



2010 Exceptional Web Experience IBM Portal Excellence Conference - Europe October 11-13, Düsseldorf, Germany



Don't miss the Business Partner Summit October 10!

Learn how you can create an Exceptional Web Experience

Join us for the preeminent Exceptional Web Experience event — IBM Portal Excellence Conference 2010 - Europe — October 11-13 in Düsseldorf, Germany. This conference is dedicated to helping organizations be more successful by highlighting proven business solutions and technical strategies designed to keep pace with rapidly evolving Web user demand and expectations. At this exciting event, you will:

- Gain insight into critical business issues and emerging technologies.
- Learn how to improve business and technical planning with expertise and guidance gained from in-depth presentations.
- Test-drive the latest technologies during hands-on training sessions.
- Take advantage of on-site certification testing.
- Participate in roundtable topic discussions, birds-of-a-feather sessions and panel forums.
- Free attendance of all sessions on the co-located IBM European WebSphere Technical Conference during the Portal Conference.

Key benefits for IBM Partners

In addition to attending the conference sessions and interacting with clients and IBM attendees, Business partners can benefit from:

- Becoming a Solutions Expo exhibitor or sponsor, which allows you to reach an audience of qualified decision makers and IT professionals and gives your clients and prospects direct experience with your product and company's representatives
- Meeting hundreds of users and prospects, strengthening existing relationships and establishing new ones
- Enhancing your business relationships with IBM and other exhibitors
- Refining market requirements by interacting directly with attendees

Solutions Expo hours are combined with receptions on Monday and Tuesday, and coffee and dessert will be served in the Solutions Expo after lunch on Tuesday and Wednesday. There will be no other formal conference events scheduled with the Expo receptions so you can further maximize your exposure to prospects and clients.

Become part of the Exceptional Web Experience!

To learn more about the event, Solutions Expo and sponsorship opportunities (and to enroll), go to:

ibm.com/training/conf/europe/pe

Exclusively for IBM Business Partners!

Business Partner Summit
Sunday, October 10, 2010

This special half-day session, developed for Business Partners, will focus on providing the business skills needed to identify new revenue opportunities for product sales and services, and best practices to maximize marketing and sales efforts.

Don't miss this opportunity to network with fellow Business Partners and the IBM team in attendance. There is no additional fee to attend, but pre-registration is required.

Attend two great conferences for the price of one!

This year the Portal Excellence Conference will be co-located with the IBM European WebSphere Technical Conference.

Your conference pass will allow you to attend any session on the WebSphere Technical Conference agenda from Monday 11th to Wednesday 13th without additional fee.

A 2 day pass can be available at € 180,- for Thursday 14th and Friday 15th.

For more details on the WebSphere Conference, go to:

ibm.com/training/conf/europe/ws