think 2020
May 4–7, 2020 | Moscone Center | San Francisco, CA
Sponsorship Prospectus
Join us at Think 2020

May 4–7, 2020
Moscone Center
San Francisco, CA

Be a part of the world’s most celebrated technology gathering. Think is where the problems of tomorrow meet the minds of 40,000+ C-level executives, IT managers, architects and practitioners who are ready to change the world today.

Spotlight your ideas, innovations and industry leadership. Amplify your brand presence, forge meaningful connections and share your groundbreaking ideas with the influential people seeking expertise on the technologies and topics that are changing our world.

Let’s lead change together. Let’s put smart to work.

Contact our Sales team for more information on shaping a unique package to fit your sponsorship objectives. Customized Premier Sponsorships are available.

Ready to sign on? Apply to be a sponsor here.
“Being a Premier Sponsor of Think 2019 gave Rocket Software the unparalleled ability to connect with thousands of potential customers and partners. IBM and Rocket have been empowering legacy solutions together for more than 25 years, and to be able to communicate this message on such a large scale was extremely valuable.”

— Andy Youniss, 
President and Chief Executive Officer 
Rocket Software
Think 2019 by the Numbers

30,000+
Attendees

52.8 M
Social Media Impressions

121
Countries Represented

3,100+
Unique Speakers

25,000+
Unique Attendees visited Campus Expo

857,000
Live Stream Views

82%
of Think 2019 attendees will attend 2020

250+
Labs and Certifications

71,000+
Leads Scanned

1.1 M
Live Stream Views for Chairman’s Address

2,000+
Breakout Sessions
### 2019 Sponsors

<table>
<thead>
<tr>
<th>Premier Sponsors</th>
<th>Platinum Sponsors</th>
<th>Gold Sponsors</th>
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</thead>
<tbody>
<tr>
<td>redhat</td>
<td>accenture</td>
<td>AppFusions.</td>
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<tr>
<td>Rocket</td>
<td>Capgemini</td>
<td>sogeti</td>
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<td>salesforce</td>
<td>Cognizant</td>
<td>Drakon</td>
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<td>SAP</td>
<td>KPMG with Watson</td>
<td>Infosys.</td>
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<td>VMware</td>
<td>RELIABiQt</td>
<td>Miracle</td>
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<td>D'TechData</td>
<td>Prolifics.</td>
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<td>Tata Consultancy Services</td>
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<td>Cisco</td>
<td>Aricent</td>
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<td>Intel</td>
<td>People Who Get It</td>
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<td>NUTANIX</td>
<td>Fortinet.</td>
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<td>servicenow</td>
<td>Lenovo.</td>
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<td>IBM Watson Media</td>
<td>NetApp</td>
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<td>The Weather Company</td>
<td>Qualys. Systems</td>
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<td></td>
<td>wipro</td>
<td>Tech Mahindra</td>
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<td>CloudFlare</td>
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<td>Cloudera</td>
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<td>CIO magazine</td>
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<td>Skybox</td>
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<td>Zerto.</td>
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</table>
Who Comes to Think?

Role:
- 33% IT Professional
- 23% IT Manager
- 13% Line of Business Professional
- 11% C-Level Executive
- 10% Line of Business Manager
- 6% Other
- 4% Consultant

Sector:
- 28% Financial Services
- 20% Distribution
- 16% Public
- 13% Industrial
- 11% Communications
- 7% Computer Services
- 4% Professional Services
- 1% Other

Industries:
- Aerospace & Defense
- Automotive
- Banking
- Chemicals & Petroleum
- Computer Services
- Consumer Products
- Education
- Electronics
- Energy & Utilities
- Financial Markets
- Government, Central/Federal
- Government, State/Provincial/Local
- Healthcare
- Industrial Products
- Insurance
- Life Sciences
- Media & Entertainment
- Professional Services
- Retail
- Telecommunications
- Travel & Transportation
- Wholesale Distribution & Services

33% IT Professional
23% IT Manager
13% Line of Business Professional
11% C-Level Executive
10% Line of Business Manager
6% Other
4% Consultant

28% Financial Services
20% Distribution
16% Public
13% Industrial
11% Communications
7% Computer Services
4% Professional Services
1% Other
Why Sponsor?

Boost Your Brand
Share your message and mission through our new and enhanced packages.

Spotlight Your IBM Partnership
Showcase your shared commitment to transforming business with IBM.

Build Lasting Connections
Meet new prospects through exciting networking opportunities.
What’s New at Think 2020?

The Focus is on You

— A 75% growth in IBM priority customer attendance fuels a richer pipeline of quality prospects.

— Enhanced package offerings meet your business goals — and budgets.

— More speaking sessions enable you to showcase thought leadership.

— The NEW digital-only package offers you an unbeatable first-time foray into Think.

— Programming, focused on technical content, increases exposure to your solutions.
Sponsorship Offerings

“VMware’s cloud strategy focuses on deep partnerships with major cloud providers to enable and streamline hybrid cloud adoption. Our partnership with IBM is a perfect example of this. To help accelerate our customers’ IT and business priorities, we participate in industry events like IBM Think. IBM Think is a key platform supporting our strategy since we are able to share the latest advancements coming from our partnership, and how together, we can help solve for the complexities of today’s multi-cloud world.”

— Chris Kibler,
Director, Cloud Provider Marketing
VMware
## Think 2020 | Sponsorship Packages at a Glance

<table>
<thead>
<tr>
<th>Pre-Event Marketing Exposure</th>
<th>Platinum - $200,000</th>
<th>Gold - $125,000</th>
<th>Silver - $60,000</th>
<th>Bronze - $15,000</th>
<th>Digital Only - $7,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo included in demand generation emails</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Company listing on IBM Think Conference website</td>
<td>Logo/hyperlink</td>
<td>Logo/hyperlink</td>
<td>Logo/hyperlink</td>
<td>Logo/hyperlink</td>
<td>Name/hyperlink</td>
</tr>
<tr>
<td>Company description featured on IBM Think Conference website</td>
<td>75 words</td>
<td>50 words</td>
<td>25 words</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Company logo/hyperlink and company description on mobile app</td>
<td>75 words</td>
<td>50 words</td>
<td>25 words</td>
<td>25 words</td>
<td>-</td>
</tr>
<tr>
<td>Access to press list (prior to event opening)</td>
<td>✓</td>
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</tr>
</tbody>
</table>

### Onsite Expo Experience

<table>
<thead>
<tr>
<th>Turnkey Booth</th>
<th>30x30</th>
<th>10x20</th>
<th>10x10</th>
<th>5x5 Kiosk</th>
<th>Shared Lounge with Demo and Meeting Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanded Sponsor Booth Graphics (subject to IBM approval)</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Access to IBM Dedicated Sponsor Environment</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Power drop(s) in booth</td>
<td>7</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Lead retrieval unit(s) (leads captured and downloadable)</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Dedicated meeting room in Campus Expo</td>
<td>10x10</td>
<td>10x10</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

### Onsite Access

| Access to Executive Meeting Center scheduling tool | ✓ | ✓ | ✓ | ✓ | - |
| Full Conference Sponsor passes — includes access to all sessions | 30 | 20 | 10 | 5 | 2 |
| Discover passes to share with your customers – includes access to show floor and all sessions on the show floor, campus receptions, lunches and coffee breaks. | 5 | 4 | 3 | - | - |
| Additional Full Conference passes available for $1,795 | ✓ | ✓ | ✓ | ✓ | ✓ |

*New in 2020

*Digital Only Sponsorship is for first time sponsors only.*
## Think 2020 | Sponsorship Packages at a Glance

<table>
<thead>
<tr>
<th></th>
<th>Platinum - $200,000</th>
<th>Gold - $125,000</th>
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<th>Bronze - $15,000</th>
<th>Digital Only - $7,500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Onsite Access</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reserved seating in Main Keynote</td>
<td>3</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sponsor Hotel Room Block</td>
<td>15 rooms</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Onsite Marketing Exposure</strong></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breakout Session (40 minutes; Technical or Business/Industry) Includes leads scanned during session</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>20-minute Lightning Session in Business Partner Theater (Session recorded. Raw footage to be shared with sponsor post event)</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Hands-on lab, self paced on-line course</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Promotional video rotating on digital signage onsite</td>
<td>(1) 60-second Video</td>
<td>(1) 30-second Video</td>
<td>(1) 30-second Video</td>
<td>Static Ad</td>
<td>-</td>
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<tr>
<td>theCUBE live stream interview for up to two executives</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Mobile App Show Floor Map Call-Out</td>
<td>Logo</td>
<td>Logo</td>
<td>Name Only</td>
<td>Name Only</td>
<td>Logo</td>
</tr>
<tr>
<td>Logo Branding on IBM Think Shuttles</td>
<td>✓</td>
<td>-</td>
<td>-</td>
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<td>-</td>
</tr>
<tr>
<td>Onsite Signage: Thank you to our Sponsors</td>
<td>Logo</td>
<td>Logo</td>
<td>Name Only</td>
<td>Digital Only</td>
<td>Digital Only</td>
</tr>
<tr>
<td><strong>Post-Event Marketing Exposure</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion on IBM Think social media venue for up to 30 days post event</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Company logo featured in Sponsorship Thank You email</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Lightning Session available on IBM Think Conference website post event</td>
<td>✓</td>
<td>-</td>
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</tr>
</tbody>
</table>

### New in 2020

- Drive additional traffic to your website via IBM Think mobile app and website.
- New in 2020, Mobile App Show Floor Map Call-Out.

**Note:** All Full Conference passes, included in sponsorship packages or purchased additionally, are based on the published bulk badge rate of $1,795. Badges are non-refundable.
# Platinum Sponsorship Overview

| Price: $200,000 | Sponsorships available: 20 |

## Pre-Event Marketing Exposure
- Company logo included in demand generation emails
- Company logo/hyperlink and 75-word company description on IBM Think Conference website
- Company logo/hyperlink and 75-word company description on mobile app
- Access to press list (prior to event opening)

## Onsite Expo Experience
- (30 x 30) Turnkey Booth
- Expanded Sponsor Booth Graphics (subject to IBM approval)
- Access to IBM Dedicated Sponsor Environment
- (7) Power drops in booth
- (5) Lead retrieval units (leads captured and downloadable)
- (10 x 10) Dedicated meeting room in Campus Expo

## Onsite Access
- Access to Executive Meeting Center scheduling tool
- (30) Full Conference Sponsor passes — includes access to all sessions
- Additional Full Conference passes available for $1,795
- (5) Discover passes

## Onsite Marketing Exposure
- (1) Breakout Session (40 minutes; Technical or Business/Industry)  
  *Includes leads scanned during session*
- (1) 20-minute Lightning Session in Business Partner Theater  
  *(Session recorded. Raw footage to be shared with sponsor post event)*
- (1) Hands-on Lab (Self-paced, on-line course)
- (1) 60-second promotional video rotating on digital signage onsite
- (1) theCUBE live stream interview for up to two executives
- Mobile App Show Floor Map Call-Out (Logo Inclusion)
- Logo Branding on IBM Think Shuttles

## Onsite Signage: Thank you to our Sponsors (Logo Inclusion)

## Post-Conference Exposure
- Promotion on IBM Think social media venue for up to 30 days post event
- Company logo featured in Sponsorship Thank You email
- Lightning Session available on IBM Think Conference website post event
## Gold Sponsorship Overview  |  Price: $125,000  |  Sponsorships available: 34

### Pre-Event Marketing Exposure
- Company logo/hyperlink and 50-word company description on IBM Think Conference website
- Company logo/hyperlink and 50-word company description on mobile app

### Onsite Expo Experience
- (10 x 20) Turnkey Booth
- Expanded Sponsor Booth Graphics (subject to IBM approval)
- Access to IBM Dedicated Sponsor Environment
- (5) Power drops in booth
- (3) Lead retrieval units (leads captured and downloadable)
- (10 x 10) Dedicated meeting room in Campus Expo

### Onsite Access
- Access to Executive Meeting Center scheduling tool
- (20) Full Conference Sponsor passes — includes access to all sessions
- Additional Full Conference passes available for $1,795
- (4) Discover passes
- (2) Reserved seats in Main Keynote

### Onsite Marketing Exposure
- (1) Breakout Session (40 minutes; Technical or Business/Industry)  
  *Includes leads scanned during session*
- (1) 30-second promotional video rotating on digital signage onsite
- Mobile App Show Floor Map Call-Out (Logo Inclusion)
- Onsite Signage: Thank you to our Sponsors (Logo Inclusion)
### Silver Sponsorship Overview | Price: $60,000 | Sponsorships available: 40

<table>
<thead>
<tr>
<th>Pre-Event Marketing Exposure</th>
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<tbody>
<tr>
<td>Company logo/hyperlink and 25-word company description on IBM Think Conference website</td>
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<tr>
<td>Company logo/hyperlink and 25-word company description on mobile app</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Onsite Expo Experience</th>
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<tbody>
<tr>
<td>(10 x 10) Turnkey Booth</td>
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<tr>
<td>Access to IBM Dedicated Sponsor Environment</td>
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<tr>
<td>(3) Power drops in booth</td>
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<tr>
<td>(2) Lead retrieval units (leads captured and downloadable)</td>
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</table>

<table>
<thead>
<tr>
<th>Onsite Access</th>
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<tbody>
<tr>
<td>Access to Executive Meeting Center scheduling tool</td>
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<tr>
<td>(10) Full Conference Sponsor passes — includes access to all sessions</td>
<td></td>
</tr>
<tr>
<td>Additional Full Conference passes available for $1,795</td>
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<tr>
<td>(3) Discover passes</td>
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</table>

<table>
<thead>
<tr>
<th>Onsite Marketing Exposure</th>
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<tbody>
<tr>
<td>(1) 30-second promotional video rotating on digital signage onsite</td>
<td></td>
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<tr>
<td>Mobile App Show Floor Map Call-Out (Name Only)</td>
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<tr>
<td>Onsite Signage: Thank you to our Sponsors (Name Only)</td>
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</table>
### Bronze Sponsorship Overview

| Price: $15,000 | Sponsorships available: 40 |

<table>
<thead>
<tr>
<th>Pre-Event Marketing Exposure</th>
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<tbody>
<tr>
<td>Company listing on IBM Think Conference website (logo/hyperlink)</td>
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<tr>
<td>Company logo/hyperlink and 25-word company description on mobile app</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Onsite Expo Experience</th>
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</thead>
<tbody>
<tr>
<td>(5 x 5) Kiosk</td>
</tr>
<tr>
<td>Access to IBM Dedicated Sponsor Environment</td>
</tr>
<tr>
<td>(1) Power drop in booth</td>
</tr>
<tr>
<td>(1) Lead retrieval unit (leads captured and downloadable)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Onsite Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to Executive Meeting Center scheduling tool</td>
</tr>
<tr>
<td>(5) Full Conference Sponsor passes — includes access to all sessions</td>
</tr>
<tr>
<td>Additional Full Conference passes available for $1,795</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Onsite Marketing Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Static ad rotating on digital signage onsite</td>
</tr>
<tr>
<td>Mobile App Show Floor Map Call-Out (Name Only)</td>
</tr>
<tr>
<td>Onsite Signage: Thank you to our Sponsors (Digital Only)</td>
</tr>
</tbody>
</table>
NEW for 2020

Digital-Only Sponsorship Overview  |  Price: $7,500  |  Sponsorships available: 40

Starting this year, we are thrilled to offer an entry-level digital package. This is an unbeatable opportunity — exclusively for first-time sponsors — to get a taste of Think and benefit from the exposure and ROI a sponsorship can deliver for your business.

Pre-Event Marketing Exposure
Company listing on IBM Think Conference website (Name/hyperlink)

Onsite Expo Experience
Shared Lounge with Demo Pods and Meeting Spaces
Access to IBM Dedicated Sponsor Environment

Onsite Access
(2) Full Conference Sponsor passes — includes access to all sessions
Additional Full Conference passes available for $1,795

Onsite Marketing Exposure
Mobile App Show Floor Map Call-Out (Name Only)
Onsite Signage: Thank you to our Sponsors (Digital Only)
Package Enhancements
High-visibility promotional opportunities, beyond a banner and a booth, will amplify your brand with powerful and emotional touchpoints.

Please contact our team to determine which opportunities best engage the people you want to talk to, showcase your brand and fit your budget.
<table>
<thead>
<tr>
<th>Branding</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shuttle Bus Wrap</strong>&lt;br&gt;Cost: $20,000&lt;br&gt;Opportunities available: 10</td>
<td>Co-sponsor a bus graphic. Thousands of attendees hop aboard complimentary shuttles going to and from the conference. This highly visible opportunity promotes your brand across the conference as well as across San Francisco. Your logo will be incorporated into the IBM-branded graphics.</td>
</tr>
<tr>
<td><strong>Recharge Stations</strong>&lt;br&gt;Price: $20,000&lt;br&gt;Opportunities Available: 2</td>
<td>Sponsor two kiosks at the conference where attendees can recharge their electronics between sessions. Feature your brand in a 30-second video at the kiosk. In addition, your logo will be incorporated into the IBM-branded graphics.</td>
</tr>
<tr>
<td><strong>Video on Digital Screens</strong>&lt;br&gt;Price: $6,000&lt;br&gt;Opportunities available: Multiple</td>
<td>Achieve high brand visibility with your company’s message featured in a one-minute video. Your video will be part of a continuously rotating loop shown on a variety of high-traffic screens located throughout the conference.</td>
</tr>
<tr>
<td><strong>Ad on Digital Screens</strong>&lt;br&gt;Price: $3,000&lt;br&gt;Opportunities available: Multiple</td>
<td>Amplify your company’s brand message with a digital still advertisement. Ads will be shown on rotating loop screens located throughout the conference.</td>
</tr>
</tbody>
</table>

Please note: *All sponsorship opportunities are subject to change and require IBM approval.*
Speaking

Breakout Session
Price: $25,000
Opportunities available: Limited Quantity
Generate buzz by delivering a Technical or Business/Industry educational presentation during a 40-minute breakout session. Topic and content submitted are subject to IBM approval.

theCUBE Livestream Interview
Price: $20,000
Opportunities available: Limited Quantity
Extend your reach through live content onsite and amplify an executive from your organization who will give an exclusive 20-minute interview at theCUBE. Each broadcast feeds to dozens of digital platforms, including theCUBE’s own organic community. One livestreamed CUBE Session is included in this opportunity. Interview will be recorded for your replay purposes.

Lightning Session
Price: $15,000
Opportunities available: Limited Quantity
Share your experience with implementing IBM solutions during a 20-minute lightning session at the Business Partner Theater in the Campus Expo. Topic and content submitted are subject to IBM approval.

Speakers’ Corner
Price: $5,000
Opportunities available: Limited Quantity
NEW for 2020
Grab eyes and ears at this friendly corner of IBM Think. This stage is designed for you to share your message, solutions, and passion with our community in a fresh, new way. Book your 15-minute slot and bring Thinkers in droves to hear directly from you at this engaging and authentic platform.

Please note: All sponsorship opportunities are subject to change and require IBM approval.
Entertaining

Pub Crawl
Price: $12,000
Opportunities available: 10

VIP Breakfast, Lunch, Dinner
Price: Customized pricing
Opportunities available: Limited quantities

Stay tuned for more opportunities to entertain Think 2020 guests.

Contact our Sales Team for custom options here.

Take your booth to the next level by participating in an evening reception pub crawl. Host beers at your booth to give attendees a “taste” of your latest products, services and innovations while enjoying their favorite libation.

Co-sponsor a breakfast, lunch, dinner or happy hour for VIP attendees at one of many prominent restaurants conveniently located near Moscone Center. Network and engage with attendees while treating them to a memorable dining experience. Sponsorship covers the venue rental. Food and beverage minimums must be met. Cost is subject to current market price. Contact our team for more information.

Please note: All sponsorship opportunities are subject to change and require IBM approval.
### Pedicabs
**Price:** $35,000  
**Opportunities available:** 3

Be known as the company helping Thinkers seamlessly weave their way around San Francisco via a fleet of attention-getting pedicabs. Bold graphics and operators wearing your logo’d attire (provided by sponsor) means your brand will get noticed far and wide.

### Headshots
**Price:** $20,000  
**Opportunities available:** 1

Attendees literally line up for a new, professional headshot. Stand out with this one-of-a-kind headshot experience, guaranteed to generate high traffic and brand awareness across the show floor. Your branding will be incorporated with IBM branding.

### Shoeshine
**Price:** $20,000  
**Opportunities available:** 2

Put your best foot forward at this uniquely engaging shoeshine station. This isn’t your average shoeshine experience: stations will be staffed by brand ambassadors who will delight attendees with conversation on your company’s presence at the conference. Your logo will be incorporated into the IBM branding.

---

**Please note:** All sponsorship opportunities are subject to change and require IBM approval.
Become a Sponsor

1

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