Data and AI Virtual Forum

Sponsorship Opportunities

IBM

Talent
Now available
on-demand ›

Trust
July 29 ›

Data
September 16 ›

Overcome challenges and accelerate your journey to AI

AI is the main ingredient to help organizations quickly pivot in today's environment and ensure a successful digital transformation. To successfully scale AI, organizations need to overcome three common challenges: talent scarcity, data complexity, and a lack of trust in AI systems.

We're launching a series of Data and AI Virtual Forums, specifically designed to give you the tools to tackle the talent, trust, and data barriers to AI. Join us to experience client stories, connect with IBM executives and experts, and understand how IBM is helping you accelerate your journey to AI.

Top 5 reasons to sponsor

1. Increase your visibility among clients, business partners, industry leaders, IBM Executives and the IBM technical team.
2. Forge new partnerships, build stronger relations, and grow your business.
3. Demonstrate leadership in your industry.
4. Strengthen attendee knowledge of your products and services.
5. Turn opportunities into outcomes with the captured leads from the event.

Top 5 attendee interest areas	Top 5 attendee job roles	Attendees by geography	
Data Science	CEO	North America	*50%*
AI for Customer Service	Director	Europe	*15%*
AI for IT Operations	Manager	Latin America	*14%*
Cloud Pak for Data	Consultant	Asia Pacific	*12%*
Data Modernization	Data Scientist	Middle East	*7%*
		China & Japan	*2%*

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Virtual Forum

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Sponsorship Level

	Platinum Unlimited	**Gold** Unlimited	**Bronze** Up to 10
Event	Sept 2020	Sept 2020	Sept 2020
Pricing (net)	$15,000	$7,500 or 125 client registrations* AND at least one Executive Meeting**	25 client registrations* AND at least one Executive Meeting**
Dedicated virtual booth space* (welcome video, direct messaging, content repository, survey for giveaway)	✓	✓	–
Featured in event lobby	✓	✓	✓
Sponsor online lead report	✓	✓	–
Company name included in logistics pre-event email to participants	✓	✓	✓
Company name/ logo included in post-event email to all attendees	✓	✓	✓
Booth speaking opportunity*	Two Sessions	–	–

Interested in sponsoring the September
Data and AI Virtual Forum ?

Reach out to Marc Miller for more information.

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Sponsorships must be finalized by September 4, 2020.

*Must be a client or prospect and register through unique partner URL. Partner driven registrations will be excluded from IBM event follow-up. Client registration option is not applicable to VADs.

**Executive meetings must include a client/prospect.

***Content to be approved by IBM. Sponsor to produce all content.