

Dear IBM Cloud and Cognitive Business Partners,

Looking to progress your IBM Software opportunities? We encourage you to take advantage of these awesome events.

Football is BACK!

IBM is delighted to welcome clients to our 2021 client appreciation series with the NFL this September through January on Monday and Thursday nights. Have your clients join IBM in our exclusive, luxury suites to watch great football, network, and hear from our executives on IBM's leadership in Hybrid Cloud and AI.

Requirements for Cloud and Cognitive Business Partners to nominate and attend with clients:

- For a client to be eligible for nomination, there must be an active US opportunity with that client currently registered in MySA for the Data and AI, AI Apps, Security, or Automation brand in the Qualified + sales stage or higher and is forecasted to close in 4Q 2021.
- BP is eligible to attend if it has qualifying registered opportunities with two unique clients which BP has nominated to attend.
- Client attendee must be C-suite, VP, or director level candidates
- Government Owned Entity clients and Business Partners are not eligible
- Client and BP (if attending) must participate in and/or attend the IBM presentation at the event
- BP must agree not to interact with other clients in the suite and only interact with their clients in attendance
- Nominations must be submitted at least a week prior to the event date

Once your nomination is approved, your client will then be able to register.

Nominations can be done through the links below and are accepted on a first come, first serve basis

NFL Schedule at a Glance

Game	Day / Date	Time	Nomination Link
Carolina @ Houston	Thur 9/23	7:20 PM CDT	https://reg.tools.ibm.com/flow/ibm/owr/c4mmb/nomination
Tampa @ Philly	Thur 10/14	8:20 PM EST	https://reg.tools.ibm.com/flow/ibm/xp/mm49mb/nomination

New Orleans @ Seattle	Mon 10/25	5:15 PM PT	https://reg.tools.ibm.com/events/reg/flow/ibm/ex6qo0mb/nomination/workingreport/1628095706458001FIEE
Los Angeles @ San Francisco	Mon 11/15	5:15 PM PT	https://reg.tools.ibm.com/events/reg/flow/ibm/6uok70mb/nomination/workingreport/1631048227928001RUlo
New England @ Atlanta	Thur 11/18	8:20 PM EST	https://reg.tools.ibm.com/flow/ibm/2jt78nmb/nomination
Seattle @ Washington	Mon 11/29	8:15 PM EST	https://reg.tools.ibm.com/flow/ibm/59m0c1mb/nomination
Kansas City @ LA Chargers	Thur 12/16	5:20 PM PT	https://reg.tools.ibm.com/flow/ibm/z24ayimb/nomination
Vikings @ Chicago	Mon 12/20	7:15 PM CDT	https://reg.tools.ibm.com/flow/ibm/w9w409mb/nomination
Cleveland @ Pittsburgh	Mon 1/3/22	8:15 PM EST	https://reg.tools.ibm.com/flow/ibm/90ylg3mb/nomination

For Business Partner questions regarding this event, please reach out to Caitlyn Conroy:
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