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 32,000 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

Premier Sponsors
- redhat
- Rocket
- salesforce
- SAP
- VMware

Platinum Sponsors
- accenture
- Capgemini
- Cognizant
- KPMG
- RELIQUEST
- TechData
- VEEAM
- CA Technologies
- Cisco
- Intel
- NUTANIX
- ServiceNow
- IBM Watson Media
- The Weather Company
- Wipro

Gold Sponsors
- AppFusions
- Box
- Dragondog
- Infosys
- Miracle
- Prolifics
- Tata Consultancy Services
- Altran
- Aricent
- BT
- Fortinet
- Lenovo
- NetApp
- Qualys
- Tech Mahindra
- Cloudera
- Cloudflare
- MX
- Mendix
- Pericient
Who Comes to Think?

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

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
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 multicloud world.”

— Chris Kibler
Director, Cloud Provider Marketing
VMware
## Pre-Event Marketing Exposure

<table>
<thead>
<tr>
<th></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>-</td>
<td>-</td>
</tr>
<tr>
<td>Access to press list (prior to event opening)</td>
<td>✓</td>
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</tr>
</tbody>
</table>

## On-site 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>
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<td>-</td>
</tr>
</tbody>
</table>

## On-site 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 $1,695 | ✓ | ✓ | ✓ | ✓ | ✓ |

*New in 2020

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

<table>
<thead>
<tr>
<th><strong>On-site Access (Continued)</strong></th>
<th><strong>Platinum - $200,000</strong></th>
<th><strong>Gold - $125,000</strong></th>
<th><strong>Silver - $60,000</strong></th>
<th><strong>Bronze - $15,000</strong></th>
<th><strong>Digital Only - $7,500</strong></th>
</tr>
</thead>
<tbody>
<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>
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</tbody>
</table>

**On-site Marketing Exposure**

<table>
<thead>
<tr>
<th><strong>Breakout session (40 minutes; Technical or Business/Industry)</strong></th>
<th><strong>Platinum - $200,000</strong></th>
<th><strong>Gold - $125,000</strong></th>
<th><strong>Silver - $60,000</strong></th>
<th><strong>Bronze - $15,000</strong></th>
<th><strong>Digital Only - $7,500</strong></th>
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</thead>
<tbody>
<tr>
<td>Includes leads scanned during session</td>
<td>1</td>
<td>1</td>
<td>-</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>20-minute lightning session in Business Partner Theater</strong></th>
<th><strong>Platinum - $200,000</strong></th>
<th><strong>Gold - $125,000</strong></th>
<th><strong>Silver - $60,000</strong></th>
<th><strong>Bronze - $15,000</strong></th>
<th><strong>Digital Only - $7,500</strong></th>
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<tbody>
<tr>
<td>(Session recorded. Raw footage to be shared with sponsor post-event)</td>
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<table>
<thead>
<tr>
<th><strong>Hands-on lab, self-paced online course</strong></th>
<th><strong>Platinum - $200,000</strong></th>
<th><strong>Gold - $125,000</strong></th>
<th><strong>Silver - $60,000</strong></th>
<th><strong>Bronze - $15,000</strong></th>
<th><strong>Digital Only - $7,500</strong></th>
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<table>
<thead>
<tr>
<th><strong>Promotional video rotating on digital signage on-site</strong></th>
<th><strong>Platinum - $200,000</strong></th>
<th><strong>Gold - $125,000</strong></th>
<th><strong>Silver - $60,000</strong></th>
<th><strong>Bronze - $15,000</strong></th>
<th><strong>Digital Only - $7,500</strong></th>
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</thead>
<tbody>
<tr>
<td>(1) 60-second video</td>
<td>(1) 30-second video</td>
<td>(1) 30-second video</td>
<td>Static ad</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>theCUBE live stream interview for up to two executives</strong></th>
<th><strong>Platinum - $200,000</strong></th>
<th><strong>Gold - $125,000</strong></th>
<th><strong>Silver - $60,000</strong></th>
<th><strong>Bronze - $15,000</strong></th>
<th><strong>Digital Only - $7,500</strong></th>
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<thead>
<tr>
<th><strong>Mobile app show floor map call-out</strong></th>
<th><strong>Platinum - $200,000</strong></th>
<th><strong>Gold - $125,000</strong></th>
<th><strong>Silver - $60,000</strong></th>
<th><strong>Bronze - $15,000</strong></th>
<th><strong>Digital Only - $7,500</strong></th>
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<tbody>
<tr>
<td>Logo</td>
<td>Logo</td>
<td>Name only</td>
<td>Name only</td>
<td>Logo</td>
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</table>

<table>
<thead>
<tr>
<th><strong>On-site signage: Thank you to our Sponsors</strong></th>
<th><strong>Platinum - $200,000</strong></th>
<th><strong>Gold - $125,000</strong></th>
<th><strong>Silver - $60,000</strong></th>
<th><strong>Bronze - $15,000</strong></th>
<th><strong>Digital Only - $7,500</strong></th>
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<td>Logo</td>
<td>Logo</td>
<td>Name only</td>
<td>Digital only</td>
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</table>

**Post-Event Marketing Exposure**

<table>
<thead>
<tr>
<th><strong>Promotion on IBM Think social media venue for up to 30 days post-event</strong></th>
<th><strong>Platinum - $200,000</strong></th>
<th><strong>Gold - $125,000</strong></th>
<th><strong>Silver - $60,000</strong></th>
<th><strong>Bronze - $15,000</strong></th>
<th><strong>Digital Only - $7,500</strong></th>
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</table>

<table>
<thead>
<tr>
<th><strong>Company logo featured in Sponsorship Thank You email</strong></th>
<th><strong>Platinum - $200,000</strong></th>
<th><strong>Gold - $125,000</strong></th>
<th><strong>Silver - $60,000</strong></th>
<th><strong>Bronze - $15,000</strong></th>
<th><strong>Digital Only - $7,500</strong></th>
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<tbody>
<tr>
<td>✓</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Lightning session available on IBM Think Conference website post-event</strong></th>
<th><strong>Platinum - $200,000</strong></th>
<th><strong>Gold - $125,000</strong></th>
<th><strong>Silver - $60,000</strong></th>
<th><strong>Bronze - $15,000</strong></th>
<th><strong>Digital Only - $7,500</strong></th>
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<tbody>
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</table>

*New in 2020*

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 nonrefundable.
## Platinum Sponsorship Overview

| Price: $200,000 | Sponsorships available: 14 |

### 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)

### On-site 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

### On-site Access
- Access to Executive Meeting Center scheduling tool
- (30) Full Conference sponsor passes — includes access to all sessions
- Additional Full Conference passes available for $1,695
- (5) Discover passes

### On-site Marketing Exposure
- (1) Breakout session (60 minutes: Discover or Technology)  
  *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, online course
- (1) 60-second promotional video rotating on digital signage on-site
- (1) theCUBE live stream interview for up to two executives
  
  Mobile app show floor map call-out (including logo)
- On-site signage: Thank you to our Sponsors (including logo)

### 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

### On-site 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

### On-site Access
- Access to Executive Meeting Center scheduling tool
- *(20)* Full Conference sponsor passes — includes access to all sessions
- Additional Full Conference passes available for $1,695
- *(4)* Discover passes
- *(2)* Reserved seats in Main Keynote

### On-site Marketing Exposure
- *(1)* Breakout session (60 minutes: Discover or Technology)  
  *Includes leads scanned during session*
- *(1)* 30-second promotional video rotating on digital signage on-site
- Mobile app show floor map callout (including logo)
- On-site signage: Thank you to our Sponsors (including logo)
# Silver Sponsorship Overview

| Price: $60,000 | Sponsorships available: 50 |

## Pre-Event Marketing Exposure
- Company logo/hyperlink and 25-word company description on IBM Think Conference website
- Company logo/hyperlink and 25-word company description on mobile app

## On-site Expo Experience
- (10 x 10) turnkey booth
- Access to IBM dedicated sponsor environment
- (3) Power drops in booth
- (2) Lead retrieval units (leads captured and downloadable)

## On-site Access
- Access to Executive Meeting Center scheduling tool
- (10) Full Conference sponsor passes — includes access to all sessions
- Additional Full Conference passes available for $1,695
- (3) Discover passes

## On-site Marketing Exposure
- (1) 30-second promotional video rotating on digital signage on-site
- Mobile app show floor map callout (name only)
- On-site signage: Thank you to our Sponsors (name only)
### Bronze Sponsorship Overview  |  Price: $15,000  |  Sponsorships available: 40

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

<table>
<thead>
<tr>
<th>On-site Expo Experience</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(5 x 5) Kiosk</td>
<td></td>
</tr>
<tr>
<td>Access to IBM dedicated sponsor environment</td>
<td></td>
</tr>
<tr>
<td>(1) Power drop in booth</td>
<td></td>
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<tr>
<td>(1) Lead retrieval unit (leads captured and downloadable)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>On-site Access</th>
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<tbody>
<tr>
<td>Access to Executive Meeting Center scheduling tool</td>
<td></td>
</tr>
<tr>
<td>(5) Full Conference sponsor passes — includes access to all sessions</td>
<td></td>
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<tr>
<td>Additional Full Conference passes available for $1,695</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>On-site Marketing Exposure</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>(1) Static ad rotating on digital signage on-site</td>
<td></td>
</tr>
<tr>
<td>Mobile app show floor map callout (name only)</td>
<td></td>
</tr>
<tr>
<td>On-site signage: Thank you to our Sponsors (digital only)</td>
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</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.

<table>
<thead>
<tr>
<th>Pre-Event Marketing Exposure</th>
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</thead>
<tbody>
<tr>
<td>Company listing on IBM Think Conference website (name/hyperlink)</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>On-site Expo Experience</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Shared lounge with demo pods and meeting spaces</td>
<td></td>
</tr>
<tr>
<td>Access to IBM dedicated sponsor environment</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On-site Access</th>
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<tbody>
<tr>
<td>(2) Full Conference sponsor passes — includes access to all sessions</td>
<td></td>
</tr>
<tr>
<td>Additional Full Conference passes available for $1,695</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>On-site Marketing Exposure</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Mobile app show floor map callout (name only)</td>
<td></td>
</tr>
<tr>
<td>On-site signage: Thank you to our Sponsors (digital only)</td>
<td></td>
</tr>
</tbody>
</table>
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.
### 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.

### Recharge Stations
Price: $20,000  
Opportunities Available: 2  

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.

### Video on Digital Screens
Price: $6,000  
Opportunities available: Multiple  

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.

### Ad on Digital Screens
Price: $3,000  
Opportunities available: Multiple  

Amplify your company’s brand message with a digital still advertisement. Ads will be shown on rotating loop screens located throughout the conference.

---

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

<table>
<thead>
<tr>
<th><strong>Expo Bag</strong></th>
<th><strong>Hotel Key Cards</strong></th>
<th><strong>Roaming Giveaway</strong></th>
<th><strong>Contact our Sales Team</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Price: $42,000</td>
<td>Price: $30,000</td>
<td>Price: $5,000</td>
<td>for custom options <a href="#">here</a></td>
</tr>
<tr>
<td>Opportunities available: 1</td>
<td>Opportunities Available: 1</td>
<td>Opportunities available: 3</td>
<td></td>
</tr>
</tbody>
</table>

Visibility is in the bag with this singular opportunity to provide attendees with a coveted tote for all their swag. 15,000 co-branded bags will be distributed to attendees from self-serve stands and by Think ambassadors handing out directly to attendees. Sure to be a Think keepsake for years, your brand will travel with attendees from the Think campus to their home bases.

Get your brand into the hands of attendees quickly. When attendees check in to any of the three Tier 1 hotels closest to Moscone, their first touch with you will be a prominently branded key card. Each hotel will distribute 1,825 branded, double-sided room cards to registered Think attendees at hotel check-in. Be the brand helping attendees unlock their doors to the future.

Blitz the floor and get noticed with brand ambassadors handing out the swag of your choice to attendees. Two brand ambassadors will target an IBM-approved, high-traffic area to hand out your sure-to-be-coveted giveaways and drive traffic to your booth. These one-hour slots will generate buzz all over the Think campus.

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

Do you have a branding idea to propose? Let’s talk.
## 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 on-site 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

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.

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Please note: All sponsorship opportunities are subject to change and require IBM approval.
<table>
<thead>
<tr>
<th>10'x10' Dedicated meeting room in Campus Expo</th>
<th>Pub Crawl</th>
<th>Social Media Photo Booth</th>
<th>Food and Beverage Pop-Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price: $12,500</td>
<td>Price: $12,000</td>
<td>Price: $10,000</td>
<td>Price: Customized pricing</td>
</tr>
<tr>
<td>Opportunities available: 5</td>
<td>Opportunities available: 10</td>
<td>Opportunities available: 2</td>
<td>Opportunities available: Limited quantities</td>
</tr>
</tbody>
</table>

Curate connections and continue conversations in meaningful ways with a dedicated meeting room in the Campus Expo. Each room is furnished with (1) table, (4) chairs, (1) power drop and (1) door sign. Meeting rooms are available during Campus Expo hours.

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.

A picture is worth a thousand words, especially when it goes social. Feature a sleek SnapBar selfie station in your booth and bring your presence at Think into the social sphere. Each selfie station includes an ambassador to assist attendees with posing and posting. Attendees choose from a branded picture, GIF or Boomerang to send to themselves and share on social platforms. Available exclusively to Gold Sponsors and above.

Have our team plan a customized pop-up experience to help drive traffic to your booth. Whether it be a specialty coffee cart, sweet treat or beyond, our experts will make all the arrangements. All food and beverage options and times available on the show floor are subject to IBM approval. Available to Gold and above sponsorship packages only.

Please note: All sponsorship opportunities are subject to change and require IBM approval.
Social Media Vending Machine
Price: $40,000
Opportunities available: 1

Shoeshine
Price: $20,000
Opportunities available: 2

Head Shots
Price: $20,000
Opportunities available: 1

Social currency takes on new meaning at this unique vending machine. For an attendee to receive your giveaway from the machine, they must send out a tweet with your customized hashtag. Co-branded with Think, your vending machine will be located in a highly visible and active location. You control the design and supply of your custom giveaways inside the machine.

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 in the IBM branding.

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

Do you have a rewarding idea to propose? Let’s talk.

Contact our Sales Team for custom options here.

Please note: All sponsorship opportunities are subject to change and require IBM approval.
### Mobile App Opportunities

**Mobile Push Notification**
- Price: $5,000
- Opportunities available: 2

Cast a wide net with a targeted message. Craft your custom text to drive traffic to your booth or speaking session and amplify your brand message at Think 2020. Your content (IBM approval required) will be delivered to all attendees who opt-in to receive push notifications and are on the Think 2020 wi-fi network.

**Mobile App Beacon Notification**
- Price: $2,000
- Opportunities available: 13

Light up devices and drive more traffic to your booth with this special Think 2020 Mobile App push notification feature. A beacon, placed in your booth, sends a customized text message to attendees within 150 feet of your footprint. Your content (IBM approval required) will be delivered to all attendees who opt-in to receive push notifications and are on the Think 2020 wi-fi network.

**More mobile app opportunities coming soon.**

Contact our Sales Team for custom options [here](#).

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

Make it easy for attendees to find your booth with a shortcut button. Shortcuts will be featured on all digital wayfinding kiosks located throughout the Think campus. These instant-action buttons will be on all screens at all times, and when clicked, will bring the attendee directly to your listing. This is a prime opportunity to drive traffic to your booth.

Entice attendees directly to your booth with a large banner ad on all digital wayfinding kiosks located throughout the Think campus. When attendees click on your ad, they will be instantly directed to your booth listing. Ads will rotate.

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

1. Choose your sponsorship level.
   Our packages are curated to fit all of your unique sponsorship objectives. Additionally, customized Premier Sponsorships are available.

2. Contact our sales team.
   Tony Donald, CEM
   Phone: 847.284.3480
   Email: tdonald@us.ibm.com
   Bryan Plescia
   Phone: 916.993.6335
   Email: Bryan.Plescia@ibm.com
   Demian Vincenty
   Phone: 312.622.3302
   Email: Demian.Vincenty@ibm.com

3. Check into IBM co-marketing funds.
   To verify if you have available co-marketing funds and review the requirements for compliance, please send an email request to: ibmcmc@us.ibm.com
   To join and learn more about IBM PartnerWorld go to: ibm.com/partnerworld/page/co-marketing

4. Secure your spot today.
   Sponsorships are limited.
   Ready to be part of the world’s most celebrated technology gathering? Let’s lead change together.