



D I G I T A L
S M A R T E R

SINGAPORE

Marina Bay Sands
March 27-28, 2017

BERLIN

Estrel Hotel
June 6-7, 2017

SAN DIEGO

Hilton San Diego Bayfront
October 25-26, 2017

Digital Transformation to Seize Every Business Opportunity

TIBCO's core mission is to take businesses to their digital destinations by interconnecting them to everything and augmenting their intelligence with data. These capabilities supply an unprecedented understanding of the immediate context—and the ability to seize even the shortest-lived opportunities.



INTERCONNECT EVERYTHING

Today, systems, people, and devices are able to exchange information. The TIBCO platform provides the required capabilities to connect them all: integration and messaging that join enterprise and partner systems and build services supplying visibility or action; business process management coordinating people across an ecosystem; and API management to make data accessible from any system, mobile phone, browser, or device.



AUGMENT INTELLIGENCE

With physical and digital interactions so closely intertwined, businesses have access to an unprecedented amount of data. But few employees actually have access to it, preventing its use for planning and decisions. The TIBCO platform provides individuals with information most relevant to their roles, decisions, and actions: data visualizations and predictive analytics for sharable answers sparking insight and action; reporting and dashboards that developers can embed within key applications for immediate access to analytics; and streaming analytics, combining real-time connectivity with analytical insights for identifying opportunities and acting in the moment.

SUPERCHARGE BUSINESS

Digitalization has accelerated the pace at which business must innovate without decreasing quality. The TIBCO Platform fuels a company's innovation and differentiation:

- At the business' *core*, where infrastructure and operations need to continually optimize and adapt to new ventures.
- At the business' *edge*, where opportunities are identified, explored, and quickly scaled into new initiatives that will eventually be part of the core.

The Best Place to Showcase Your Transformative Technology, Services, Expertise, and Experience

At TIBCO NOW 2017, technology customers from across the globe will gather to plot their next steps toward digital transformation—toward implementing technology and processes for delighting customers, innovating, and quickly adapting to rapid change.

They are seeking ways to interconnect everything and get more usable intelligence from their data analytics. As a valued TIBCO partner, your company is an integral part of these solutions.

For 2017, we're bringing the conference to our customers around the world! Join us as we go global with events in the United States, the APAC market in Singapore, and the EMEA market in Berlin. These events will provide an unrivaled platform for interacting with attendees, showcasing your most innovative offerings, generating leads, building brand awareness, and assuming leadership in your area of expertise. Your involvement is vital to the overall experience of TIBCO NOW and we look forward to your participation. Sponsorship includes:

- Spacious exhibit floor and turn-key booth
- Popular networking programs
- Speaking opportunities
- A focus on TIBCO-partner relationships
- Rich brand opportunities

TIBCO NOW gathers industry speakers, TIBCO partners, customers, and others to deliver information and inspiration for the digital business journey. It offers:

- Education
- Product updates and roadmap
- New products and solutions
- Hands-on learning
- Case studies and best practices
- Thought leadership
- Networking
- The ability to tell your brand story

Most digital transformations have three challenges:

- 1 Seamless interconnection among the parts that make up the solution
- 2 The ability to move and understand a lot of information in real time
- 3 Analysis and prediction of what to do next

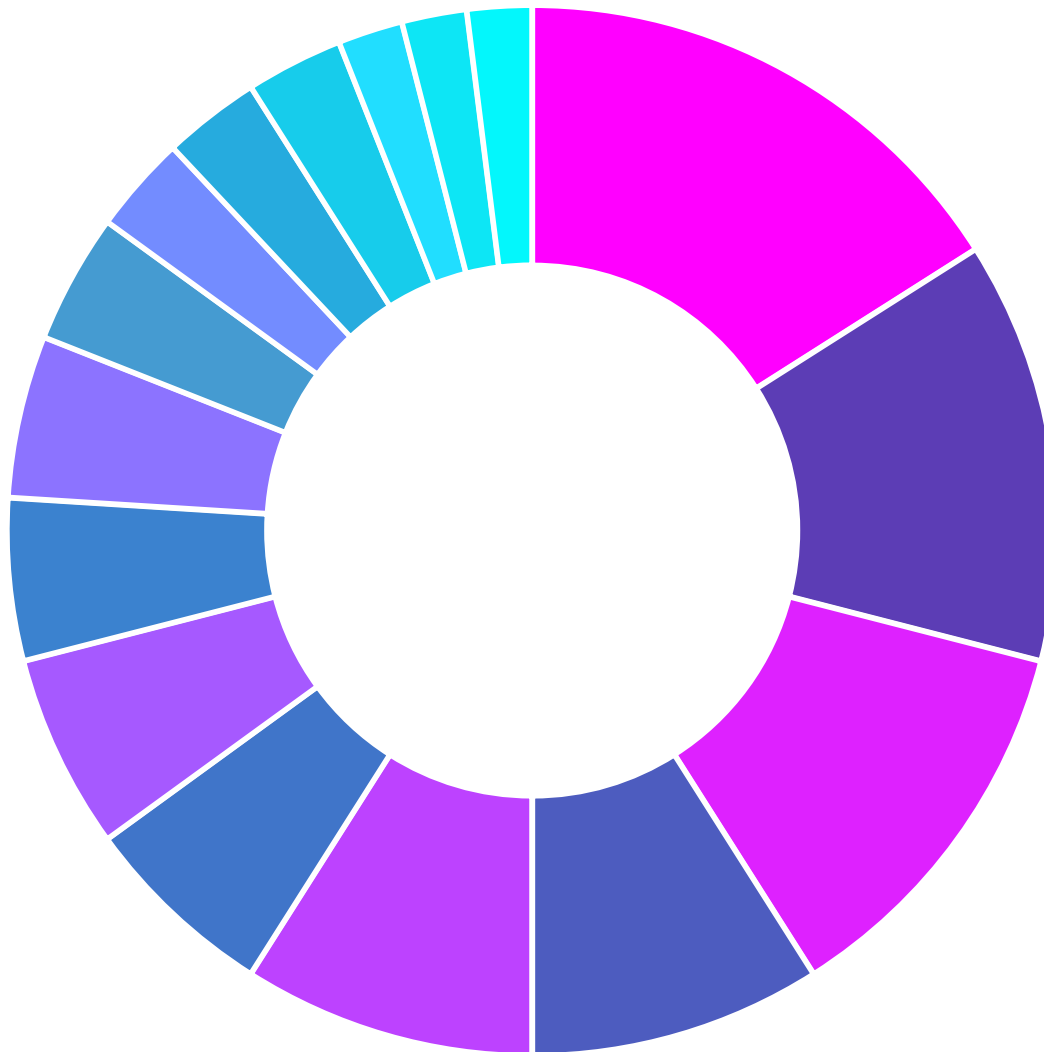
2016 Attendees

Your Audience

Our last gathering brought thousands of global leaders, architects, engineers, developers, journalists, and analysts from 48 nations together to engage with the TIBCO ecosystem. As part of this ecosystem, you can connect directly with senior decision-makers and influencers across all major markets.

Join Us

Now in its 12th year, the TIBCO NOW user conference has become a key industry event for networking and best-practice sharing among some of the most innovative minds in technology. Attendees learn new ways to exploit the forces driving technological disruption, and how to move from grappling with big data to benefiting from interconnecting everything and augmenting intelligence.



- Transportation & Logistics
- Finance
- Software
- Manufacturing
- Energy & Utilities
- Business Services
- Retail & CPG
- Life Sciences & Pharmaceuticals
- Healthcare
- Insurance
- Telecommunications
- Government
- Hospitality
- Media
- Academia
- Gaming

	PLATINUM	GOLD	SILVER
*Early Bird Pricing per event	USD \$30,000	USD \$20,000	USD \$15,000
Standard Pricing per event	USD \$35,000	USD \$25,000	USD \$20,000
Number Available per event	2	3	8
Turnkey demo area			
Main logo header »	•	•	•
Branding/messaging graphic »	2	1	1
Demo stations »	2	1	1
Monitor/keyboard/mouse »	2	1	1
Stool/wastebasket »	2	1	1
Wi-Fi »	•	•	•
Traffic generation activity »	•	•	•
Networking			
Reception co-sponsorship »	•		
Executive 1:1 meeting »	•		
Pre-event marketing			
Logo on pre-event communications »	•		
Social media "shout out" »	•		
Logo in post-event communication »	•		

*** Early Bird Pricing Deadlines***Singapore: January 15, 2017**Berlin: April 2, 2017**San Diego: August 13, 2017*

	PLATINUM	GOLD	SILVER
Speaking Opportunity	•		
Keynote »	•		
Breakout session »	1	1	
Passes			
Complimentary full conference »	5	3	2
Discount pass: employee »	Unlimited	10	6
Discount pass: customer »	Unlimited	Unlimited	Unlimited
Enhanced Brand Presence			
Logo and description on conference website »	200 word	150 word	75 word
Logo on general session slide »	•	•	•
Reception co-sponsorship »	•		
Meal function co-sponsorship: lunch »		•	
Meal function co-sponsorship: break »			•
Conference bag logo display »	•		
Conference bag Insert »	•	•	
Onsite signage: Thanks to sponsors »	•	•	•

TIBCO NOW 2016

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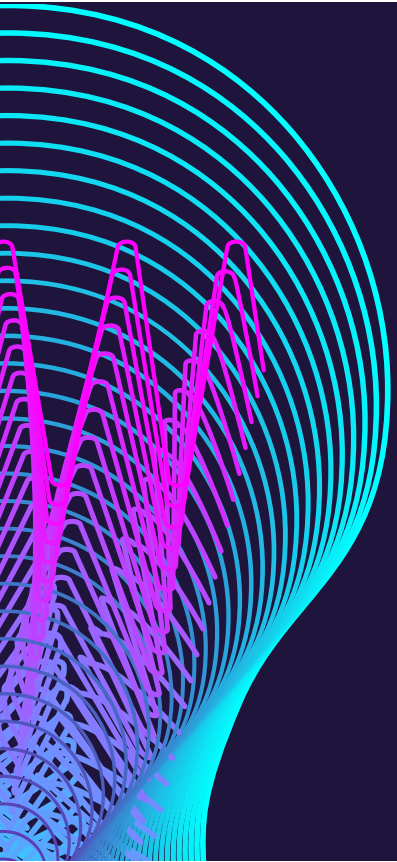
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We look forward to seeing you at TIBCO NOW.

For questions and details on contract requirements and sponsorship guidelines, please contact:

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