Cloud is the fastest growing segment of the technology market. Attendees of these sessions will acquire valuable knowledge on the latest tools and technologies in the Ingram Micro Cloud Marketplace that help automate and transform productivity, while reducing time-to-market.

## Attendee Profile:

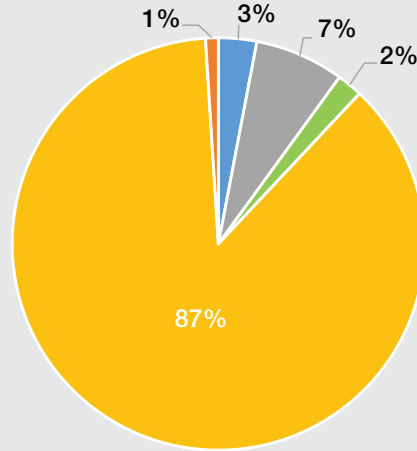
The Ingram Micro Cloud Summit attracts executive decision makers including President/CEOs, CTOs, CIOs, product managers/product heads, cloud strategists, business development managers and operations executives from Telcos, Hosters, MSPs, VARs, System Integrators and Enterprise companies.

# 2016 Partner Profile



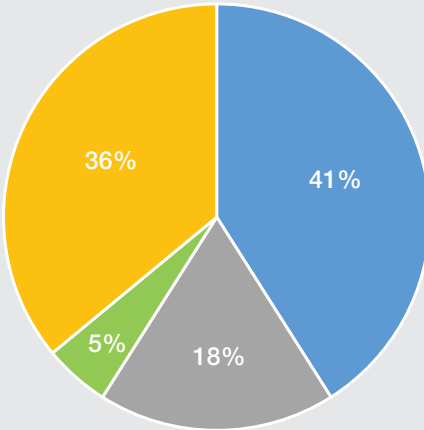
**2016 Partner Mix by Profile**

- Decision Maker, Owner, President, VP, Executive, Departmental Manager
- Sales / Marketing Management and Staff
- Technical Management, Technical Staff, Engineer



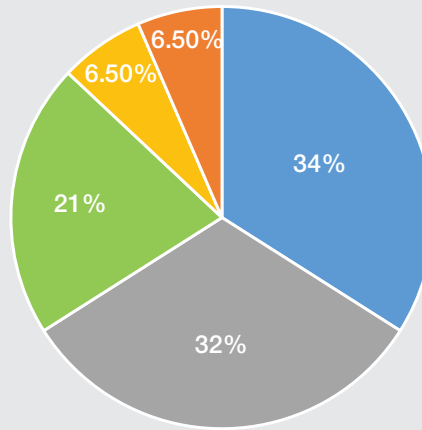
**2016 Partner Mix by Region**

- Asia-Pacific
- Europe
- Latin America
- North America
- Russia



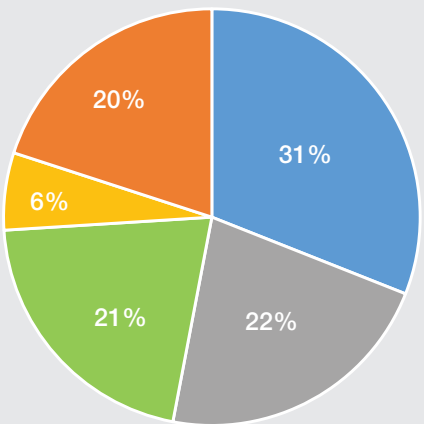
**Are you a cloud service provider or a cloud service broker?**

- Cloud Broker: I resell solutions, but don't host it myself
- Cloud Provider: I host and deliver cloud services to my customer
- Hybrid: I resell some cloud services and host and deliver other cloud solutions
- Does not apply



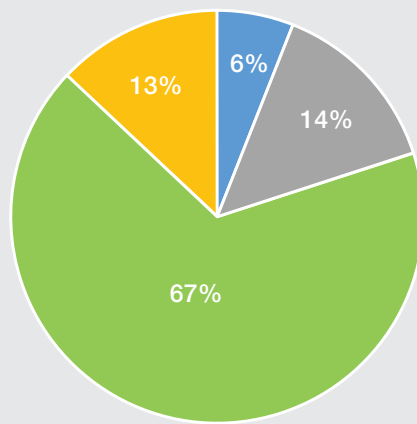
**What % of your annual revenue is derived from cloud?**

- Less than 10%
- 11-20%
- 21-50%
- 51-75%
- 76-100%



**What do you anticipate your annual cloud service revenue will be in 2016?**

- \$50,000 - 150,000
- \$151,000 - 250,000
- \$251,000 - 750,000
- \$751,000 - 1,000,000
- \$1,000,000+



**Do you build or manage cloud infrastructure environments for your customers?**

- Yes, Build
- Yes, Manage
- Yes, both
- No



## Cloud Summit 2017 Vendor Sponsorship Opportunities

Sponsorship Packages	Titanium	Platinum	Gold	Silver	Bronze	Emerging
Investment	\$500,000	\$150,000	\$100,000	\$55,000	\$25,000	\$5,000
# of opportunities available	2	10	10	10	11	10
SKU	111417	111274	108870	111215	108769	111273

Exposure						
Attendee recruitment emails - logo inclusion	•	•	•	•	•	
Cloud Summit registration site - logo inclusion	•	•	•	•	•	
Printed conference agenda - logo inclusion	•	•	•	•	•	
Event mobile app - logo inclusion	•	•	•	•	•	
Evening events sponsorship (Appendix I)	•					
Breakfast and lunch sponsorship		•				
Lanyard sponsorship - logo (Qty 1)	•					
Conference bag insert (Qty 1)	•	•				
Hotel keycard sponsorship - logo (Qty 1)	•					
Golf tournament sponsorship (Appendix A)	•					
General session slide - logo inclusion	•	•	•	•	•	
Social media package (Appendix B)	•	•	•	•	•	
Mobile app focus group/survey (Appendix K)	•					
Mobile app sponsored game challenges (Appendix J)		•				
Inclusion in post event email sent on behalf of Ingram Micro to all registrants/attendees	•	•	•	•		

Influence and Speaking						
General session keynote (Appendix C)	40 minute					
Breakout session (Appendix D)	2	1	1			
Partner training (Appendix E)	1	1				
Micro sessions (Appendix F)			2	1	1	
Ingram Micro executive dinner 1 seat	1					
Host your top Ingram Micro reseller partner (Appendix G)	7 Registrations	5 Registrations	3 Registrations			

Access and Passes for Vendor Sponsor Associates						
All-access passes	12	6	4	2	1	1
Solution Showcase passes	5	2	1	1	1	
Golf tournament passes	3	2	1			

Interaction and Solution Showcase Activities						
Solution Showcase booth size	30 ft x 30 ft	20 ft x 20 ft	10 ft x 20 ft	10 ft x 10 ft		
Solution Showcase presence (Appendix H)					•	•
Booth lead collection*	•	•	•	•	•	•
Breakout attendee lead collection*	•	•	•			

\* Scanning capabilities available on your mobile device.  
NOTE: Sponsorship package elements may not be substituted.

## KEYNOTE DAY 1



### Marc Randolph

Co-founder and former CEO of Netflix, and Co-founder of Looker Data Sciences

- Netflix is a leading streaming platform for entertainment consumption, with more than 83 million subscribers worldwide
- Randolph is a founder of more than half a dozen other successful startups and mentors hundreds of early stage entrepreneurs
- Marc is the co-founder of Looker Data Sciences, a leading software analytics and business intelligence firm that has 450+ high profile brands on its customer list including eBay, Intel and Kohler

## Keynote Speaker Sponsorship

New for 2017, we are introducing innovative opportunities for your company to host VIP sessions with our keynote speaker in which attendees can interact, learn and network. As a sponsor, you'll be able to hand-pick prospects to attend these invitation-only sessions, designed to drive unprecedented networking and knowledge transfer. Our keynote speaker is a transformational leader who has successfully shifted the paradigm by driving the industry and businesses through profound disruption.

### Formal Keynote

As the exclusive sponsor for our main stage keynote session, you will get pre and post conference promotion and branding visibility. You'll be able to have an executive representative of your company formally introduce the keynote speaker with opening remarks on main stage. At the conclusion of the keynote, your company will be acknowledged for being champions of thought leadership and for their support. Your company logo will be prominently displayed on-stage during the keynote.

Marc Randolph (4/20/17) – \$30,000 (SKU: 110818)

Jim McKelvey (4/21/17) – \$30,000 (SKU: 110818)

### VIP Luncheon

Give your guests/prospects/key clients an exclusive opportunity with this informal meet and greet, "behind the stage pass" to interact and connect with the keynote speaker around an intimate, invitation-only luncheon. Sponsor will receive 20 invites to lunch.

Marc Randolph (4/20/17) – \$25,000 (SKU: 110816)

Jim McKelvey (4/21/17) – \$25,000 (SKU: 110816)





KEYNOTE  
DAY 2



### Jim McKelvey

Co-founder of Square and  
Founder of LaunchCode

- Square is a mobile payment platform that allows vendors to accept credit card payments anywhere
- Valued at \$6 billion, Square has more than 600 employees
- Jim's latest venture, LaunchCode, is making it possible for anyone to learn programming and land a full-time job in under six months– for free
- Named one of Inc. Magazine's "15 Entrepreneurs to Watch in 2015", he is also a licensed pilot and a master glass artist

## Keynote Speaker Sponsorship (continued)

### VIP Track Session

This is an exclusive, invitation-only 40-minute session to focus on a specific topic approved by the keynote speaker. The track will be set up as an engaging round-table discussion. A moderator will help drive the discussion, asking pre-approved questions to the speaker, and focus on making it an interactive and rewarding dialogue with the audience. As the sponsor, you will be given the ability to extend exclusive invites, to pre-selected attendees (approximately 75) of your choice, to attend this track. This sponsorship includes pre and post session promotion and branding, with an opportunity for an executive representative of your company to introduce the speaker with both opening and closing remarks. Your company logo will be prominently displayed during the track session.

Marc Randolph Session 1 (4/20/17) – \$40,000 (SKU: 110800)

Marc Randolph Session 2 (4/20/17) – \$40,000 (SKU: 110800)

Jim McKelvey Session 1 (4/21/17) – \$40,000 (SKU: 110800)

Jim McKelvey Session 2 (4/21/17) – \$40,000 (SKU: 110800)

### Panel Session

This will be set up as a 40-minute session on the main conference agenda to focus on a topic approved by the keynote speaker. The panel will include one executive from your company and Ingram Micro, together with the keynote speaker. A moderator will help drive the discussion, asking pre-approved questions to the panelist, and focus on making it a robust and interactive session with a 150 seat audience. This sponsorship includes pre and post session promotion and branding, and at the conclusion of the panel, your company will be acknowledged for being champions of thought leadership and for their support. Your company logo will be prominently displayed onstage during the track session.

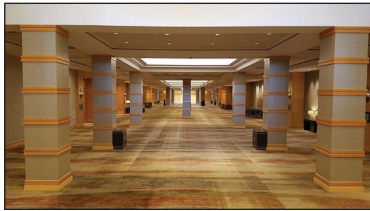
Marc Randolph (4/20/17) – \$40,000 (SKU: 110799)

Jim McKelvey (4/21/17) – \$40,000 (SKU: 110799)



## On-Site Branding

Additional on-site branding opportunities are available to stay top-of-mind in front of attendees throughout the event. These branding opportunities can contain call-to-actions to drive traffic to your booth in our Solution Showcase.

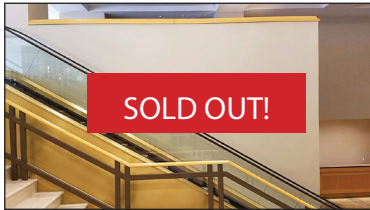


Column Wraps - Lower Level – \$5,000 per column

Quantity Available: 6

SKU: 111814

Located throughout the meeting area foyer. Each column has 3 tiers, with 3 sides for a total of 9 panels. Each panel is 36" x 27.5".



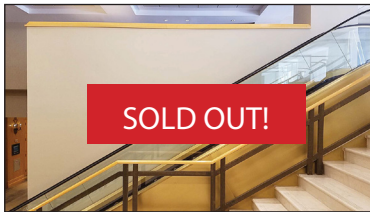
South Escalator Wall – \$7,000

Quantity Available: 1

SKU: 111823

Advertising space on the wall next to escalator leading up from the meeting area.

212.5" w x 128" h and 8" h.



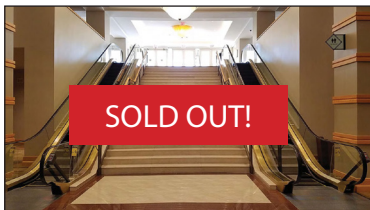
North Escalator Wall – \$7,000

Quantity Available: 1

SKU: 111822

Advertising space on the wall next to escalator leading down to the meeting area.

215" w x 120" h and 8" h.



Main Stairs – \$13,000

Quantity Available: 1

SKU: 111821

Advertising space on the stairs leading to the meeting area.

24 steps.



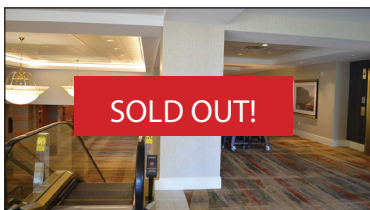
Stair Pillar Left – \$2,000

Quantity Available: 1

SKU: 111829

Advertising space on column next to the up escalator. Visible as attendees enter and leave the meeting area.

36" w x 90.25" h.



Stair Pillar Right – \$2,000

Quantity Available: 1

SKU: 111820

Advertising space on column next to the down escalator.

Visible as attendees enter the meeting area.



## On-Site Branding (continued)



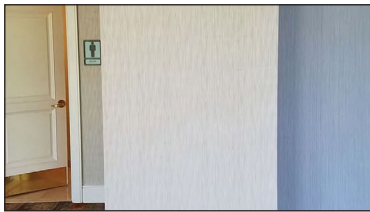
Side Wall 2 – \$3,000

Quantity Available: 1

SKU: 111827

Advertising space on side wall located in the hallway to the meeting area.

Wall B is 84.25" w x 98.5" h.

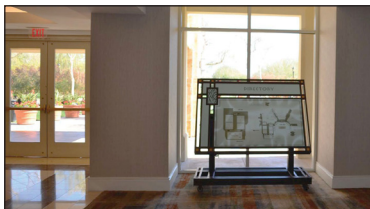


Side Wall 3 – \$2,000

Quantity Available: 1

SKU: 111828

Advertising space on column near meeting area. Visible as attendees enter and leave the meeting area.



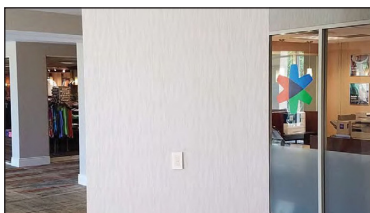
Side Wall 4 – \$2,000

Quantity Available: 1

SKU: 111825

Advertising space on column across from the up escalator. Visible as attendees enter and leave the meeting area.

43.25" w x 90.25" h.



Welcome Pillar A Back – \$2,500

Quantity Available: 1

SKU: 111826

Advertising space on wall located in hallway to meeting area. Visible as you walk from the meeting area to the hotel foyer

48.25" w x 105.25" h.



Table Tops in Main Hallway – \$500

Quantity Available: 8

SKU: 111824

Advertising space on small tables located in the hallway to the meeting area.



Lounge – \$6,000

Quantity Available: 3

SKU: 108860

Each lounge is strategically located in key high-traffic areas. Vendors may use these for informal VIP meetings. Sponsorship package includes logo branding, 4 upholstered chairs or similar, and a table. Snack options are available for an additional fee.



Snack options

SKU: 110266

Wine and cheese \$3,000/50 persons

Beer and pretzels \$2,000/50 persons

Margaritas, chips and salsa. \$3,000/50 persons

Additional items or special setup needs will incur additional charges.

NOTE: Price does not include creative services costs.

Creative Services support will be an additional expense. Rush fees and additional deadlines will apply where applicable.

## On-Site Branding (continued)



Coffee Cup Sleeves – \$15,000

Quantity Available: 1

SKU: 111810

Customize each coffee cup sleeve with your logo, effectively increasing your brand visibility with each hot beverage served.



Shuttle to Welcome Reception – \$5,000

Quantity Available: 4

SKU: 110797

Brand an exclusive conference shuttle bus to the Welcome Reception on Wednesday, April 19. With your logo on the side of the shuttle, attendees will be transported from the JW Marriott Desert Ridge to the Fairmont Scottsdale Princess Hotel where we will host the Cloud Summit 2017 Welcome Reception. This is a

powerful opportunity to interact and bring visibility to a captive audience for the 10-minute ride. You will be able to ride on your sponsored shuttle bus to share information about your product or service, engage the attendees with games, and offer prizes to those on board your shuttle.



Shuttle to JW Marriott Phoenix Desert Ridge for Conference Day 1 and 2 – \$7,500

Quantity Available: 4

SKU: 110797

This is a powerful opportunity to bring visibility to a captive audience for a 10-minute shuttle ride. You will be able to ride on your sponsored shuttle bus to share information about your products and services, engage the attendees with games, and

offer prizes to those on board your shuttle. Opportunity includes exclusive branding of the shuttle bus to the Conference from the overflow hotels on both Thursday, April 20 and Friday, April 21. With this impactful branding you'll stay top of mind as attendees use the buses throughout the two days.



Conference Bag – \$35,000

Quantity Available: 1

SKU: 111289

Every attendee will be given a conference bag at registration. As the exclusive sponsor, you'll have your logo displayed prominently on the exterior of the bag which attendees will use throughout the conference.



Conference Bag Insert – \$3,500

Quantity Available: 8 (for Gold, Silver, Bronze and Emerging sponsors)

SKU: 111247

This sponsorship entails being able to insert a one-page, pre-approved insert in the official conference bag to promote your brand and ensure your company's message is delivered to every attendee. Already included for our Titanium and Platinum sponsors, other vendor sponsors will also have the ability to use

this opportunity as an add-on to their sponsorship. To ensure maximum visibility to your audience, sponsors are required to provide 1,500 copies of their company's inserts. All design, production, printing, and shipping costs associated with the one-page inserts are the responsibility of the vendor sponsor.

## Promotional Item Branding



RFID Wallet – \$40,000

Quantity Available: 1

SKU: 111214

This is an exclusive opportunity to promote your brand and display your logo on a high-end, elegant leather RFID wallet. With built-in RFID protection material to secure your credit cards and driver's license, this wallet is an essential accessory for technology

professionals on the go. The RFID wallet will be distributed to all attendees at Cloud Summit 2017 and will keep your brand top-of-mind well after the event concludes.



Bluetooth Speaker – \$35,000

Quantity Available: 1

SKU: 111213

This is an exclusive opportunity to spotlight your brand logo on an ultra-portable Bluetooth speaker. Given to every Cloud Summit 2017 attendee, this versatile speaker can be used for both work and play, giving you the opportunity to maximize visibility and keep your brand top-of-mind well after the event concludes.



Conference Pen – \$22,000

Quantity Available: 1

SKU: 111181

Every attendee will be given a conference pen at registration. As the exclusive sponsor, you'll have your logo displayed prominently on the pen which attendees will use throughout the conference.

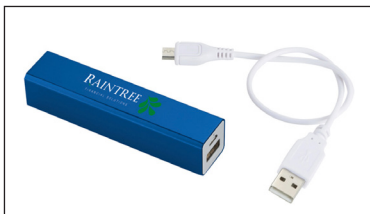


Conference K-Cup Tumbler – \$25,000

Quantity Available: 1

SKU: 111178

Display your laser engraved logo on the exclusive high-end conference K-Cup tumbler. The K-Cup sized tumbler fits perfectly under most coffee brewing systems and keeps your beverage at an optimum temperature for more than 6 hours. Will be distributed to all attendees at the conference.



Conference Power Bank – \$15,000

Quantity Available: 1

SKU: 111176

Use this opportunity to make your brand visible to all attendees on the go at Cloud Summit 2017. This sleek custom charger is a great travel accessory and will power most mobile devices. Will be distributed to all attendees at the conference.



## Golf Tournament Sponsorship Opportunities

Wildfire Golf Club, JW Marriott Phoenix Desert Ridge  
April 22, 2017 - 7:00 a.m.

The Ingram Micro Cloud Summit 2017 Golf Tournament is always a big draw. The event allows up to 144 attendees to exchange ideas and socialize while relaxing on the picture perfect fairways of the JW Marriott Phoenix Desert Ridge. As one of the most popular social events of the conference, you'll be able to secure quality networking time while also gaining brand recognition with key decision makers.



Golf Tournament Gift Bag – \$10,000

Quantity Available: 1

SKU: 111813

Tee up your brand with this exclusive golf gift bag. The gift bag will include a golf mesh shoe bag, 15" x 18" towel, golf cap, sleeve of 2 golf balls and tees, and sunscreen – all emblazoned with your logo.



Golf Tournament Breakfast – \$15,000

Quantity Available: 1

SKU: 111812

Underscore your brand as a vendor by sponsoring individual boxed breakfasts that display your logo. These boxed breakfasts will be placed in all golf carts transporting attendees through the fairways.



Golf Tournament Lunch – \$15,000

Quantity Available: 1

SKU: 111811

Promote your brand and display your logo in front of the 144 participants at the golf tournament. This opportunity provides a sponsored lunch to be served immediately following the golf tournament at the JW Marriott Phoenix Desert Ridge. Sponsor will be able to place a promotional item or one-page insert at each table setting.



## Cloud Summit 2017 Website Branding Opportunities

A variety of ad banner options are available for the attendee registration website and the main website for the event, including the home page, information pages, and the agenda page. These will provide you a targeted platform to promote your brand, drive engagement around your products and services, and push prospects to schedule demos or to seek additional information through compelling call-to-actions.



### Registration Site

The registration site is the central hub for activity before Cloud Summit 2017. This is where every attendee will log in to register for the event.

- Skyscraper Banner – \$10,000  
Quantity available: 1  
SKU: 111424  
Feature your brand on an exclusive skyscraper banner ad on the Cloud Summit 2017 registration page. Skyscraper ads are large in height and run down the left or right side of the web page.



### Conference Website

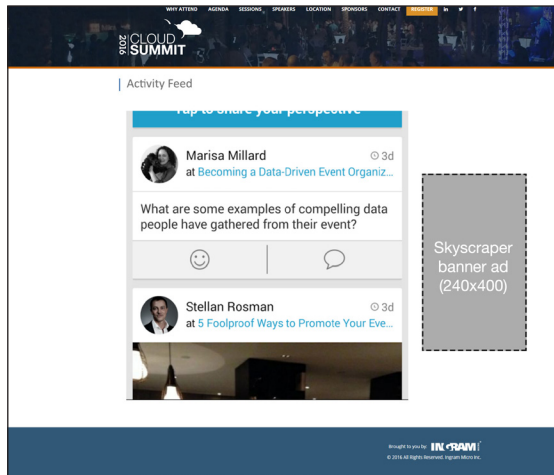
The conference website for Cloud Summit 2017 will be the hub for attendees looking to gather knowledge around the event, speakers, tracks and sessions, exhibitors, venue details and more.

- Homepage Banner Ads – \$15,000  
Quantity Available: 1  
SKU: 111412  
The homepage will be the most visited page of the Cloud Summit 2017 website. A prominent banner on this page with your company's latest updates and/or promotion will help drive awareness of your brand and provide opportunity to drive traffic to a dedicated landing page for engagement and demand generation, with a compelling call-to-action.

## Cloud Summit 2017 Website Branding Opportunities (continued)



- Agenda page – \$10,000  
Quantity Available: 3  
SKU: 111410  
The agenda page will showcase all the events and breakout sessions at Cloud Summit 2017. Repeat traffic is expected as attendees will visit this page often throughout the event to plan and schedule their activities and track sessions. Feature your sponsored session or latest product innovation in one (1) of three (3) available rotating banner ads to capture attention, boost excitement and drive qualified leads. A rotating banner is set to a timer and transitions to the next ad at intervals of 4 seconds.



- Activities Page – \$5,000  
Quantity Available: 1  
SKU: 111379  
Stand out as a featured vendor on the activities feed page by displaying a skyscraper banner ad that showcases your brand or latest product innovation with a compelling call-to-action to drive traffic to a dedicated landing page to further qualify leads. Skyscraper banner ads are large in height and run down the left or right side of the web page.

## Event Mobile App Branding Opportunity

Studies show that a good adoption rate for event mobile apps is 60%. A great event mobile app has around 70% adoption. Cloud Summit's 2016 event mobile app had a 94% adoption rate!

At Cloud Summit 2017, the event mobile app will be the primary platform by which to educate, engage and interact with attendees on-site. Think of it as the one-stop source for attendees to stay up-to-date with everything going on before, during and after Cloud Summit 2017. The robust mobile app will contain general information, conference agendas, schedules, detailed information on tracks and sessions, biographies on speakers, venue maps, social networking and much more.

In addition to being the key agenda and scheduling resource, the mobile app allows you to engage attendees throughout the event in real-time with the following opportunities:

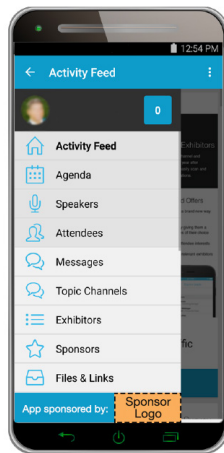
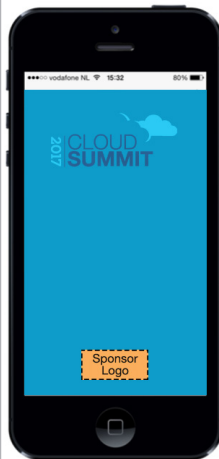


Initial App Download and Registration Page – \$5,000

Quantity Available: 1

SKU: 111378

Every attendee that downloads and launches the Cloud Summit 2017 app will be prompted to register and log in. Place a banner ad on this initial registration page and be the very first brand to establish visibility with the attendees on the app.

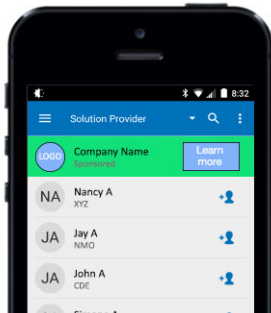


Splash Screen and Menu – \$35,000

Quantity Available: 1

SKU: 110493

Position your brand as a key sponsor of the Cloud Summit 2017 event mobile app. With this unique ad placement, you will be able to promote your company's brand in front of all attendees every time they launch the app. This sponsorship option also includes your logo on the main menu page that is the center of all page navigation.

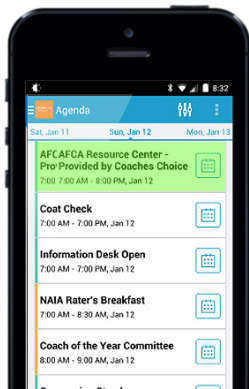


Attendee Page Featured Sponsor – \$15,000

Quantity Available: 1

SKU: 111376

As the featured sponsor of this page, you'll get an exclusive ad position on top of the "Attendee list page" within the app. This ensures your brand and message deliver a lasting impression to participants looking to learn about attendees at Cloud Summit 2017.



Agenda Page Highlighted Ad(s)

As a featured sponsor on the Agenda page of the app, you'll get a chance to highlight and draw attention to your product or service offerings and/or track session(s) to participants, with an added design element to highlight your selected activity or sponsored track. By spotlighting your company's events at Cloud Summit 2017, you can increase visibility and attract larger audiences.

- Standard Session Highlight Ad – \$1,500 per track session

Quantity Available: 4 per day

SKU: 111375

This sponsorship graphically highlights your session to stand out on the agenda page.

- Premium Session Highlight Ad – \$2,500 per track session  
Quantity Available: 4 per day  
SKU: 111364  
This sponsorship graphically highlights your session to stand out on the agenda page and also features your logo on the agenda page.

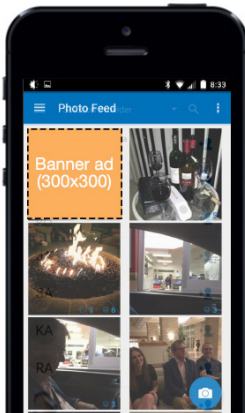
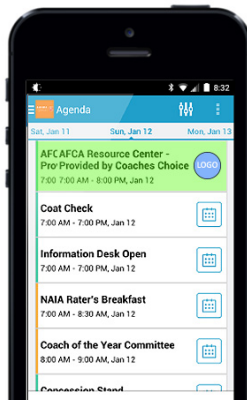


Photo Feed – \$5,500 to \$15,000  
SKU: 110320

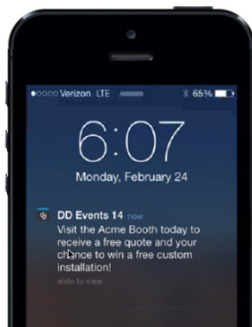
Quantity Available: 6 (3 per day, 1 per sponsor for each day)  
The photo feed on the app is an interactive feature that allows attendees to share images of Cloud Summit 2017 events, their company’s activities and updates. This sponsorship enables you to post your logo or a square photo banner and share it with a large audience. Options for placements include:

- Primary Image: First “square” image on the photo grid. Maximum visibility. (\$15,000)
- First Scroll Image: Image placed in the middle of the photo grid after user’s first scroll down. (\$10,000)
- Second Scroll Image: Image placed on the right side of photo grid after user’s second scroll down. (\$5,500)



Promoted Post – \$1,500/ post  
Quantity Available: 6 (3 per day, non-exclusive)  
SKU: 111766

Share a compelling message and/or value proposition with attendees on the main activity feed of the Cloud Summit 2017 app. Promote a post and link to a website, agenda item or an embedded image. Up to 140 characters of text and an additional image (640x640 .PNG) will ensure your communication is seen and makes an impact. Promoted posts will appear on the very top of the activity feed and will be rotated at regular intervals to ensure sponsors get maximum exposure throughout the day.

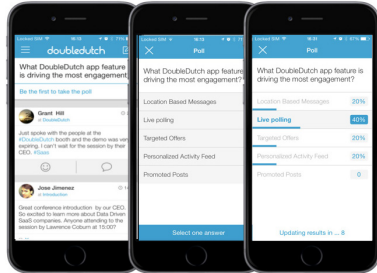


Push Notifications – \$1,500/ notification

Quantity Available: 6 (3 per day, non-exclusive)  
SKU: 111765

Send out an alert or update to entice attendees with a targeted call-to-action, using push notifications throughout the event. Encourage more visits to your booth or drive attendees to click on your profile to learn more about your latest product/service announcements.

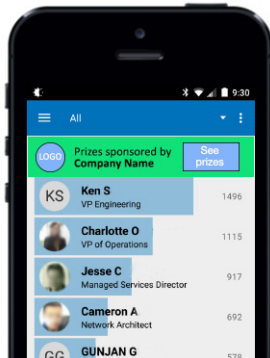




Focus Group/Research Surveys – \$2,500/ survey  
 Quantity Available: 4 (2 per day, 1 per sponsor for each day)  
 SKU: 111767

Interact and extract feedback on what the attendees think about your product, service or your breakout session in real-time. Be informed, understand your customers and performance, and rise above the competition using event surveys within the app.

Title: 50 Characters  
 Description: 200 Characters  
 Questions: 100 Characters  
 Question Description: 100 Characters



Leaderboard Sponsor – \$2,500  
 Quantity Available: 1  
 SKU: 111330

Get a graphically highlighted promotion on top of the leaderboard page, where the most active attendees of Cloud Summit 2017 are recognized and awarded for their distinct participation using points measured from mobile app engagement, as well as for attending breakout sessions, visiting booths, uploading photos, liking posts, and more.

## Additional Add-ons



Breakout Session – \$20,000

SKU: 111416  
 Quantity Available: 2

Vendor sponsored, 40-minute breakout sessions, available for all sponsorships levels. Open to all attendees, each breakout session provides sponsors the ability to customize their breakout content and showcase their solutions.

What's included: One 40-minute breakout session with a standard audio-visual package that provides a screen, projector and connection for your laptop.



Micro Session – \$5,000

SKU: 112022

Quantity Available: 4

This is a 40-minute session that is a collection of four micro sessions. Each sponsor may have up to a 10-minute speaking opportunity with five to ten attendees per table.

What's included: Branded signage and "Bingo" style cards, where attendees are awarded a stamp for engaging with each sponsor. Attendees are collectively entered to win an Ingram Micro Cloud-sponsored prize. Sponsors are strongly encouraged to provide additional giveaways and promotions at this session.



Keynote Session – \$50,000

SKU: 112021

Quantity Available: 6

Available to Platinum sponsors only, this is a 20-minute main-stage keynote session. This keynote occurs as part of the general session proceedings open to all attendees at Cloud Summit 2017. Content prepared for the keynote presentation is subject to approval by the Ingram Micro Cloud executive team.

What's included: One 20-minute main-stage, general session keynote.



Full Conference Pass Early Bird (before 2/24/17) – \$1,500

Full Conference Pass (after 2/24/17) - \$1,800

SKU: 108848

Purchase additional Full Conference Pass before 02/24/17 and get a special discounted price to attend Cloud Summit 2017. This is an all access-pass giving you entry into all events and activities on April 19th, 20th, and 21st at Cloud Summit 2017.



Global Key Customer Package and Networking Session - \$18,000

SKU: 110795

Quantity Available: 12

Bring your top selling customers to the United States as your guest to attend Ingram Micro Cloud Summit 2017. Ingram Micro will recruit up to five customers for you and cover their registration fees, accommodation and international coach airfare. In addition, you will get a dedicated 60-minute networking session with these customers during the conference allowing you to spend quality time with them.

What's included: Registration fees, accommodations, and international coach airfare for five customers, in compliance with Ingram Micro's travel policy. Ingram Micro will recruit customers on your behalf from outside the United States to attend Cloud Summit and your 60-minute networking event.



## Solution Showcase

Our most popular session at Cloud Summit 2017 is the two day Solution Showcase. It is a unique opportunity to have one-to-one conversations with attendees to demonstrate products, solutions and services in order to help generate awareness, qualify leads and create sales opportunities for your brand. The Solution Showcase takes place in the Grand Saguaro Ballroom located at the JW Marriott Phoenix Desert Ridge.

### Solution Showcase Hours

Thursday, April 20, 2017:	5:30 to 8:30 p.m.	Reception with cocktails and food served
Friday, April 21, 2017:	12:00 to 1:45 p.m.	Lunch served

### Sponsorship Elements

- Wireless Internet access
- Scanning capability to collect leads
- Company name included in Solution Showcase list
- Booth areas of 20 ft x 20 ft or larger include two 6 ft counter cabinets
- Booth areas of 10 ft x 10 ft and 10 ft x 20 ft include 8 ft drape across the back, 3 ft side drape, and a 6 ft counter cabinet
- Exhibit counter cabinets with storage (3 ft W x 36 in H x 18 in D or 6 ft W x 36 in H x 18 in D)
- One five-amp electrical outlet in each booth
- Signage with your company's logo on exhibit counter cabinet front panel

## Solution Showcase Upgrades

Increase your brand's presence with the following available upgrades:

10 ft x 20 ft Booth – \$25,000  
SKU: 108861

10 ft x 10 ft Booth – \$20,000  
SKU: 111415

6 ft Counter – \$5,000  
SKU: 112024

3 ft Counter – \$3,000  
SKU: 112023





## Appendix A

### Golf tournament sponsorship

JW Marriott Phoenix Desert Ridge - Saturday April 22, 2017  
(2 sponsorships available. Lunch is not included)

Take some time following Cloud Summit 2017 to get on the greens, socialize with attendees, and network in a relaxed and stress-free environment. Included in the Titanium level sponsorship, the Golf Tournament will sponsor green fees for the 144 players, as well as branding at the clubhouse, and your logo on all golf carts that transport participants through the fairways.

## Appendix B

### Social media package

Educate, engage and reach more than 14,000 Ingram Micro Cloud customers across all social media channels before the event. Titanium, Platinum, Gold and Silver sponsorships will receive exclusive promotions with approved messaging and direct call-to-actions prior to the event.

What's included: Each sponsor can build momentum and drive traffic with an integrated social media campaign utilizing a call-to-action link to a single blog post prior to Cloud Summit 2017. Messaging and content must be approved by Ingram Micro Cloud Global Marketing.

## Appendix C

### General session keynote

Exclusive for Titanium sponsor. Content for session will require approval of Ingram Micro executive team.

What's included: 40 minute keynote presentation on main stage.

## Appendix D

### Breakout session

Vendor sponsored, 40-minute breakout sessions, included with the Titanium, Platinum and Gold sponsorships levels. Open to all attendees, each breakout session provides sponsors the ability to customize their breakout content\* and showcase their solutions.

What's included: One 40-minute breakout session includes a standard audio-visual package that provides a screen, projector and connection for your laptop, available in each breakout room.

\*Messaging and content must be approved by Ingram Micro Cloud Global Marketing.





## Appendix E

### Partner training

Partner Training sessions, included in the Titanium and Platinum sponsorships. Sponsors have the opportunity to present a specific training or certification for your product and/or service to target audiences. Sponsor takes advantage of designing an exclusive invitation list for this session.

What's included: One 90-minute breakout session includes a standard audio visual package that provides a screen, projector and connection for your laptop, available in each breakout room.

## Appendix F

### Micro sessions

Micro Sessions are designed for Gold, Silver and Bronze sponsors. This is a 40-minute session. Each sponsor may have up to a 10-minute speaking opportunity with five to ten attendees per table.

What's included: Branded signage and "Bingo" style cards, where attendees are awarded a stamp for engaging with each sponsor. Attendees are collectively entered to win an Ingram Micro-sponsored prize. Sponsors are strongly encouraged to provide additional giveaways and promotions at this session.

## Appendix G

### Host your top Ingram Micro reseller partner

**Titanium sponsorship:**

Sponsors are positioned as event hosts, where they will recognize and award select attendees of their choice.

What's included: Invite and host seven (7) attendees to Cloud Summit 2017 by sponsoring their registration fee.

**Platinum sponsorship:**

Sponsors are positioned as event hosts, where they will recognize and award select attendees of their choice.

What's included: Invite and host five (5) attendees to Cloud Summit 2017 by sponsoring their registration fee.

**Gold sponsorship:**

Sponsors are positioned as event hosts, where they will recognize and award select attendees of their choice.

What's included: Invite and host three (3) attendees to Cloud Summit 2017 by sponsoring their registration fee.

\*Sponsors must identify their attendees by March 10, 2017. Ingram Micro Marketing Managers will assist with sending the attendee a personal invitation to Cloud Summit 2017.

## Appendix H

### Solution Showcase presence

What's included:

Bronze sponsors receive a 6 ft counter with company logo on front of counter.

Emerging sponsors receive a 3 ft counter with company logo on front of counter.

## Appendix I

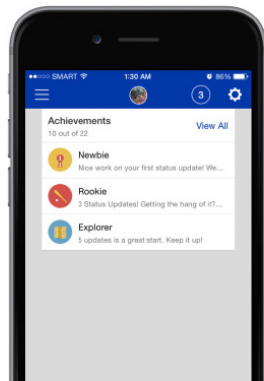
### Evening events sponsorship

Exclusive opportunity to sponsor either the Welcome Reception or the Closing Event of Cloud Summit 2017. Maximize visibility and promote your brand with the attendees at the Welcome Reception on April 19th, an evening of festivity that kicks off Cloud Summit. Or you may choose to make a lasting impression with your target audience on April 21st by being the final brand they interact with at the Closing Event for Cloud Summit.

What's Included: Each evening event includes sponsorship of meticulously prepared gourmet fare, open bar serving wine and beer, high-end decor, and signature dessert with branding for your company.

## Appendix J

### Mobile app sponsored game challenges

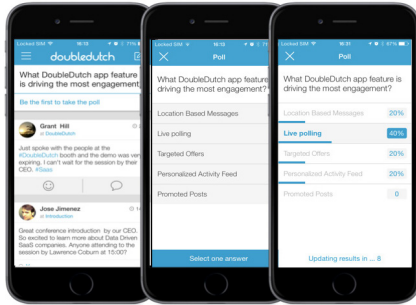


Empower attendees to receive the fame they desire as you encourage behavior through gamification. On the activity feed of the Cloud Summit 2017 mobile app, your company will be featured with a custom designed badge that unlocks unique "Achievements and Awards" as attendees compete on various actions or "games" that you design for the event. Drive traffic to your booth, a breakout session, or a custom activity, and reward leading participants with this fun and exciting option.

What's Included: Two (2) custom designed badge that promotes your brand. These badges populate in an attendees profile within the mobile app when they interact with your brand at the event.

## Appendix K

### Mobile app focus group/research surveys



Included as part of the Titanium Sponsorship you can interact and extract feedback on what the attendees think about your product, service or your breakout session in real-time. Be informed, understand your customers and performance, and Rise Above the competition using event surveys within the app.

Title: 50 Characters.

Description: 200 Characters.

Questions: 100 Characters.

Question Description: 100 Characters.

What's included: One (1) custom survey that is pushed out to attendees through the Cloud Summit 2017 Mobile App. Feedback and analytics from this survey are provided to sponsors at the conclusion of the event.

## Deadline Details

All deadlines listed in this Prospectus are hard deadlines to follow. These were not built with any flexibility. If these dates are not met, elements are subject to mark-up and additional rush fees through the marketing team and third-party exhibitor services team.

Contract Deadline – 2/24/17

Anything contracted after this date will be subject to a mark-up and rush fees.

Creative Materials Deadline – 2/15/17

Anything turned in after this date will be subject to a mark-up and rush fees.

Sponsorship Materials Deadline – 3/17/17

Anything turned in after this date is subject to cancellation without refund.

## Conference Exhibit Hall Location

JW Marriott Phoenix Desert Ridge Resort & Spa ([jwdesertridgeresort.com](http://jwdesertridgeresort.com))

5350 East Marriott Drive, Phoenix, AZ 85054

## Have Questions?

Please contact your Ingram Micro Marketing Manager to talk through vendor sponsorship opportunities and custom packages. All contracts are due Friday, February 24, 2017. You can also contact us via email: [cloud@ingrammicro.com](mailto:cloud@ingrammicro.com)

For all purchased branding opportunities, please plan on engaging with your Creative Services Manager by February 15, 2017 or sooner. Creative Services will be an additional expense. Rush fees and additional deadlines will apply whenever applicable.

© 2017 Ingram Micro Inc. All rights reserved. v11117