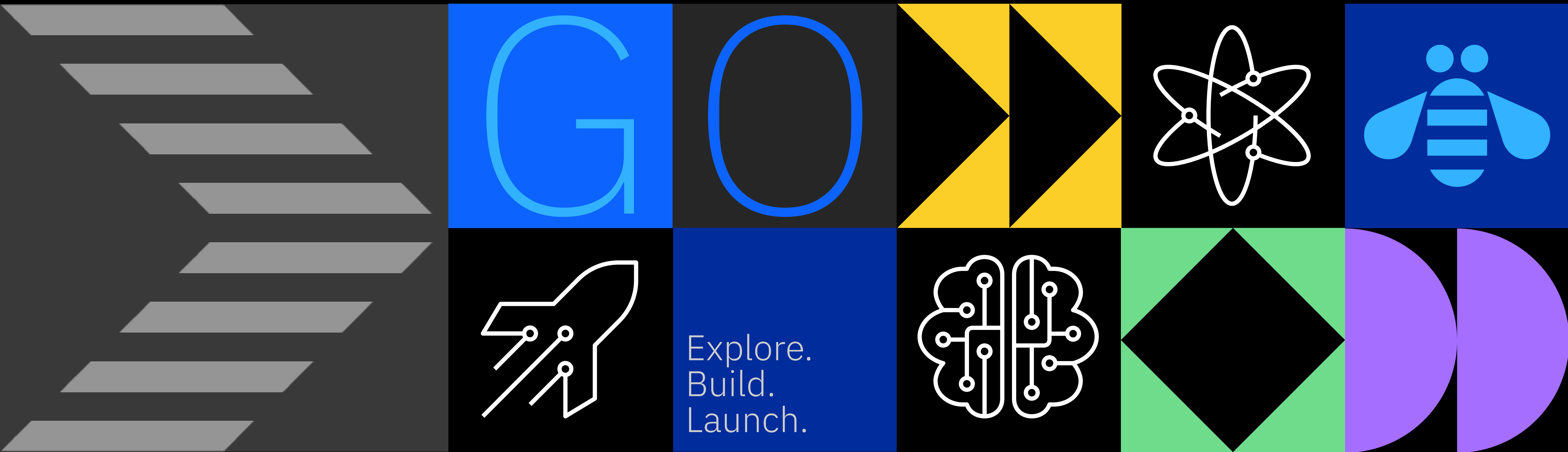


# IBM TechXchange 2025



## Sponsorship prospectus

October 6-9  
Orlando, FL



# IBM TechXchange 2025

The premier, technical learning event for developers and technologists ready to explore, build and launch with AI.



## Why to attend

Get hands-on with the newest tech, meet experts, and code with your peers. Technical/roadmap keynotes, technical deep dive breakouts, hands-on experiences, product demonstrations, instructor-led labs, and certifications tailored for IT professionals.

All Technology categories will be covered (IBM content 70% software/30% infrastructure); 60%+ to be sourced externally.

## Who (Target Attendees)

10,000 total global attendees with 7,000 external

7,000 External Attendees

- 60% Clients
- 40% BPs

*This includes:*

- 10% Champions
- 4% Academics
- 1% Press/Analysts

## Target Job Roles

55% Developers

- 15% Do not use IBM products
- 40% Use IBM products

35% Infrastructure Architects / Business Practitioners

10% Decision Makers (Technology Executives, Learning Leaders)

## Where

Hilton Orlando and OCCC Orlando, FL

## When

Week of Oct 6, 2025

- Oct 6-9: Conference Days
- Oct 6: Pre-conference activities & Partner Day

Learn more [here](#)



# TechXchange Conference 2024

5,000+

Developers, technologists,  
business practitioners, tech  
leaders, analysts, students  
and IBMers from 1,400+  
different companies and  
90+ countries

## Attendee Geographics

78% Americas

16% EMEA

4% APAC

2% Japan

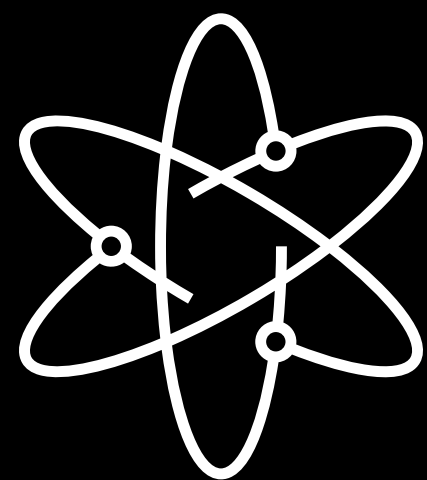
## Job class

21% Senior leader roles

79% IT Managers, IT  
Practitioners  
(Architects, Engineers,  
Developers, etc.),  
Business Practitioners

## Top 5 industries

- Computer services
- Banking & FSM  
Wholesale distribution
- Professional services
- Insurance





# Become a Sponsor

Get the ultimate opportunity to be fully immersed in TechXchange 2025; driving visibility, sparking innovation, and accelerating business conversations.



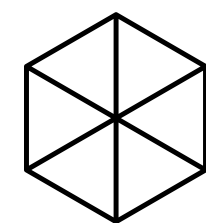
Many sponsorship packages include not only booth space in the Sandbox and branding, but also 60-minute technical sessions and 20-minute Tech Talks as well as Conference passes for your team and clients too.

## Looking for something unique?

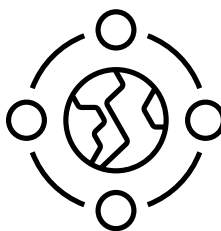
Stand out with exclusive sponsorships—from evening events to networking hubs and interactive game experiences. Ask for more details.

Let’s create a sponsorship that works for you to meet your goals!

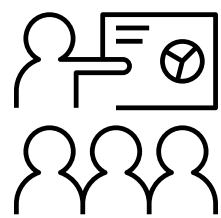
## Why sponsor?



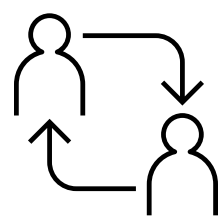
Be fully integrated with the conference experience (ex. session leaders, inclusion in the conference catalog, mobile app, website, on-site branding)



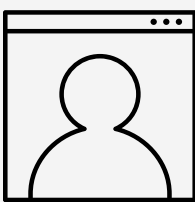
Access to capture leads and connections from 10K technologists, business practitioners and Tech Execs from around the globe



Prominent space in Sandbox expo hall to showcase and demo, share use cases and more



Engage directly with the IBM SME’s, IBM TechXchange Communities and attendees



## Don’t just take our word for it!

Hear what some of the sponsors from TechXchange Conference 2024 have to say about their experience! WATCH video [here](#)

# TechXchange Conference 2025 Sponsorship Packages at-a-Glance

* Returning TechXchange Conference 2024 and THINK sponsors can sponsor TechXchange Conference 2025 at 2024 rates. Ask for details. Full Prospectus <a href="#">here</a>	Headline Sponsor \$140,000	Premier Sponsor \$95,000	Engage Sponsor \$25,000	Partner Track \$90,000
Content				
60-minute technical session embedded in core content area	3	1	-	1
20-minute Tech Talk in Sandbox/Expo	2	1	-	1
1 blog post and 1 60-minute webinar on IBM TechXchange Community platform. Can be distributed either before or after IBM TechXchange Conference 2025—technical content to be created by sponsor and aligned to session.	1	-	-	-
30-minute on-site content capture session	1	-	-	-
Partner Track panel inclusion as part of a Partner Day Main stage session	-	-	-	✓
On-site Experience – Sandbox (expo)				
Turnkey Partner Space in the Sandbox	(1) 10’x20’ booth	(1) 10’x10' booth	(1) 6ft table + backdrop	-
Sponsored activity area in Sandbox (choose from lounges, themed area, etc.)	1	Potential add-on for \$20K	-	-
Dedicated meeting space for duration of event	✓	✓	-	✓
Reserved Table in Sandbox for 10 ppl at lunch( Tues, Wed or Thurs) includes 5 client passes	Potential Add on	Potential Add on	Potential Add on	✓
Partner Track dedicated networking/demo space	-	-	-	✓
Branding and Communications				
Logo placement on conference website, on-site digital and printed signage around venue	✓	✓	✓	✓
Pre-event email and/or social media sponsor mention	✓	✓	✓	✓
Conference Mobile App inclusion: sponsor logo, link to website & Conference sessions link	✓	✓	✓	✓
Leads and Access				
Full conference passes for sponsor’s staff; group discounts on passes (up to 30%) available if additional needed.	15	10	5	5
Full conference passes for sponsor to give to clients	15	10	5	10
Attendee scanning devices (lead retrieval) with option to buy 1 additional device	5	3	2	2
One-time pre-event registration list (company names only, provided 3 weeks before the event)	✓	✓	✓	✓
Additional sponsorship options for networking, and unique experiences are available. Use this <a href="#">link</a> to request more information and for discount details too!				



# Headline Sponsor



2024 design for reference only.  
2025 booths are still being finalized.

## \$140,000 | 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
  - Whiteboard included
- One dedicated meeting space for duration of event
- Sponsored activity area in Sandbox (choose from lounges, themed area, etc.)

### Branding and Communications

- Logo placement on conference website, on-site digital and printed signage around venue
- Pre-event email sponsor mention
- Conference Mobile App inclusion: sponsor logo, link to website and Conference sessions link

### Leads and Access

- Fifteen (15) 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](#).



# Premier Sponsor



2024 design for reference only.  
2025 booths are still being finalized.

## \$95,000 | Premier Sponsor Package Benefits (First-come, first-served)

### Content

Three 60-minute technical sessions embedded in core content area

Two 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 dedicated meeting space for the duration of the event

### Branding and Communications

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

Pre-event email sponsor mention

Conference mobile app inclusion: sponsor logo, link to website and conference sessions link

### Leads and Access

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

Ten (10) 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](#).



# Engage Sponsor



2024 design for reference only.  
2025 booths are still being finalized.

## \$25,000 | Engage Sponsor Package Benefits (First-come, first-served)

### On-site Experience

One turnkey 6 ft. (approx.) pedestal style table with backdrop  
– 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

Conference mobile app inclusion: sponsor logo, link to website and conference sessions link

### Leads and Access

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

Five (5) full conference passes for sponsor to give sponsor’s clients

Two (2) 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](#).



# Secret Server Room – Exclusive Hidden Snack Lounge

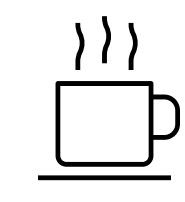
Three days total - \$65,000 total (USD)


Like a speakeasy, there will be “Easter Eggs/clues” on the mobile app, in the Conference giving participants hints on where to find this exclusive snack lounge. Up to 8K ppl could find the room!

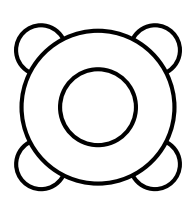
An unadvertised lounge that is stocked with premium snacks and beverages unique to this space. A photo wall and other activities in the lounge. The sponsor can hand out swag too.

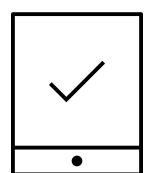
There will be a minimum of one Sandbox walkthrough per day by a brand ambassador who will promote the Secret Server room and share the “Easter eggs/QR code to clues”.

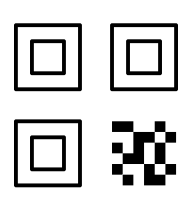
## Included:

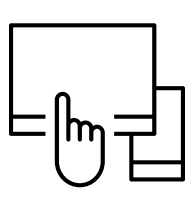
- 

Unique Food and beverage\*
- 

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

“Server Room” theme with seating and tables (with brand integration)
- 

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
- 

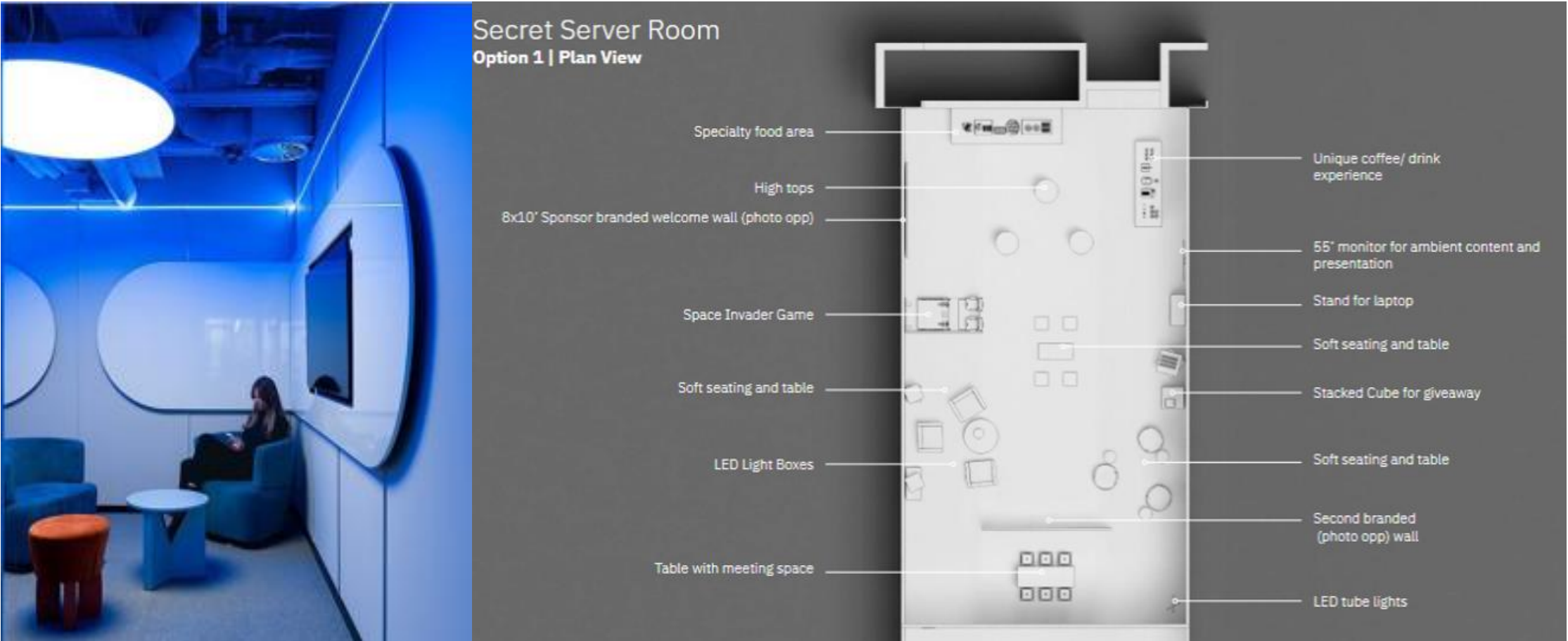
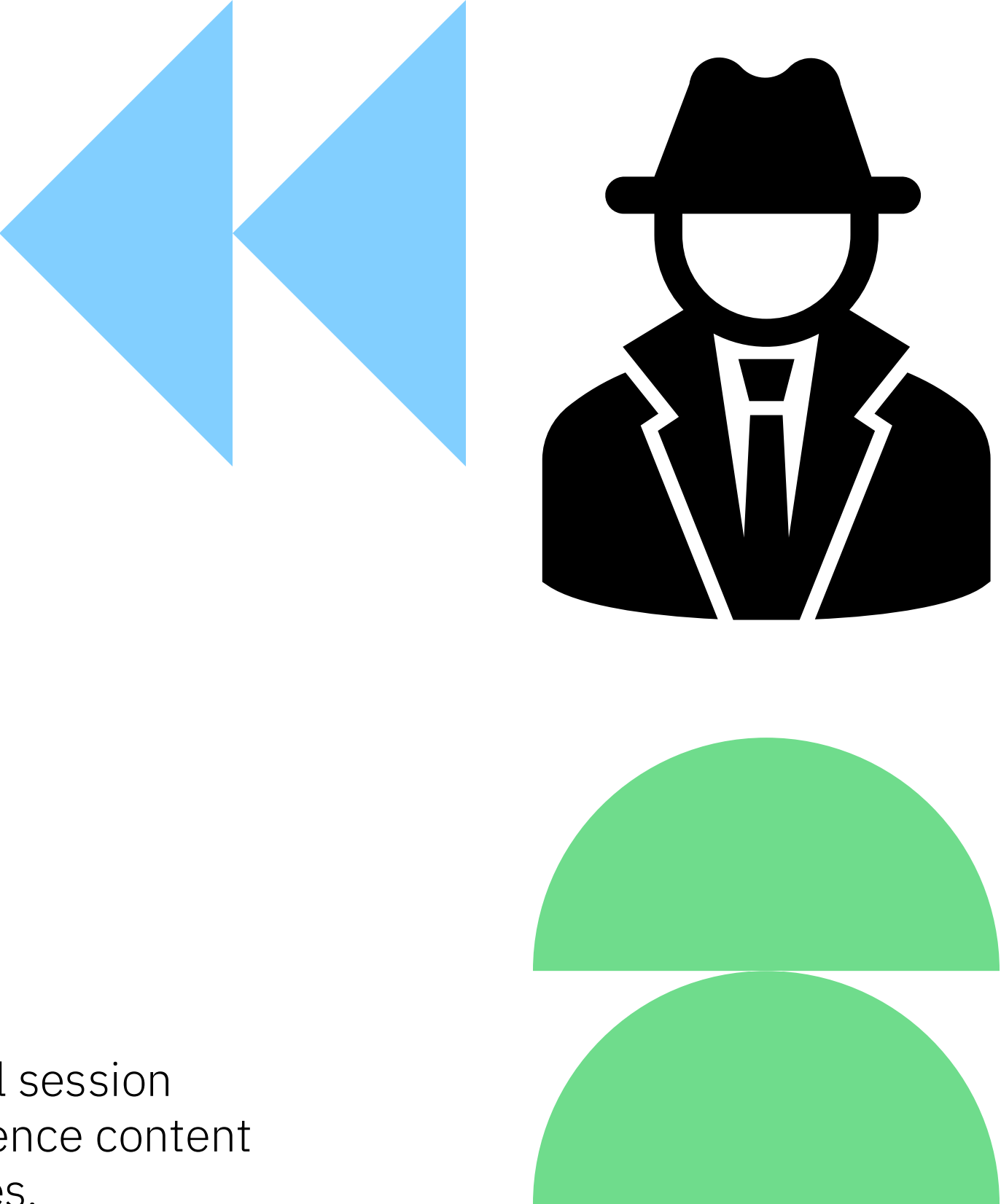
Sponsors are recognized during interstitial content (on select digital screens), on the mobile app, and Conference website

## Package also includes:

- One (1) 60-minute technical session included in the main conference content
- Six (6) full conference passes.
- Branding and logo recognition on-site, in the conference mobile app and on site

Attendees are encouraged to take selfies and post on social at the fun, themed photo wall.

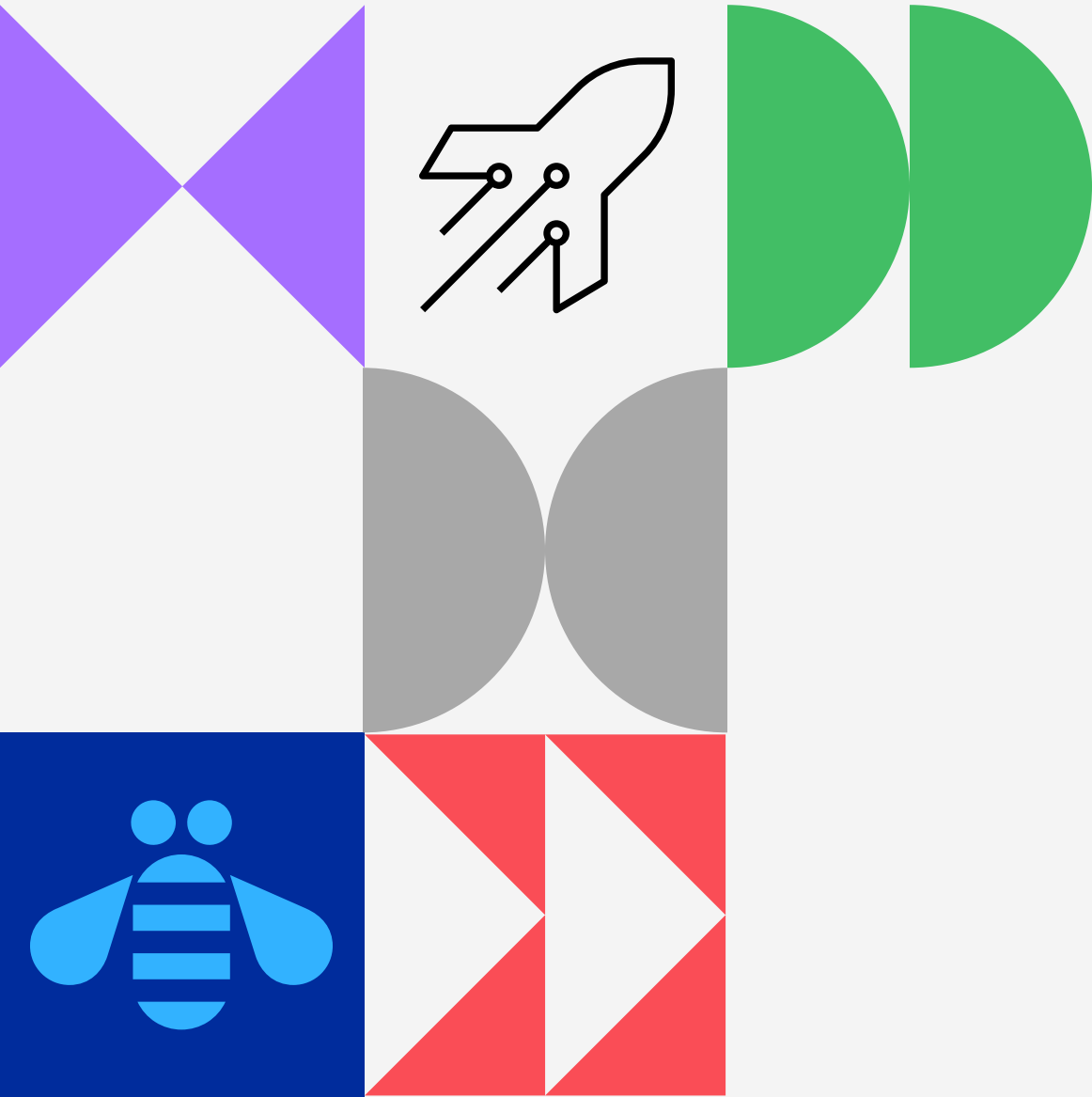
\* as selected by the IBM TechXchange team but will be unique to the conference





## Week at-a-Glance

Monday – 6 October		Tuesday – 7 October		Wednesday – 8 October		Thursday – 9 October	
		7:30 AM 8:45 AM	Peer Roundtables with continental breakfast	7:30 AM 8:45 AM	Peer Roundtables with continental breakfast	7:30 AM 8:45 AM	Peer Roundtables with continental breakfast
8:00 AM 12:30 PM	Partner Day with Opening Session & including lunch and networking	7:30 AM 5:45 PM	Instructor-led Labs & Workshops	7:30 AM 5:45 PM	Instructor-led Labs & Workshops	7:30 AM 1:30 PM	Instructor-led Labs & Workshops
8:00 AM 5:30 PM	Early access Instructor-led Labs	9:00 AM 5:00 PM	Sandbox 3.0 Open	9:00 AM 5:00 PM	Sandbox 3.0 Open	8:00 AM 1:30 PM	Sandbox 3.0 Open
8:00 AM 5:30 PM	Certification Zone Open (Last Seating at 4:00 PM)	9:00 AM 10:00 AM	Opening General Session	9:00 AM 10:00 AM	Wednesday General Session	8:00 AM 12:30 PM	Certification Zone Open (Last Seating at 11:00 AM)
1:00 PM 1:30 PM	Community Day Opening Session	10:30 AM 6:00 PM	Technology Breakouts, Bootcamps, Meet the Experts & Tech Talks	10:30 AM 6:00 PM	Technology Breakouts, Bootcamps, Meet the Experts & Tech Talks	8:00 AM 12:00 PM	Technology Breakouts, Bootcamps, Meet the Experts & Tech Talks
1:30 PM 6:00 PM	Community Day Tracks: Open Source & Developer User Group Meetups CABs & CACs	10:30 AM 6:00 PM	Certification Zone Open (Last Seating at 4:30 PM)	10:30 AM 6:00 PM	Certification Zone Open (Last Seating at 4:30 PM)	12:00 PM 1:00 PM	Grab & Go Lunch
7:00 PM 9:30 PM	Opening Night Block Party @ Sandbox 3.0	11:30 AM 1:30 PM	Lunch & Networking Event Self-Paced Lab Takeover	11:30 AM 1:30 PM	Lunch & Networking Event Self-Paced Lab Takeover	12:30 PM 1:30 PM	Closing General Session & Awards
		7:30 PM 11:30 PM	Evening Network Event at Universal Orlando				





# Explore/ what's next

Thank you for your interest in sponsoring IBM TechXchange Conference 2025.

We value your partnership and look forward to working with you towards meeting your sponsorship related business goals.

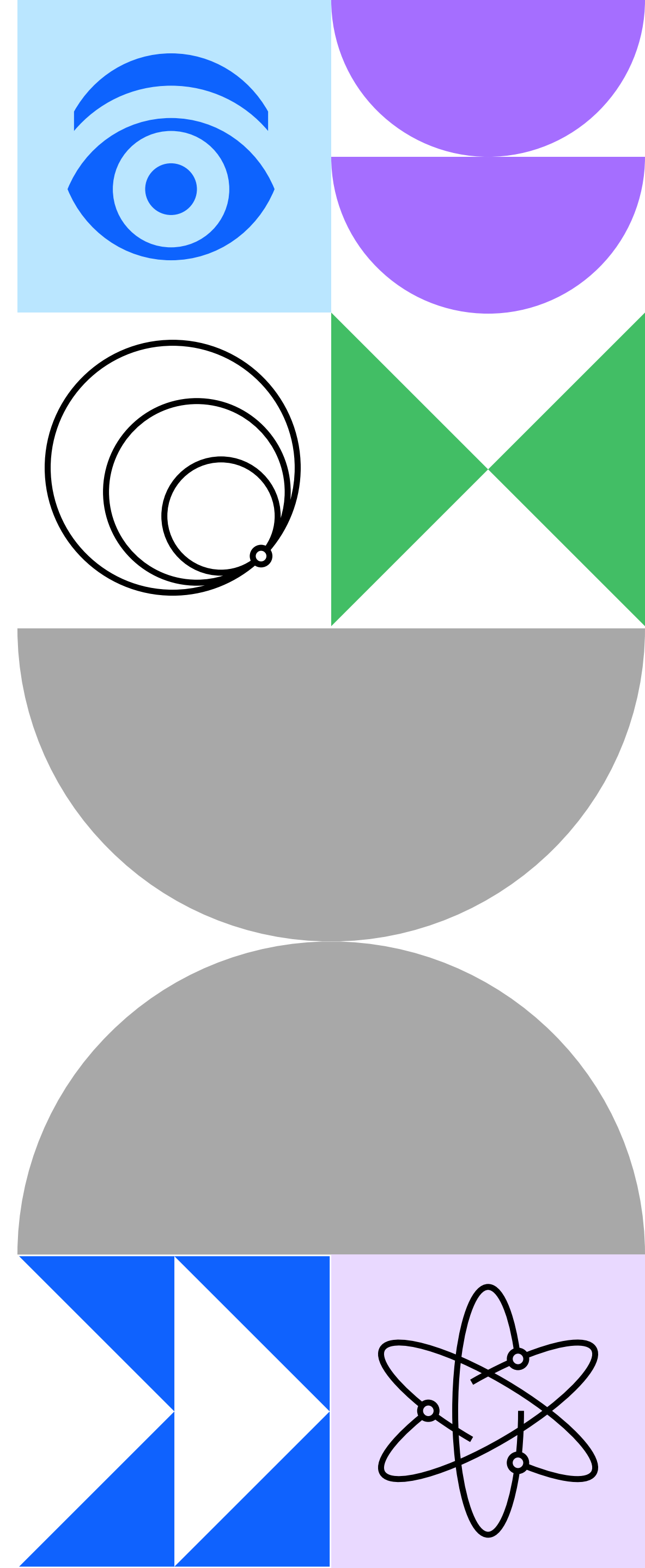
## Have questions? We're here to answer them!

To receive the full sponsorship prospectus with more details, inquire about additional experience-based sponsorships or to ask general sponsorship questions please submit your request using the [General Intake form](#) or contact:

[IBMTechXchangeConference@ibm.com](mailto:IBMTechXchangeConference@ibm.com)

## Ready to commit?

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







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