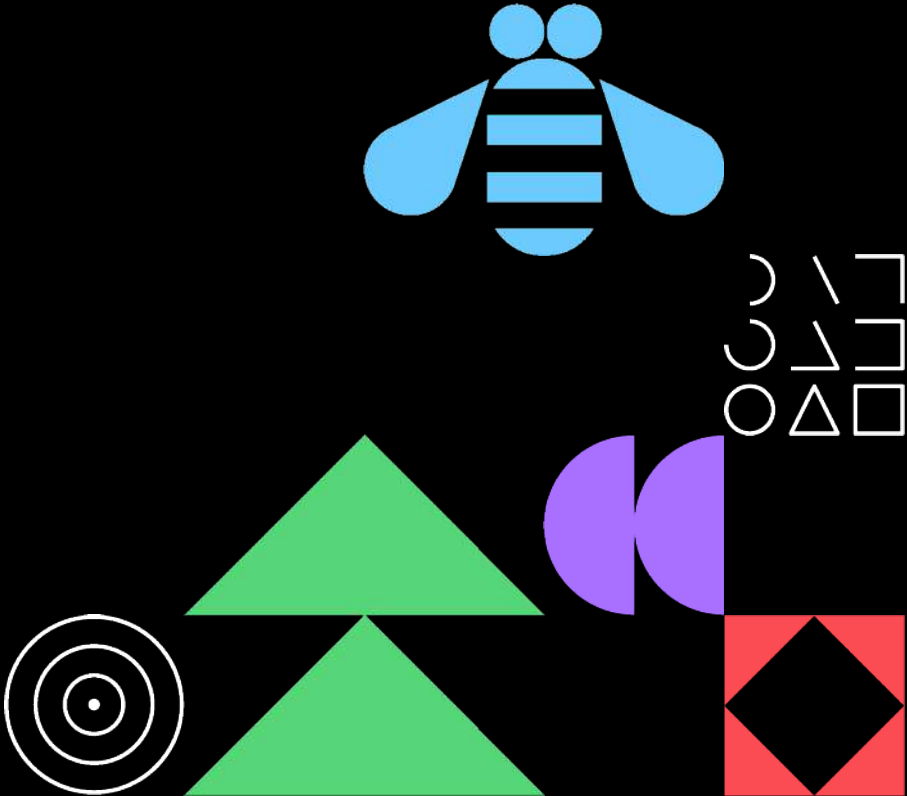


# IBM TechXchange Conference 2024

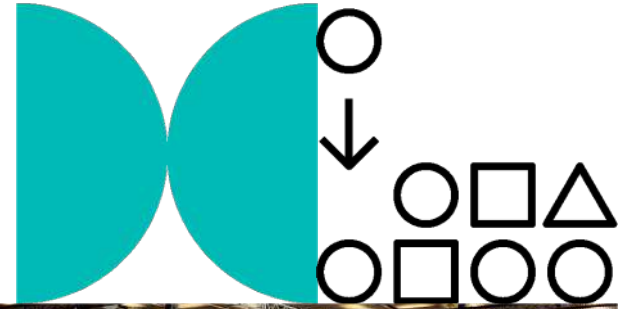


## Sponsorship Prospectus



# Contents

- 03 Highlights from our inaugural event!
- 05 Audience Insights and Sponsorship Benefits for 2024
- 07 Sponsorship Packages at-a-Glance
- 08 Headline Sponsorship Package Benefits
- 09 Premier Sponsorship Package Benefits
- 10 Engage Sponsorship Package Benefits
- 11 Add-on Sponsorship Opportunities
- 12 Week at-a-Glance
- 13 What's Next
- 14 Previous Sponsors



# 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](#)

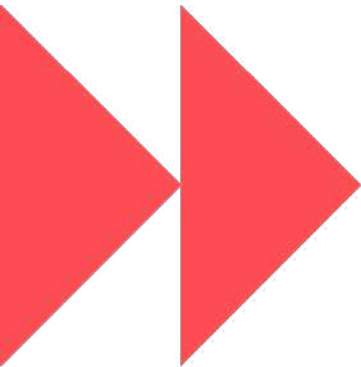
[Highlights of the Conference \(video\)](#)

[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.”

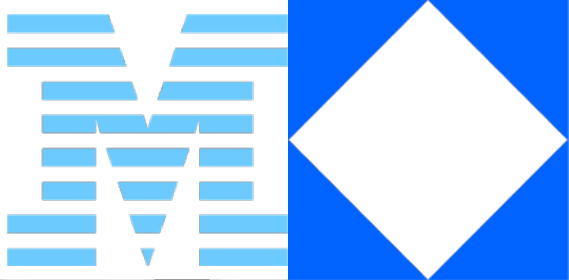


“ As a transformation partner, IBM is collaborating with clients to help them [scale AI in a trustworthy way](#) – from helping to institute foundational elements of their data strategies to tuning models for their specific business use cases, to helping them govern models beyond that.

”

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

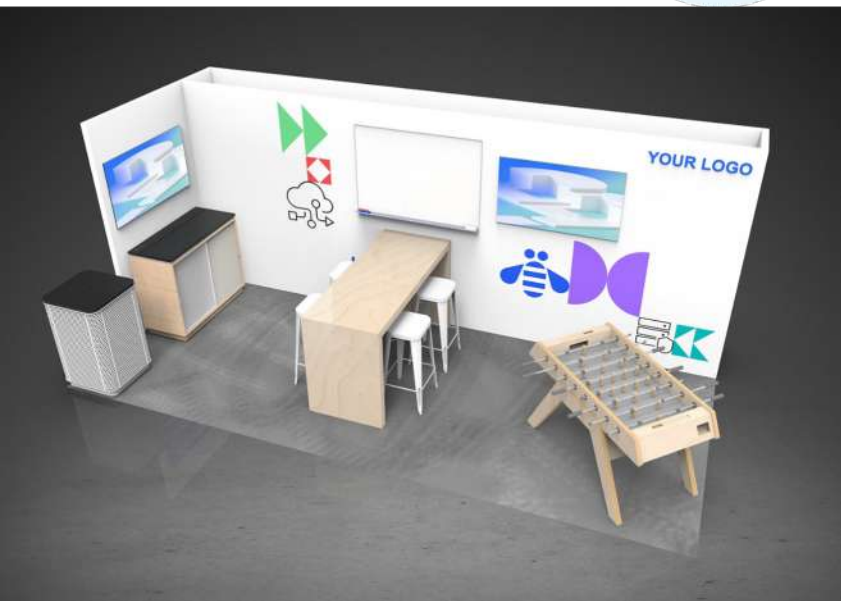
# Sponsorship Packages at-a-Glance

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; early bird (20%) and group discounts (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 opening on March 5



# 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

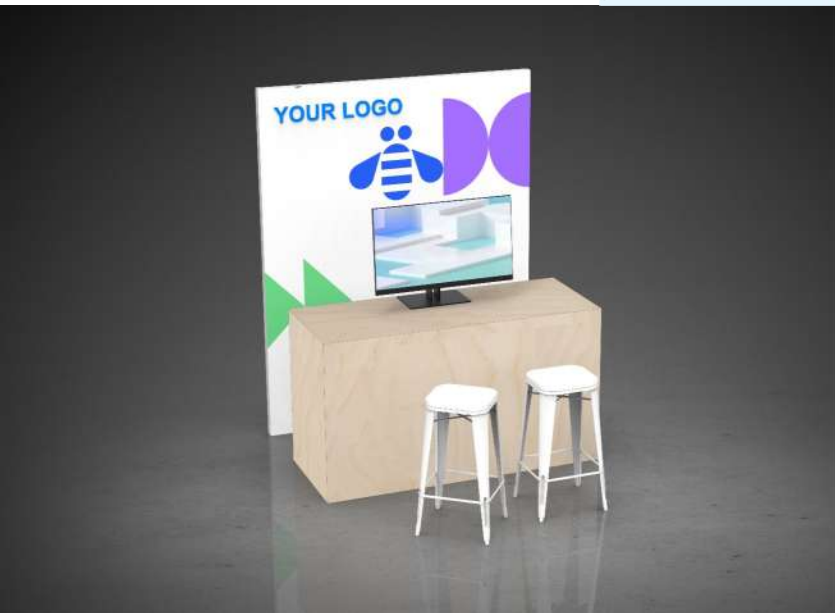
One time pre-event registration list (company names only) provided 3 weeks before the event

\* 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 opening on March 5

# 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 opening on March 5

# Add-on Sponsorship Opportunities

- A full list of additional sponsorship opportunities will be available in March 2024
- Most options will require purchase of a base sponsorship package



## Conference Meals & Breaks such as:

- Networking breakfasts or lunches
- Food truck/unique catering with branding



## Entertainment & Networking options such as:

- Opening Night Block Party in the Sandbox (Monday)
- Special Evening Event (Tuesday)



## Branding options such as:

- Mobile app ads
- Gamification Leadership Board
- Charging stations



## “Unique Experience” options such as:

- Hidden Snack Lounge
- “Give Back” Sponsorship
- “Skills Build” Exclusive Sponsor



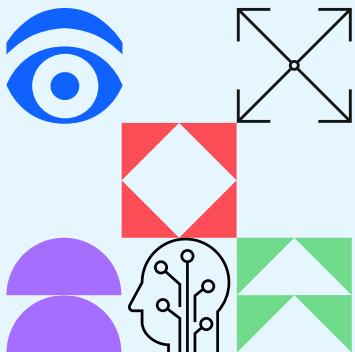
# Week at-a-Glance

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!](#))

# 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)

### Additional sponsorship options:

- Details about “add-on” sponsorship options will be released in March

### Group Pass Program:

- Will open, along with client and business partner registration, on March 5; visit [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.

## March

- Client and Partner registration opens
- Sponsorship sales fully underway
- Add-on sponsor options finalized and added to prospectus
- Exhibitor Portal (ERC) opens with initial tasks



## April–Sept.

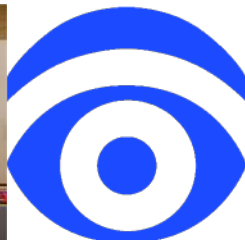
- Planning, design, logistics continue
- Full Exhibitor Portal (ERC) opens in June



## October 21–24

- IBM TechXchange Conference 2024

# 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

