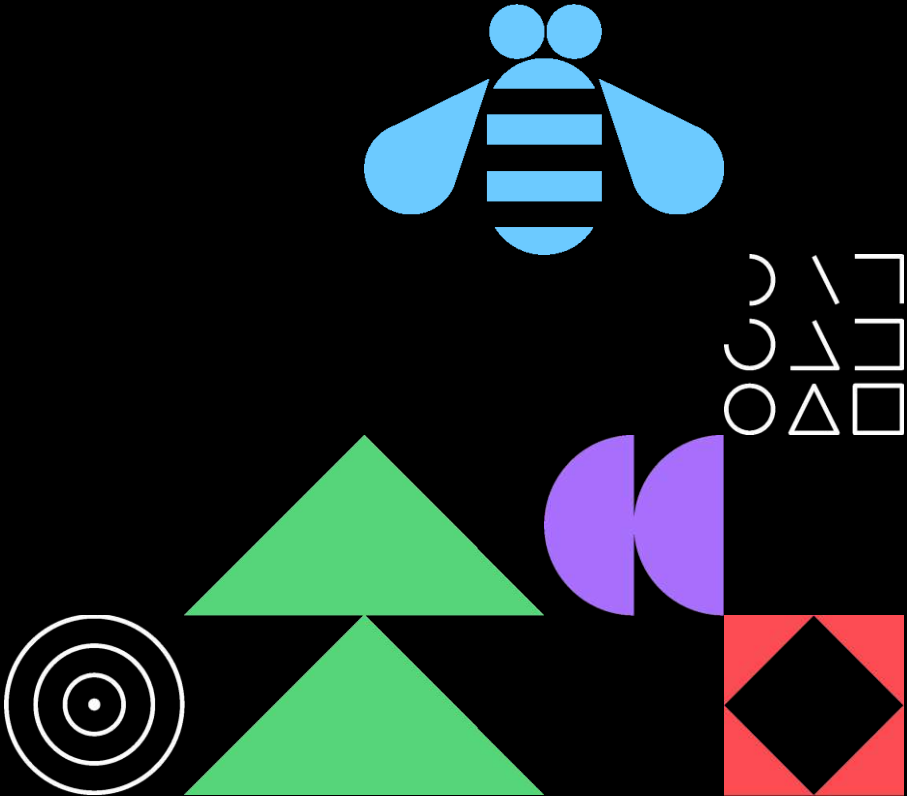


# IBM TechXchange Conference 2024

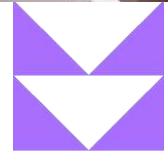
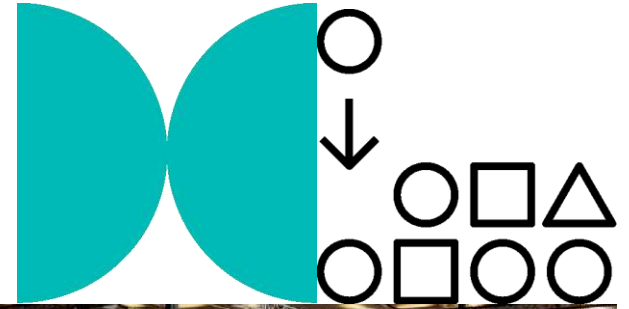


## Sponsorship Prospectus



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# Highlights from our inaugural event!

IBM TechXchange 2023 Americas | 11–14 September



“I am proud to announce our skyscraper sponsorship and attendance of [IBM](#) TechXchange 2023, a thriving hub for technological innovation and collaboration.

At [Microsoft](#), we recognize the importance of supporting initiatives that drive [#innovation](#) and foster a community of forward-thinkers.”

**Nitish Anand**  
Global Partner  
Alliance Manager, Microsoft

## By the numbers

**3,087**

Total attended on site

**735** clients (43%)

**979** partners (57%)

**93%**

Attendance rate

**449/580**

External vs internal speakers

**153**

IBM Champions attended

**100+**

User groups attended

**82%**

Of attendees participated in preconference activities

**20.1K**

Hours in continuing professional education (CPE) credits toward industry credentials from 1.1K sessions/labs

**977**

Leads were captured with scanners by sponsors

[Watch the IBM TechXChange Conference 2023 Americas Keynotes](#)

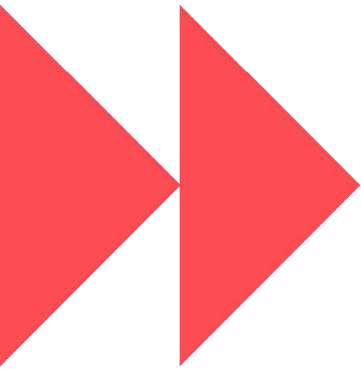
[Highlights of the Conference \(video\)](#)

[Video of Sandbox \(Expo\)](#)

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*As one of our IBM Champions said:*

“This environment is amazing, it gives a feeling of how all the different elements of IBM are part of one community.”



“ As a transformation partner, IBM is collaborating with clients to help them [scale AI in a trustworthy way](#) – from helping to institute foundational elements of their data strategies to tuning models for their specific business use cases, to helping them govern models beyond that.

”

Dinesh Nirmal, Senior Vice President, Products, IBM Software





# Fuel Your AI at IBM TechXchange Conference 2024



At IBM TechXchange Conference 2024, technologists from around the globe come together to collaborate, learn and play in an environment designed to build communities.

## Our approach:

- Curate technical “show me” content representing priority technology areas and products, plus professional development
- 1,500+ sessions and labs covering all technology categories (65% software/35% infrastructure)
- 40% external content provided by clients, BPs, Champions and User Groups
- 60% internal content via purposeful curation
- Industry and geo-/market-specific activities

## You will interact with 7,000+ attendees who want to:

- Upskill for career growth
- Get a first look at the latest product road maps
- Engage in hands-on experiences
- Earn industry-leading credentials
- Network with thousands of peers
- Hear from the best and brightest minds across IBM

# IBM TechXchange Conference 2024

Mandalay Bay, Las Vegas  
21–24 October 2024



## Target audience

IBM champions, user groups and students

Clients, partners, academics, whitespace (AI)

### Anticipating 7,000+ attendees across:

- 45% Clients
- 30% Partners/Sponsors
- Academics
- Press/Analysts
- IBM Champions

### Targeted roles:

- 85% IT practitioners (data scientists, engineers, architects, programmers, developers, partners)
- 15% Tech executives and learning leaders

## Why sponsor?

- Identify new joint opportunities
- Build and deepen relationships
- Be fully integrated with the IBM TechXchange Conference 2024 experience
- Engage directly with the IBM ecosystem and attendees
- Showcase your solutions to clients
- Capture the attention of new clients
- Quick-start new conversations and collaborations
- Opportunity for featured session(s) in session catalog

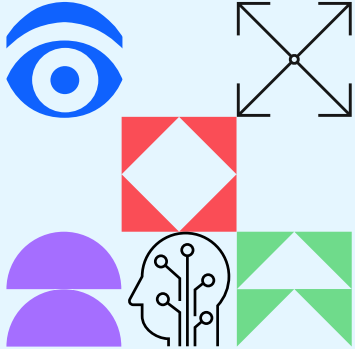
# Week at-a-Glance

Oct 21–24, 2024

Mandalay Bay, Las Vegas, NV

## Fuel Your AI

Join us at IBM TechXchange Conference 2024 and experience how **Generative AI** is revolutionizing industries and transforming roles not just for now, but *forever*.



Monday – 21 October Pre-Conference Activities		Tuesday – 22 October		Wednesday – 23 October		Thursday – 23 October	
7:00 AM 8:30 AM	Breakfast & Networking	7:00 AM 8:30 AM	Breakfast & Networking	7:00 AM 8:30 AM	Breakfast & Networking	7:00 AM 8:30 AM	Breakfast & Networking
8:15 AM 8:45 AM	Pre-Conference Welcome	7:30 AM 6:30 PM	Birds of a Feather (7:30, 12:45, 6:00)	7:30 AM 6:30 PM	Birds of a Feather (7:30, 12:45, 6:00)	7:30 AM 1:15 PM	Birds of a Feather (7:30, 12:45)
9:00 AM 5:15 PM	Instructor-led Labs (90m) (9:00, 11:15, 1:30, 3:45)	8:30 AM 5:30 PM	Technology Breakouts (60m) (8:30, 11:30, 1:30, 3:00, 4:30)	9:00 AM 7:30 PM	Instructor-led Labs (90m) (9:00, 11:15, 1:30, 3:45, 6:00)	9:00 AM 3:00 PM	Instructor-led Labs (90m) (9:00, 11:15, 1:30)
9:00 AM 12:00 PM	Community Un-conference	9:30 AM 10:00 AM	AM Pitstop	8:30 AM 5:30 PM	Technology Breakouts (60m) (8:30, 10:00, 11:30, 1:30, 3:00, 4:30)	8:30 AM 2:30 PM	Technology Breakouts (60m) (8:30, 10:00, 11:30, 1:30)
9:30 AM 10:00 AM	AM Pitstop	10:00 AM 11:00 AM	Opening Kickoff	8:30 AM 5:30 PM	Technology Road Maps (60m) 8:30, 10:00, 11:30, 1:30, 3:00, 4:30)	9:30 AM 10:00 AM	AM Pitstop
10:00 AM 5:30 PM	Partner Program	11:15 AM 5:15 PM	Instructor-led Labs (90m) (11:15, 1:30, 3:45)	9:30 AM 10:00 AM	AM Pitstop	12:30 PM 1:30 PM	Lunch & Networking
12:30 PM 1:30 PM	Lunch & Networking	11:30 AM 5:30 PM	Technology Road Maps (60m) (11:30, 1:30, 3:00, 4:30)	10:00 AM 11:00 AM	Hack-a-thon Celebration	3:00 PM 4:00 PM	Fuel Up at the Closing Ceremony & Awards!
12:30 PM 5:30 PM	User Group Meetups	12:30 PM 1:30 PM	Lunch & Networking	12:30 PM 1:30 PM	Lunch & Networking		
1:00 PM 5:30 PM	Community Meetups/Industry Forum	2:45 PM 3:15 PM	PM Pitstop	3:15 PM 4:00 PM	PM Pitstop		
1:00 PM 5:30 PM	Customer Advisory Boards (CABs)	6:30 PM 10:00 PM	Special Networking Event	6:30 PM 8:30 PM	Networking Reception – Sandbox Expo Hall		
1:00 PM 5:30 PM	Customer Advisory Councils (CACs)						
2:45 PM 3:15 PM	PM Pitstop						
6:00 PM 9:00 PM	IBM TechXchange Conference 2024 Block Party Welcome Reception – Sandbox Expo Hall						

*Work in progress – Subject to change*

IBM Champions Program, 1:00 PM – 5:00 PM Sunday – 20 October

(Champions are our top external advocates, learn more [here!](#))

# Sponsorship Packages at-a-Glance

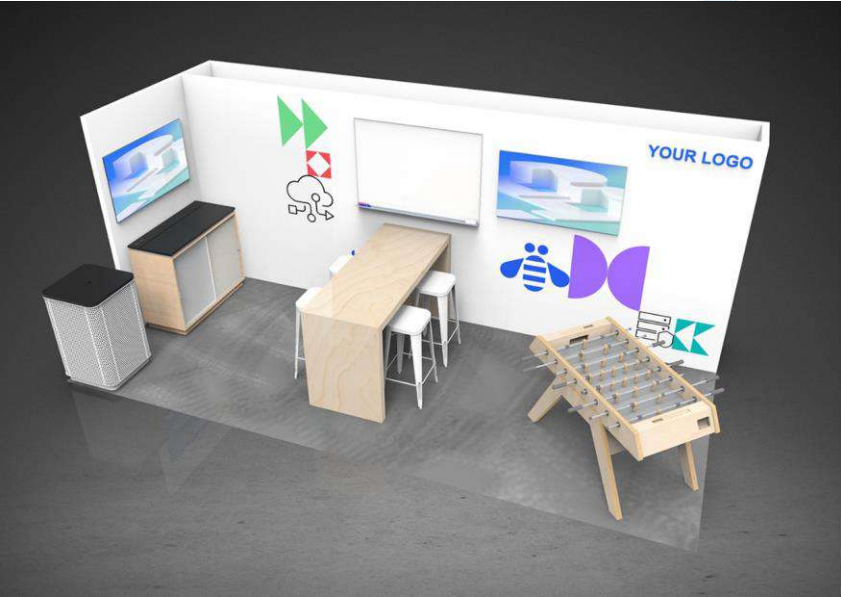
## IBM TechXchange Conference 2024

	Headline Sponsor \$125,000	Premier Sponsor \$85,000	Engage Sponsor \$20,000
<b>Content</b>			
60-minute technical session embedded in core content area	3	1	-
20-minute tech byte in Sandbox/Expo	2	1	-
1 Blog post and 1 60-minute webinar on IBM TechXchange Community platform. Can be distributed either before or after IBM TechXchange Conference 2024—technical content to be created by sponsor and aligned to session.	1	-	-
30-minute on-site content capture session	1	-	-
<b>On-site experience</b>			
Turnkey partner booth in Sandbox	(1) 10'x20' booth	(1) 10'x10' booth	(1) 6ft table with backdrop
Dedicated meeting space for duration of event	1	<i>Potential add-on</i>	-
<b>Branding and communications</b>			
Logo placement on conference website, mobile app and on-site digital signage around venue	✓	✓	✓
Pre-event email sponsor mention	✓	✓	✓
<b>Leads and access</b>			
Full conference passes for sponsor's staff; Group discounts on passes (up to 30%) available if additional needed.	10	7	5
Full conference passes for sponsor to give their clients	15	6	4
Attendee scanning devices (lead retrieval) with option to buy 1 additional device	5	3	2
One time pre-event registration list (company names only, provided 3 weeks before the event)	✓	✓	✓
<i>Add-on options for networking, branding and unique experiences—coming soon!</i>			



# IBM TechXchange Conference 2024

## Headline Sponsor Package Benefits



*\*Preliminary rendering only. Final design and layout subject to change.*

## \$125,000 | Headline Sponsor Package Benefits (First come, first served)

### Content

Three 60-minute technical sessions embedded in core content area

Two 20-minute tech byte sessions in Sandbox/Expo

One Blog post AND one 60-minute webinar on IBM TechXchange Community platform.  
— Can be distributed either before or after IBM TechXchange Conference 2024—technical content to be created by sponsor and aligned to session.

One 30-minute on-site content capture session

### On-site experience

One 10x20 ft. turnkey partner booth, centrally located in Sandbox and aligned to appropriate topic area  
— Option to decide between different interactive games  
— Two (2) monitors provided with HDMI connection (56" screen size)  
— Whiteboard included

One dedicated meeting space for duration of event

### Branding and communications

Logo placement on conference website, mobile app and on-site digital signage around venue

Pre-event email sponsor mention

### Leads and access

Ten (10) full conference passes for sponsor's staff; additional passes can be purchased through Group Pass Program if needed\*

Fifteen (15) full conference passes for sponsor to give sponsor's clients

Five (5) attendee scanning devices (lead retrieval) with option to buy 1 additional device

One time pre-event registration list (company names only) provided 3 weeks before the event

Add-on options for networking, branding and unique experiences—coming soon!

\*Sponsors can purchase additional passes for their employees or clients through the Group Pass Purchase Program. See details [here](#).

# IBM TechXchange Conference 2024

## Premier Sponsor Package Benefits



*\*Preliminary rendering only. Final design and layout subject to change.*

## \$85,000 | Premier Sponsor Package Benefits *(First come, first served)*

### Content

One 60-minute technical session embedded in core content area

One 20-minute tech byte in Sandbox/Expo

### On-site experience

One 10x10 ft. turnkey partner booth, centrally located in Sandbox and aligned to appropriate topic area

— One (1) monitor provided with HDMI connection (56" screen size)

Opportunity to purchase a dedicated meeting space for the duration of the event may be available later as an add-on option\*

### Branding and communications

Logo placement on conference website, mobile app and on-site digital signage around venue

Pre-event email sponsor mention

### Leads and access

Seven (7) full conference passes for sponsor's staff; additional passes can be purchased through Group Pass Program if needed\*\*

Six (6) full conference passes for sponsor to give sponsor's clients

Three (3) attendee scanning devices (lead retrieval) with option to buy 1 additional device

One time pre-event registration list (company names only) provided 3 weeks before the event

\* Add-on options for networking, branding and unique experiences—*coming soon!*

\*\* Sponsors can purchase additional passes for their employees or clients through the Group Pass Purchase Program. See details [here](#)

# IBM TechXchange Conference 2024

## Engage Sponsor Package Benefits



*\*Preliminary rendering only, final design and layout subject to change.*

### \$20,000 | Engage Sponsor Package Benefits (First come, first served)

#### On-site experience

- One turnkey 6 ft. table with backdrop
  - One (1) 43" monitor provided with HDMI connection
  - Located within the sponsor area of the Sandbox

#### Branding and communications

Logo placement on conference website, mobile app and on-site digital signage around venue

Pre-event email sponsor mention

#### Leads and access

Five (5) full conference passes for sponsor's staff; additional passes can be purchased through Group Pass Program if needed\*

Four (4) full conferences passes for sponsor to give sponsor clients

Two (2) attendee scanning devices (lead retrieval); with option to buy one (1) additional device

One time pre-event registration list (company names only) provided 3 weeks before the event

Add-on options for networking, branding and unique experiences—*coming soon!*

\* Sponsors can purchase additional passes for their employees or clients through the Group Pass Purchase Program. See details [here](#).

# Additional Conference Sponsorship Opportunities



## Tuesday *After Hours* Poolside Reception Sponsor (from 6:30-10pm)

Be the exclusive sponsor for special activities taking place during the networking reception on Tuesday evening, poolside at Mandalay Bay. An event for all Conference attendees.

### Sponsorship includes:

- High profile logo placement on signage and on all event related mentions. A CTA with QR code can be added to select signage on site.
- Conference Mobile App inclusion – active link, logo and description
- Special area identified for your guests. Giveaways are permitted (must be vetted by IBM in advance).
- Plus much more!

**\$100,000 USD (one sponsor available)**



## Networking Reception Sponsor Wednesday in the Sandbox

Be the exclusive Sponsor for our Wednesday night reception. This is a casual event that all Conference attendees can participate in. At the event there will be specialty food and beverage being served with a unique twist.

### Sponsorship includes:

- High profile logo placement on signage and on all event related mentions. A CTA with QR code can be added to select signage on site.
- Conference Mobile App inclusion – active link, logo and description
- Giveaways are permitted (must be vetted by IBM in advance).
- Plus much more!

**\$30,000 USD (one sponsor available)**



## Breaks and Meals Sponsor

Be the single sponsor of a meal type for the Conference duration. 4 sponsorship options to choose from, on a first come first serve basis.

### Choose one of the following from the list below

- Breakfast
- AM break
- Lunch
- PM break

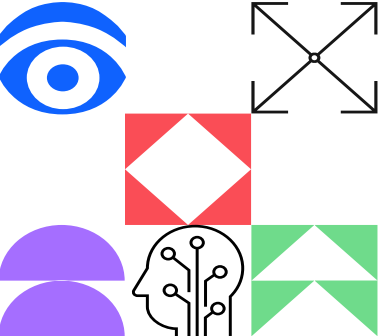
**For example:** if the AM break is selected, the partner will sponsor AM break from Tuesday to Thursday.

### Package includes:

- Branded signage (with QR code/CTA) at break and/or food stations. Mention/logo on website, signage +
- Conference Mobile App inclusion – active link, logo and description
- A designated table (seats 10) in the Sandbox to host discussions with attendees
- 2 Full Conference passes included for staffing

**\$55,000 USD (four sponsorships available)**

# Lunch Meeting – Designated Table in Sandbox\*



Get a designated lunch meeting space for you and conference participants (max of 10 people) in the Sandbox. A special, reserved area, including its own separate buffet station, will be stanchioned off for these lunch-meeting tables.

You identify the day for your meeting; Tuesday, Wednesday or Thursday.

First come, first serve basis.

## Sponsorship includes:



1 table - seats up to 10 people in special reserved area within Sandbox from 12-2pm.



Signage with your logo sign (with QR code/CTA) on the table



5 Full Conference Passes included for use with clients. Unique link provided for inviting clients.

**\$10,000 USD (ten sponsorships available)**



# Partner Day IBM TechXchange Conference 2024



Partner Day is a full day of learning and networking bespoke for IBM Business Partners. On the agenda: exploring IBM watsonx; exciting sessions about the adoption of Generative AI and emerging open technologies, partner success stories, hidden technical gems in Partner Plus.

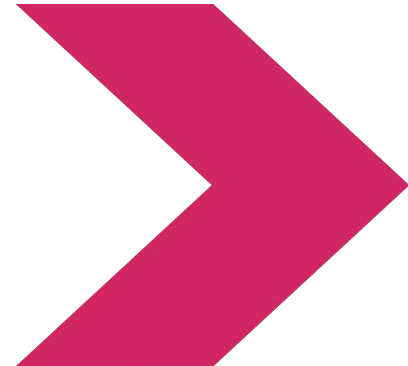
## Partner Day Sponsorship Package:

- **Partner Day Panel Inclusion** (will have a minimum of 15 min) as part of a Partner Day main stage. Focus: Generative AI.
- **Main Conference Tech Byte Session** – one (1) 20-minute session in the Sandbox during main Conference, Tuesday - Thursday.
- **Passes:** 6 full conference passes (\$9,594 USD value) to IBM TechXchange Conference 2024 for sponsor use.
- **Booth:** Designated demo space/booth during Partner Day with lead tracking device. Open 10:00am-6:00pm
- **Blog post AND 60-minute webinar** on IBM TechXchange Community platform that can be distributed either before or after the Conference. (technical content to be created by sponsor and aligned to Generative AI)
- **Reserved Table in the Sandbox for 10ppl at Lunch** your choice of day at the Conference (2-hours)
- **Logo and sponsorship featured:**
  - Onsite - event signage
  - Conference website, mobile app
  - All Partner Day communication

**Investment: \$80K USD.**

## Why sponsor?

- Identify new joint opportunities
- Build and deepen relationships
- Be fully integrated with the IBM TechXchange Conference 2024 Partner Day experience
- Engage directly with the IBM ecosystem and attendees
- Showcase your solutions
- Capture the attention of new partners
- Quick-start new conversations and collaborations
- Partner Day Panel participation and Tech Byte Session included in the Conference session catalog



# Secret Server Room – Exclusive Hidden Snack Lounge

**\$35,000 (USD) per day or all three days \$65,000 (USD)**

Like a speakeasy, with a new location each day, there will be “Easter Eggs” throughout the venue giving participants hints on where to find this exclusive snack lounge.

An unadvertised lounge that is stocked with premium snacks and beverages unique to this space. There will be a brandable digital screen that keeps it a bit hidden but still discoverable. The lounge appears in a different place each day. There will be a minimum of 1 walkthrough per day by a brand ambassador who will promote the Secret Server room and share “easter eggs” on how attendees can locate it. Note: The sponsor of this space must also have one of the main booth packages.

## Included:



Unique Food and beverage\*



Sponsors can hand out giveaways in this space (pre-approval required)



“Server Room” theme with seating and tables



1 attendee tracking device



A unique QR code and 5 x7 cards that allows participants to check in/ get clues and/or can be used to gamify space

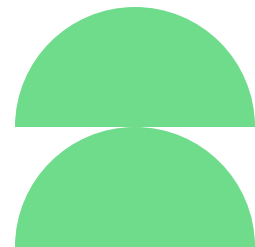
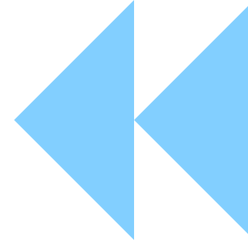


Sponsors are recognized during interstitial content (on select digital screens), on the mobile app, and Conference website

Attendees are encouraged to take selfies and post on social.

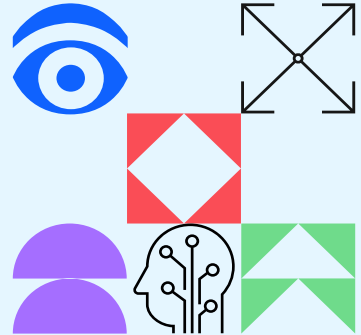
Example: **#IFoundTheTXCCodeClub**

\* as selected by the IBM TechXchange team but will be unique to the conference



# IBM TechXchange Conference 2024

## IBM Professional Certification Sponsorship Opportunity



### About IBM Professional Certifications at [IBM TechXchange Conference 2024](#)

Attendees can validate their skills development and gain a competitive edge with on-site professional certification testing. Up to 3 tests are included with each conference pass. These industry-recognized credentials, when completed successfully, help participants confidently stand out to colleagues, employers, and potential clients.

### Sponsorship Opportunity

The exclusive opportunity for one (1) partner to sponsor the designated IBM TechXchange Conference Professional Certification area at the IBM TechXchange Conference from Monday, October 21, 2024 – Thursday, October 24, 2024, on site.

#### Included is the following:

- Sign with logo, one line of messaging and QR code, along with mention of sponsorship in the main certification area hallway (QTY - 2)
- Sponsor logo, with active link and sponsorship mention on Conference Mobile App
- Sponsor logo on all laptop screens in certification rooms
- Inclusion with logo showcasing sponsorship of the Certification area and on the listing/tally of on site completed certifications on a display at the IBM Learning booth in the Conference Sandbox (expo). This is located near the front entrance of the Sandbox.
- 2 Conference passes for sponsor use

**Investment: \$15,000 USD.**



# What's Next

Timeline, next steps and contacts

Thanks for your interest in sponsoring IBM TechXchange Conference 2024. We value your partnership and look forward to bringing our joint value proposition to life in Vegas and beyond!

## Have questions?

*We're here to answer them!*

- For sales conversations, please reach out to your IBM Partner Alliance Manager or use the [General Intake form](#) to request a call.
- For general sponsorship questions, contact: [techxchangesponsorships@gpj.com](mailto:techxchangesponsorships@gpj.com)

## Group Pass Program:

[IBM TechXchange Conference 2024](#) for details

- Discounts up to 30% off

## Ready to commit?

- Confirm your intent to sponsor by selecting a specific sponsorship tier (and any add-options) in the [General Intake form](#)
- Upon completion of your form, a sponsorship contract is sent to your designated contacts for signature, prior to invoicing and admission to the Exhibitor Portal.

## April–Sept.

- Planning, design, logistics continue
- Full Exhibitor Portal (ERC) opens in June
- Sponsors with sessions must submit their abstract details by August 5, 2024
- All sponsors have access to dedicated support from time of sponsor contract approval.
- A comprehensive know-before-you-go call 3 weeks prior to the event for sponsors.



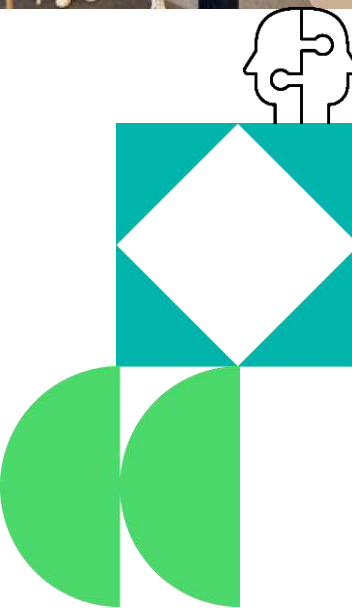
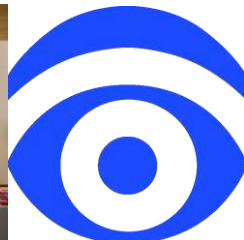
## October 21–24

IBM TechXchange Conference 2024

- Monday, October 21st (pre-conference)
  - Partner Day from 10:30-5:30pm
  - Conference kick off event in the Sandbox 6-9pm. Sponsor booths are open!
- Note: Tuesday AM prior to Sandbox opening
  - all sponsor meet up to cover any last-minute questions/ details



# Previous Sponsors



## Americas (Las Vegas) 3Q 2023

### Skyscraper sponsors:

Aptio, AWS, Microsoft

### Highrise sponsors:

Intel and Rocket Software

### Neighborhood sponsors:

Maximo World, Clear Technologies, Brocade (A Broadcom Company), Coenterprise, Sea Software Engineering, Zededa

### Evening Networking Event sponsor:

Dell Technologies

## EMEA (Barcelona) 1Q 2024

### Skyscraper sponsors:

Brocade (A Broadcom Company), Security HQ

### Neighborhood sponsors:

Accenture, 21CS, cubewise, computergross, Compose IT, simplecloud.io, crest, combis HT Group, Ingram Micro, Gigaspaces, Minsait (An Indra company), Tuatara business solutions, TD Synnex

### Partner day sponsor:

Arrow and TD Synnex

### Secret Server Lounge sponsor:

21CS

