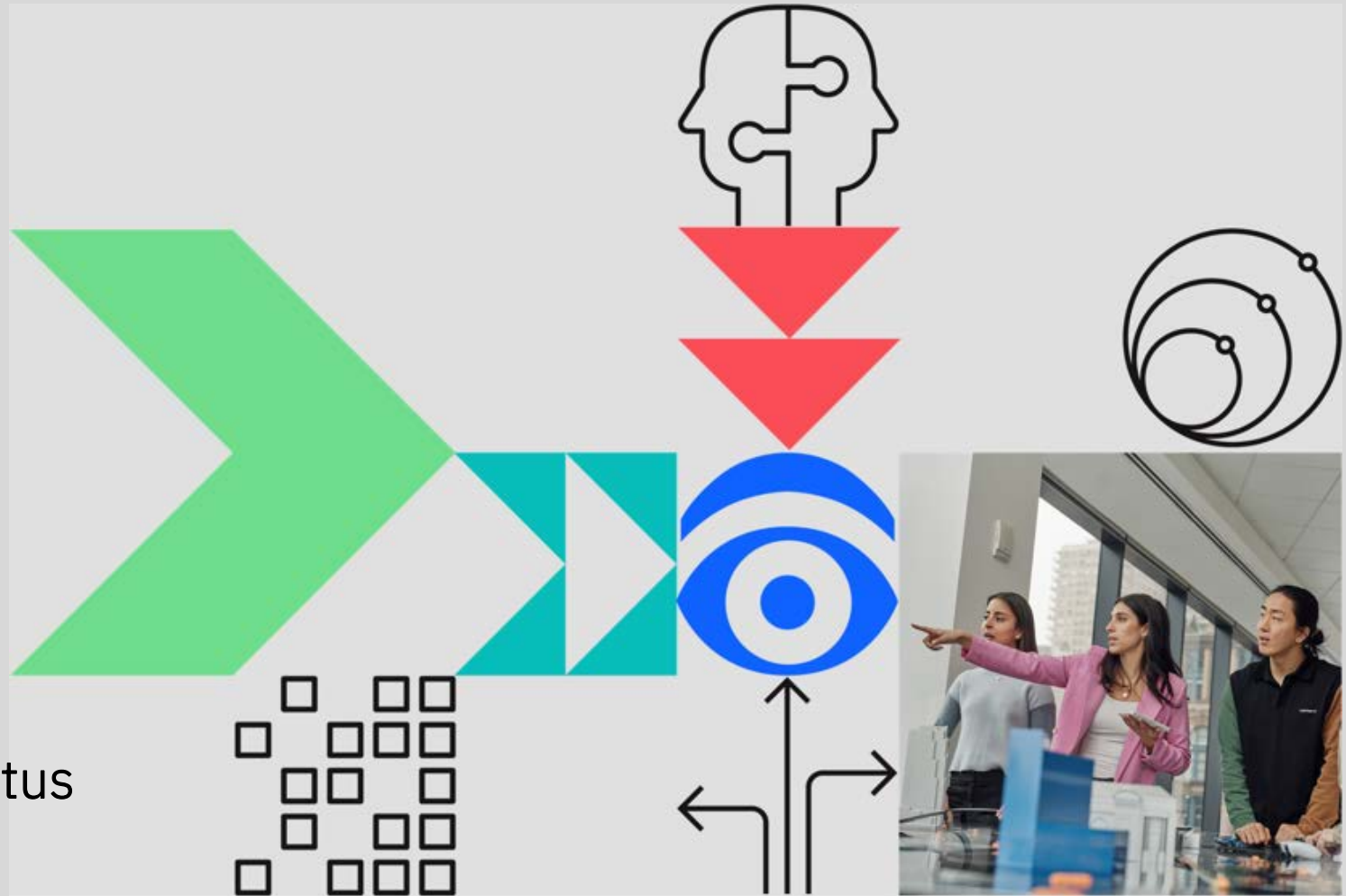


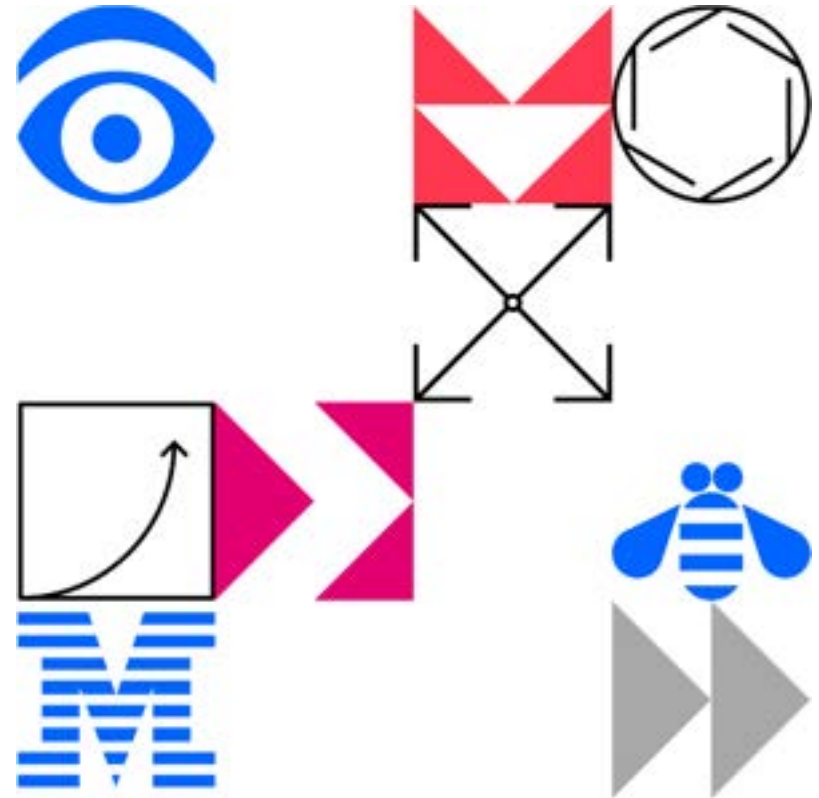
IBM
TechXchange
Conference
2023



Sponsorship Prospectus

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"Continuous learning is essential in the tech industry. As technology evolves at an increasingly rapid pace, those who don't keep up will quickly fall behind. The most successful professionals are those who are constantly seeking new knowledge and skills."

— Dr. Dario Gil, Senior Vice President and Director of IBM Research



TechXchange 2023 is a technical conference designed with users, for users, to advance their skills and expertise through open access to the world of IBM.

[IBM TechXchange 2023](#) is the place to be for technologists who want to engage in an unprecedented open exchange of ideas and expertise among the boldest minds and innovations in tech.

Attendees will enjoy a deep hands-on experience with the latest IBM products and solutions, hear best practices from real users, engage with IBM experts around upcoming roadmaps, network with peers, and develop their skills through educational learning and certifications.



IBM TechXchange Conference 2023

Community and Learning for Tech Experts.
Technical and roadmap keynotes, deep dive sessions, labs, certifications, and more.

11-14 September in Las Vegas, NV, MGM Grand Hotel

Audience:

Current IBM technology product users including developers, engineers, data scientists, architects and partners

Tech VIPs: IBM Champions, User Group Members, CABs

Attendance: 5000+

Clients 48%, Business Partners 31%, IBMers 18%, Exhibitors 2%, Press/Analysts/Influencers 1%

The benefits of sponsorship:

- Identify new joint opportunities
- Build and deepen relationships
- Be fully integrated with the TechXchange experience
- Engage directly with the IBM ecosystem and attendees



IBM TechXchange Conference 2023 – Week at a Glance

WIP details & timing subject to change
 Visit <https://ibm.biz/IBM-TechXchange-Conferences> for more details

Sunday – 10 September	Monday – 11 September Pre-Conference Activities & Welcome Reception	Tuesday – 12 September	Wednesday – 13 September	Thursday – 14 September
12:00 PM – 8:00 PM Registration and Information Center Open	6:00 AM – 8:00 PM Registration and Information Center Open	6:00 AM – 7:30 PM Registration and Information Center Open	6:00 AM – 7:30 PM Registration and Information Center Open	6:00 AM – 2:30 PM Registration and Information Center Open
	7:00 AM – 8:30 AM Breakfast and Networking	7:00 AM – 8:30 AM Breakfast and Networking	7:00 AM – 8:30 AM Breakfast and Networking	7:00 AM – 8:30 AM Breakfast and Networking
	8:00 AM – 5:30 PM Community Day Welcome & Program	8:00 AM – 6:00 PM Breakout Sessions	8:00 AM – 6:00 PM Breakout Sessions	8:00 AM – 2:30 PM Breakout Sessions
	10:15 AM – 6:30 PM Early Access Hands-on Labs	8:00 AM – 6:30 PM Hands-on Labs, Certification Testing	8:00 AM – 6:30 PM Hands-on Labs, Certification Testing	8:00 AM – 2:30 PM Hands-on Labs, Certification Testing
	10:30 AM – 11:30 AM Community Day Spotlight	8:30 AM – 5:30 PM Technical Executive Meeting Center Open	8:30 AM – 5:30 PM Technical Executive Meeting Center Open	8:30 AM – 2:30 PM Technical Executive Meeting Center
	11:30 AM – 1:00 PM Lunch & Networking	10:30 AM – 11:45 AM Opening General Session	9:15 AM – 11:30 AM Tech Spotlights	11:30 AM – 1:00 PM Lunch & Networking
	1:00 PM – 5:30 PM Partner Proficiency Badging Workshops	11:30 AM – 1:00 PM Lunch & Networking	11:30 AM – 1:00 PM Lunch & Networking	2:30 PM Conference Close
	1:30 PM – 5:30 PM Technical Executive Meeting Center Open	12:00 PM – 6:00 PM Expo Open	12:00 PM – 6:00 PM Expo Open	
6:00 PM – 8:00 PM IBM TechXchange Conference 2023 Grand Opening – Expo	1:15 PM – 4:45 PM Tech Spotlights	1:15 PM – 2:15 PM Tech Spotlights		
	7:00 PM – 10:00 PM Special Networking Reception at Topgolf Las Vegas	6:00 PM – 8:00 PM Networking Reception		
	GEO Receptions Dinners & Engagements			

Sponsorship Packages at-a-Glance

	IBM Skyscraper Sponsorship - \$100K	IBM Highrise Sponsorship - \$75K	IBM Neighborhood Sponsorship - \$20K
Content			
One(1) Panel/ AMA discussion or session space (classroom set up for up to 150ppl); part of IBM TechXchange agenda.	✓		
Two (2) Tech Byte in Expo including branding opportunities.	✓		
One (1) Tech Byte in Expo including branding opportunities		✓	
Space			
One (1) turnkey IBM designed dedicated space in the Expo (10 x 20) or custom space (10 x 20)	✓		
One(1) turnkey IBM designed (10 x 10) dedicated space in the Expo.		✓	
Dedicated meeting area at TechXchange.	✓		
IBM provided dedicated kiosk /table space including two branding areas, screen and two chairs.			✓
Engagement: Opportunities for expert engagement & networking with attendees			
Logo placement on conference website, mobile app and onsite digital signage.	✓	✓	✓
Two (2) attendee tracking devices		✓	✓
Four (4) attendee tracking devices.	✓		
One time pre-event registration list for TechXchange (company names only, provided 3 weeks before event)	✓	✓	
Four (4) full conference badges for sponsor staff. Additional conference badges can be purchased with sponsor discount.	✓		
Three (3) full conference conference badges for sponsor staff. Additional Badges can be purchased with sponsor discount.		✓	
Two (2) full conference badges for sponsor staff. Additional Badges can be purchased with sponsor discount.			✓
Unique sponsorship and experiential opportunities can be added for additional cost - Limited to one (1)		✓	
Unique sponsorship and experiential opportunities can be added for additional cost	✓		



TechXchange Skyscraper Sponsorship Package

\$100,000 investment

Content:

One(1) Panel/ AMA discussion or session space (classroom set up for up to 150ppl); part of IBM TechXchange agenda.

Two(2) Tech Byte in Expo (15min) including branding opportunities.

Space:

One (1) turnkey, dedicated meeting space (20 ppl) during TechXchange.

One (1) custom build out or IBM designed 10 x 20 dedicated space in the Expo.

Engagement:

Logo placement on conference website, mobile app and onsite digital signage.

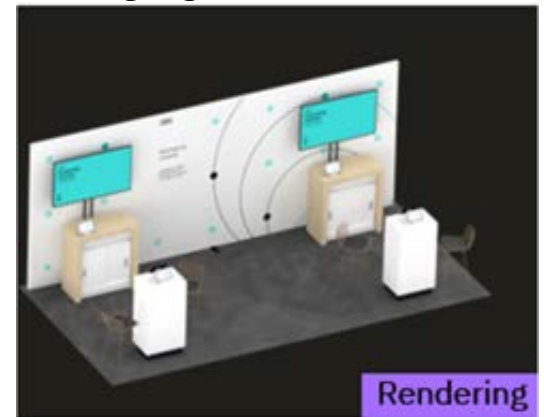
Four (4) attendee tracking devices.

Plus, one time pre-event registration list for TechXchange (company names only, provided 3 weeks before event).

Four (4) full conference badges for sponsor staff. Additional conference badges can be purchased with sponsor discount.

Attend a VIP event with distinguished Tech thought leaders.

Additional unique sponsorship and experiential opportunities can be added to this package for additional cost.





TechXchange Highrise Sponsorship Package

\$75,000 investment

Content:

One (1) Tech Byte in Expo (15min) including branding opportunities.

Space:

One(1) turnkey IBM designed 10 x 10 dedicated space in the Expo

Engagement:

Logo placement on conference website, mobile app and onsite digital signage.

Two (2) attendee tracking devices.

One time pre-event registration list for IBM TechXchange Vegas (company names only, provided 3 weeks prior to event).

Three (3) Full conference badges for sponsor staff.

Additional conference badges can be purchased with sponsor discount.

Additional Sponsorship opportunities: Limited to one (1) additional opportunity.



TechXchange Neighbourhood Sponsorship Package

\$20,000 investment



Space:

IBM provided kiosk-style booth or table including two branding areas, screen and two chairs.

Engagement:

Logo Placement on conference website, mobile app and onsite digital signage.

One (1) asset onsite interactive sponsor signage.

Two (2) attendee tracking devices to used.

Two (2) full conference badges for sponsor staff.

Additional conference badges can be purchased with sponsor discount.



Additional Conference Sponsorship Opportunities

There are other tailor-made sponsorship opportunities available.
Ask for more details.



Mobile App Sponsorship



Conference Meals & Breaks



Opening Evening Networking Event (exclusive)



Gamification Leaderboard Sponsorship



Co-branded Room Key Cards for Conference



Interactive Expo Experiences
i.e. Mario Kart Competition

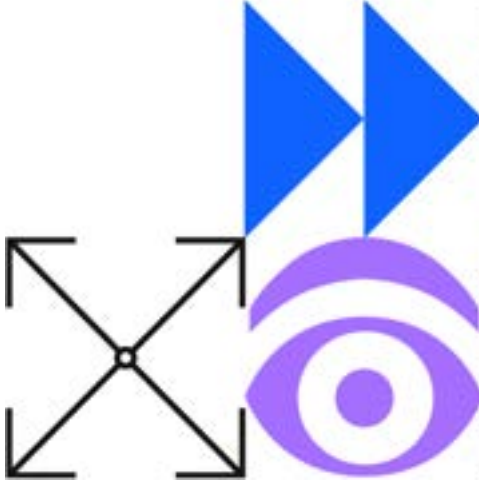


Interactive Evening Event (exclusive)

How to Sponsor

We're here to answer any questions.

For sales conversations, please reach out to your partner alliance manager or use the General Intake [form](#)





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