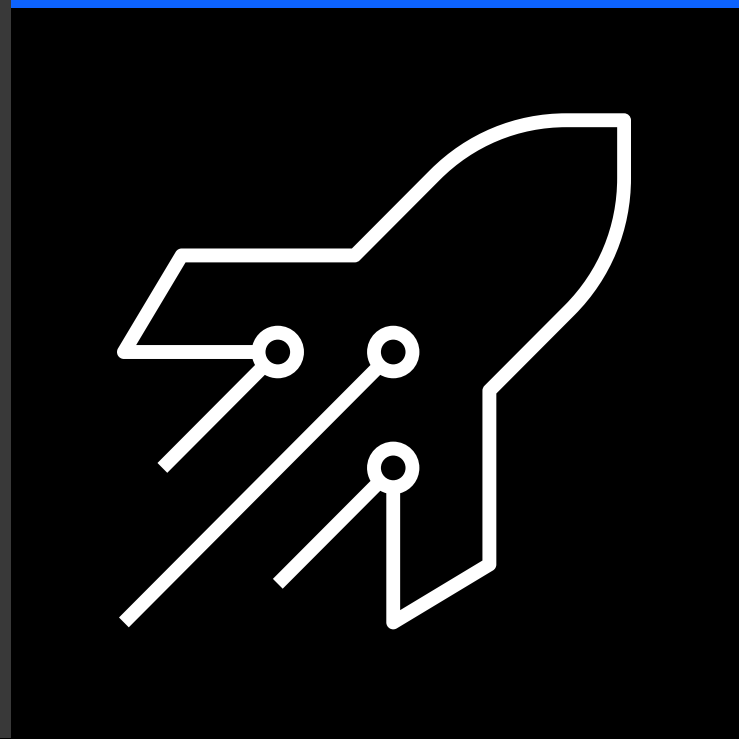
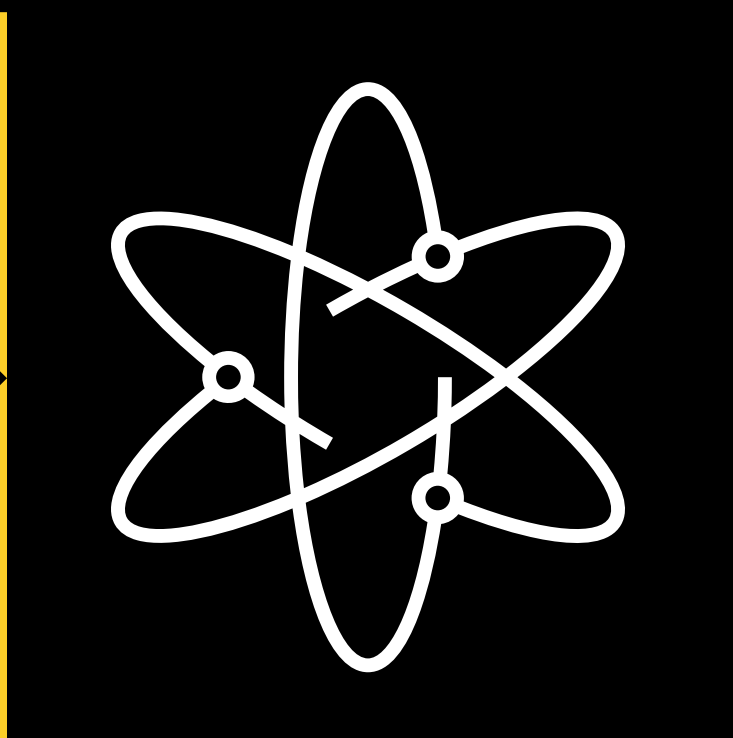
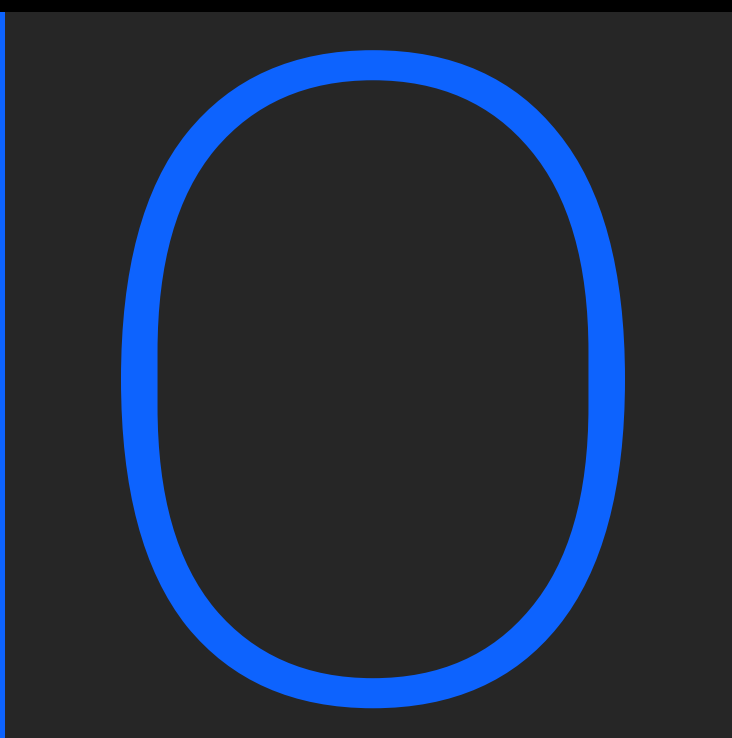


# IBM TechXchange 2025

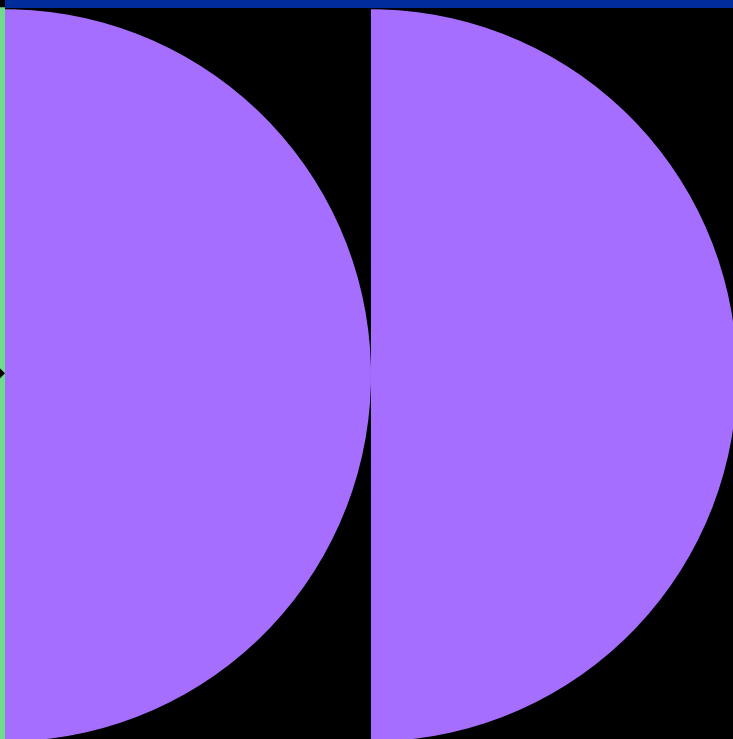
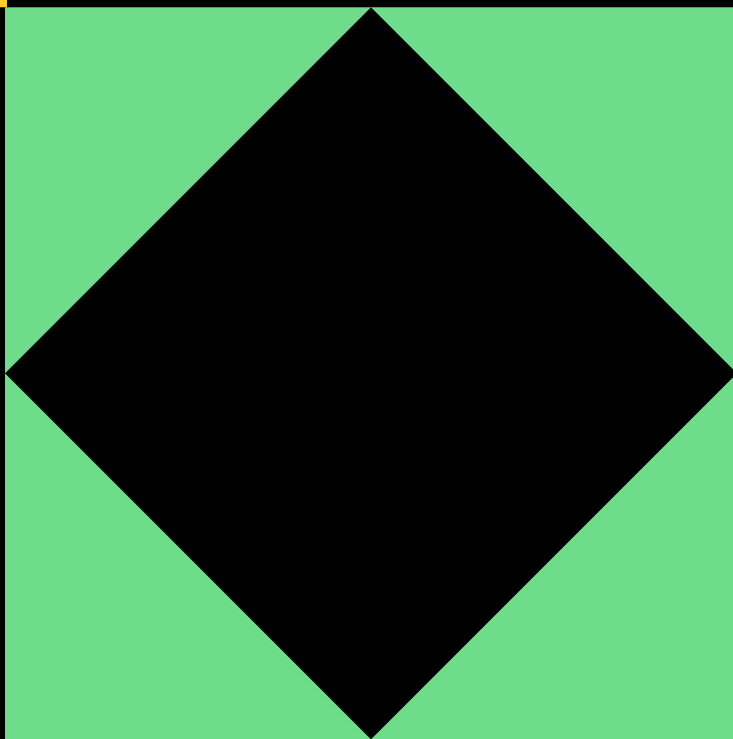
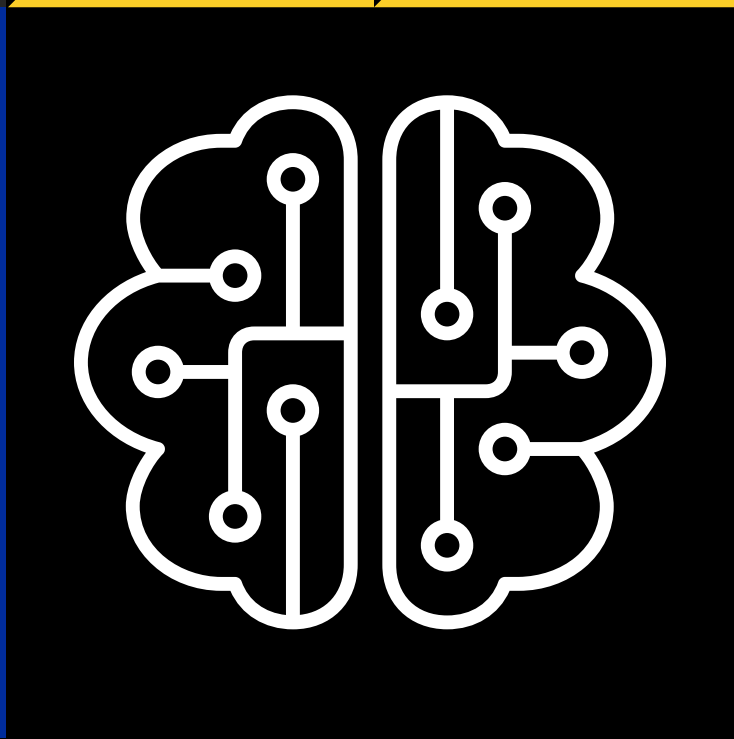


## Sponsorship prospectus

October 6-9  
Orlando, FL



Explore.  
Build.  
Launch.



# IBM TechXchange 2025

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



Explore.  
Build.  
Launch.

# GO/

## 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](#)

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# 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

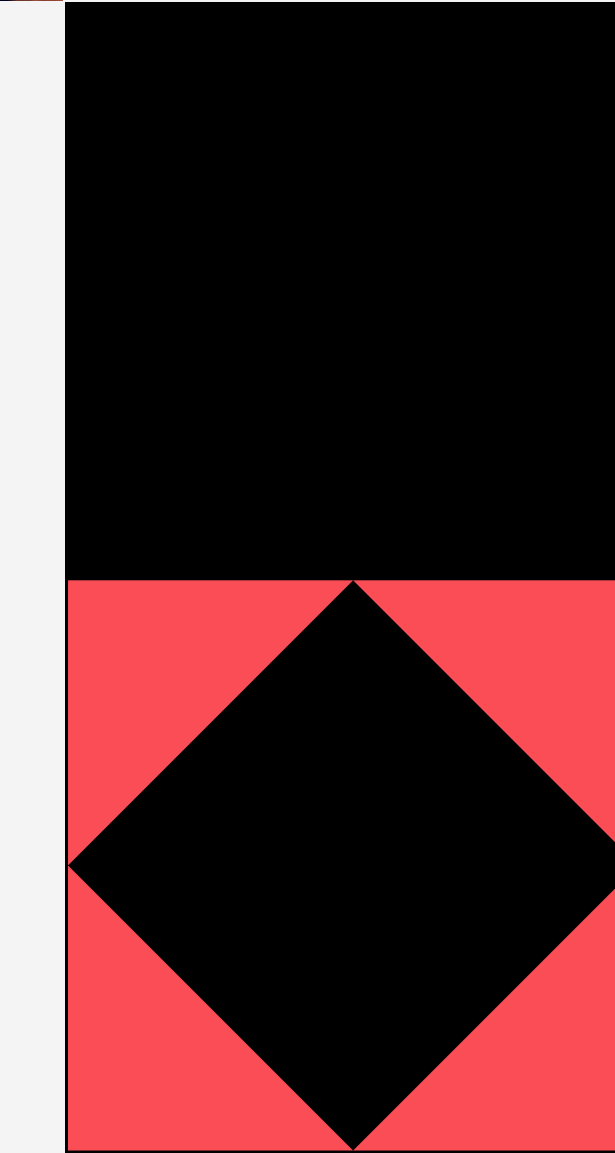
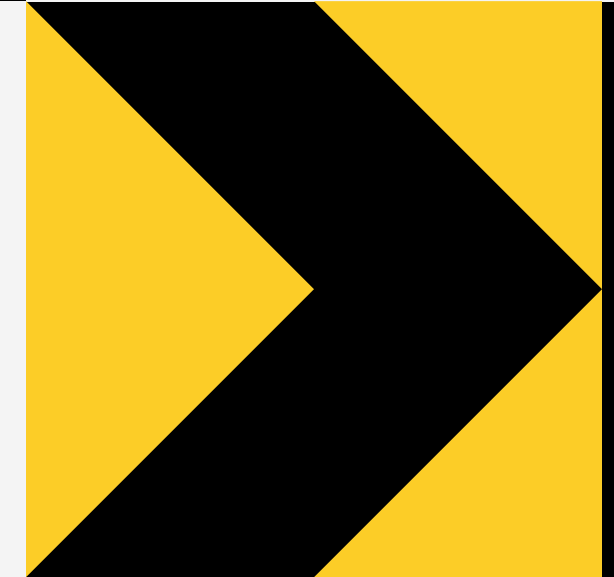
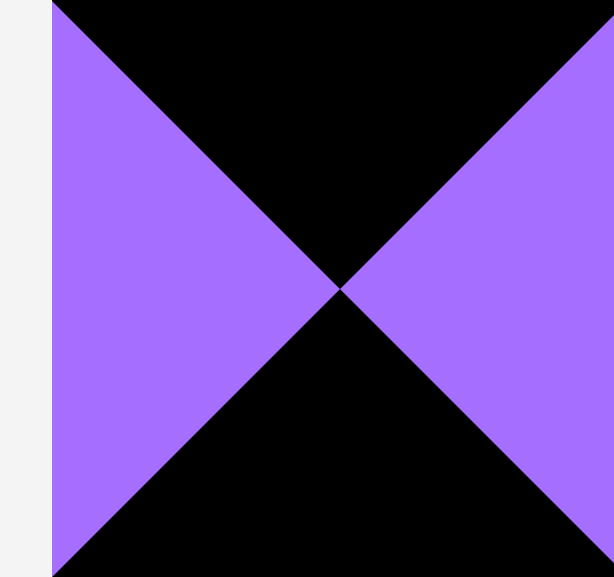
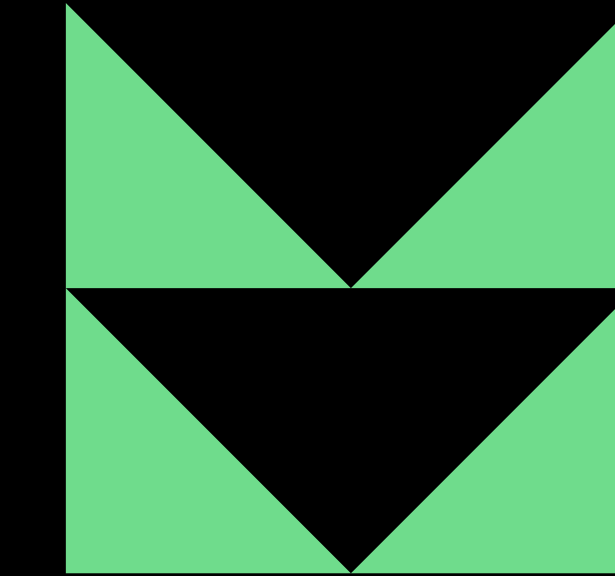
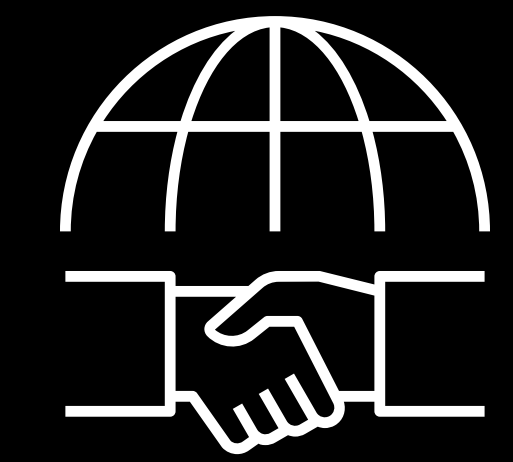
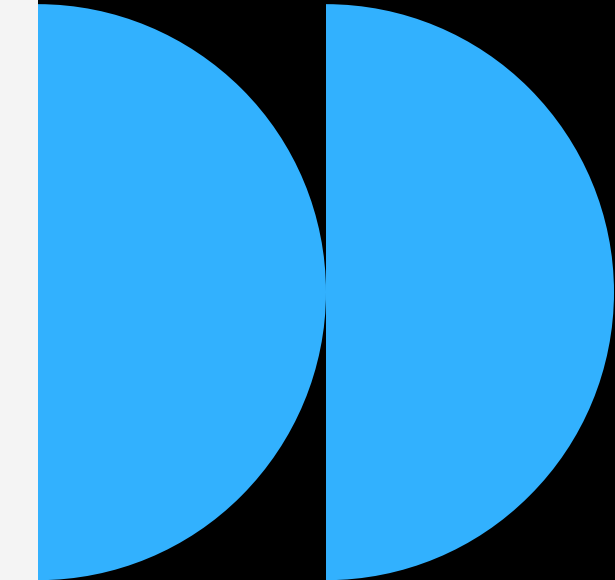
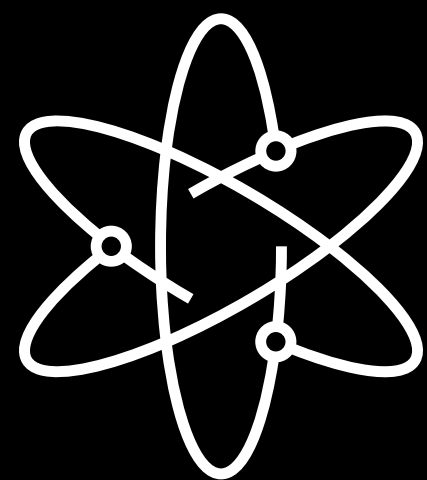
21% Senior leader roles

79% IT Managers, IT Practitioners

(Architects, Engineers, Developers, etc.), Business Practitioners

## Top 5 industries

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



# TechXchange Conference 2024

5,000+

Developers, technologists,  
business practitioners, tech  
leaders, analysts, students  
and IBMers from **1,400+**  
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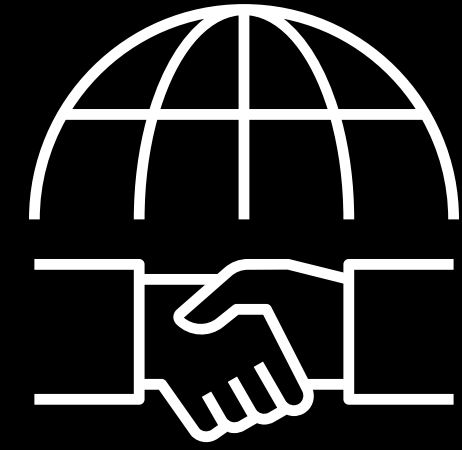
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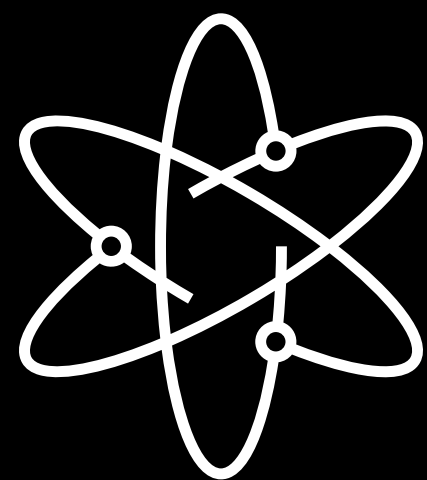
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- Professional services
- Insurance



# Early Bird Sponsorship Offers

## Comeback Promo

Returning TechXchange and THINK sponsors can sponsor IBM TechXchange Conference 2025 at 2024 rates. Save up to 15%!

Valid until March 30, 2025.

## Bonus Content + Clients Passes

Any IBM Business Partner who commits to sponsorship (with signed contract) of IBM TechXchange Conference 2025 by March 30, 2025, receives two (2) additional 60-minute technical sessions embedded in core content area and 5 additional client passes.



# Early Bird Sponsorship Offers

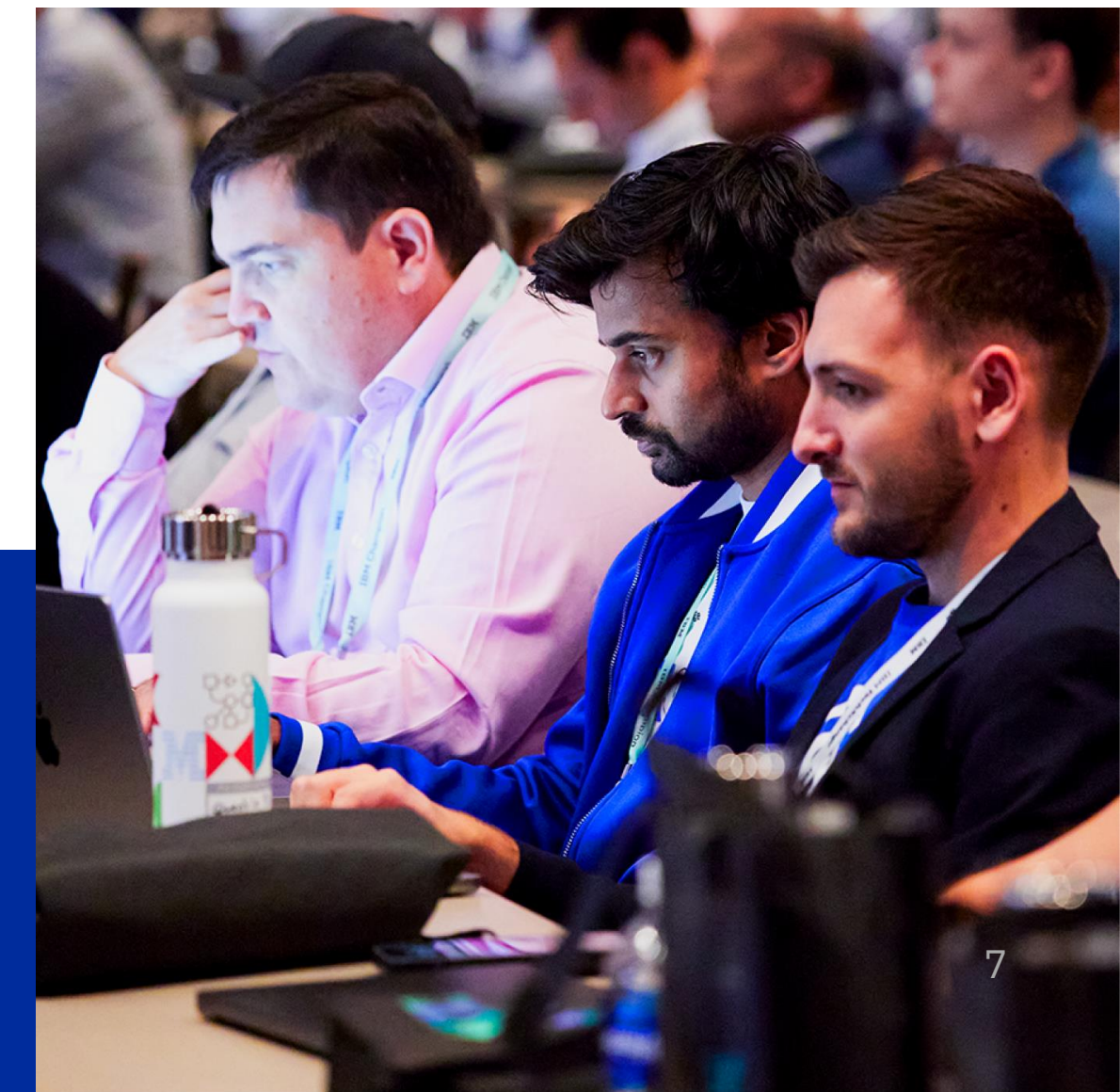
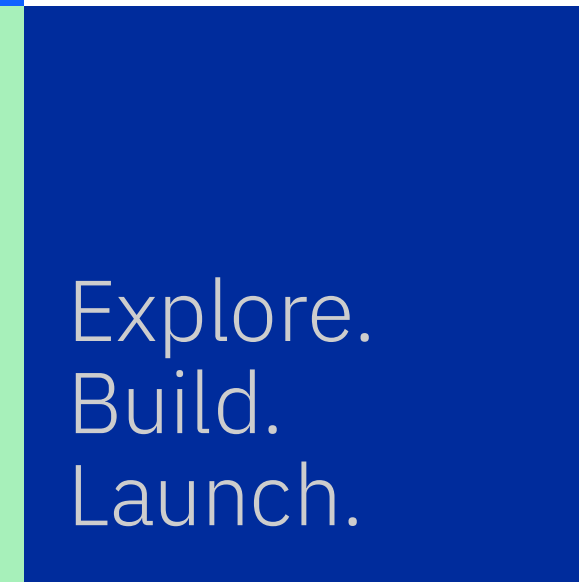
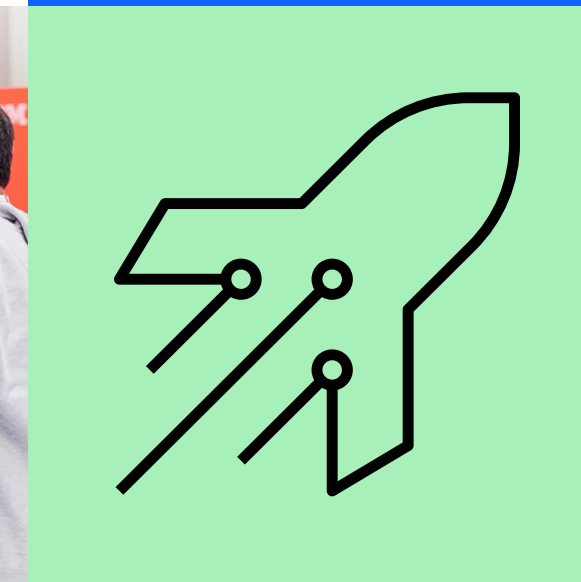
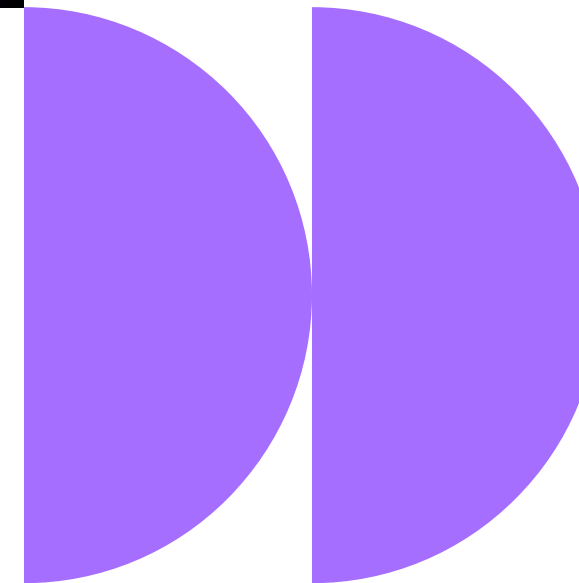
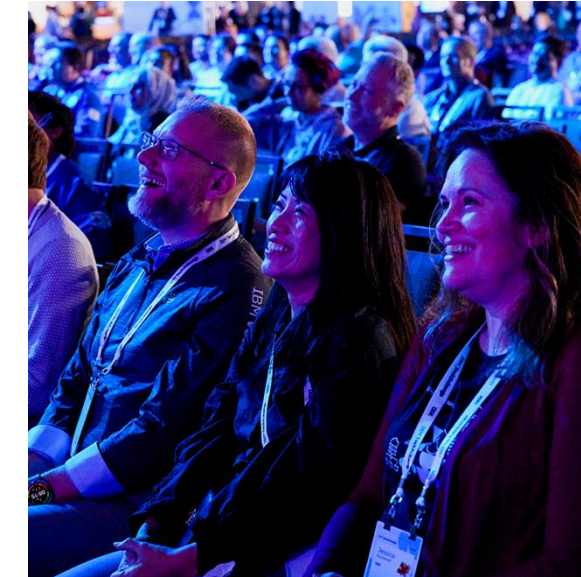
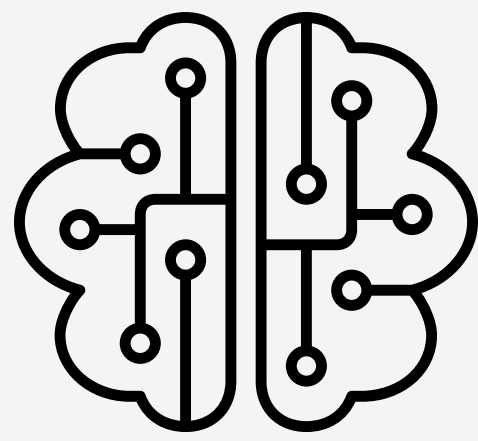
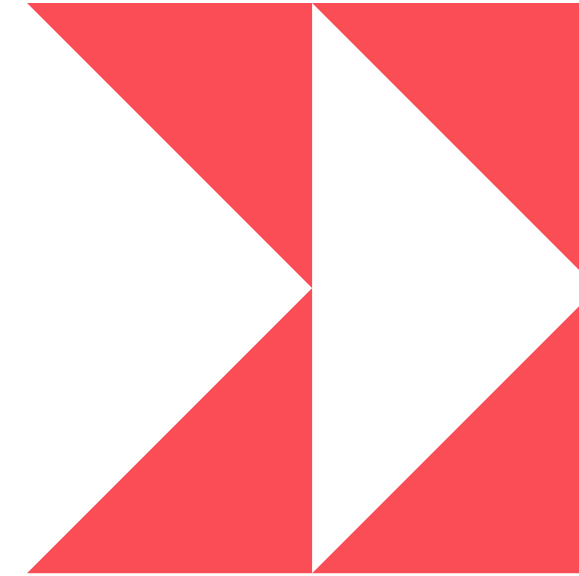
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# Become a Sponsor

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



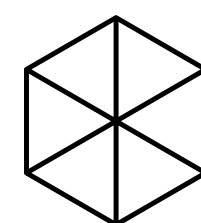
Many sponsorship packages include not only booth space in the Sandbox and branding, but also 60-minute technical sessions and 20-minute Tech Talks as well as Conference passes for your team and clients too.

## Looking for something unique?

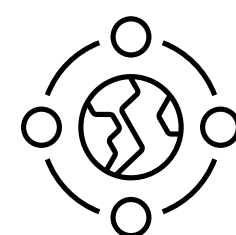
Stand out with exclusive sponsorships—from evening events to networking hubs and interactive game experiences. Ask for more details.

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

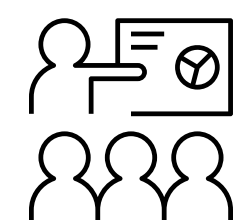
## Why sponsor?



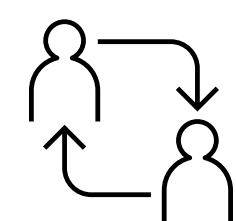
Be fully integrated with the conference experience (ex. session leaders, inclusion in the conference catalog, mobile app, website, on-site branding)



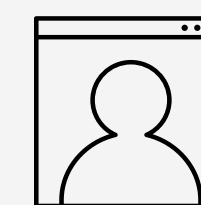
Access to capture leads and connections from 10K technologists, business practitioners and Tech Execs from around the globe



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 [here](#)

	Headline Sponsor \$140,000	Premier Sponsor \$95,000	Engage Sponsor \$25,000	Partner Track \$90,000
<b>Content</b>				
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	-	-	-	✓
<b>On-site Experience – Sandbox (expo)</b>				
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	-	-	-	✓
<b>Branding and Communications</b>				
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	✓	✓	✓	✓
<b>Leads and Access</b>				
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 [link](#) 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](#).

## Week at-a-Glance

Monday – 6 October		Tuesday – 7 October		Wednesday – 8 October		Thursday – 9 October	
8:30 AM 5:30 PM	Weekend Learning Event	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.

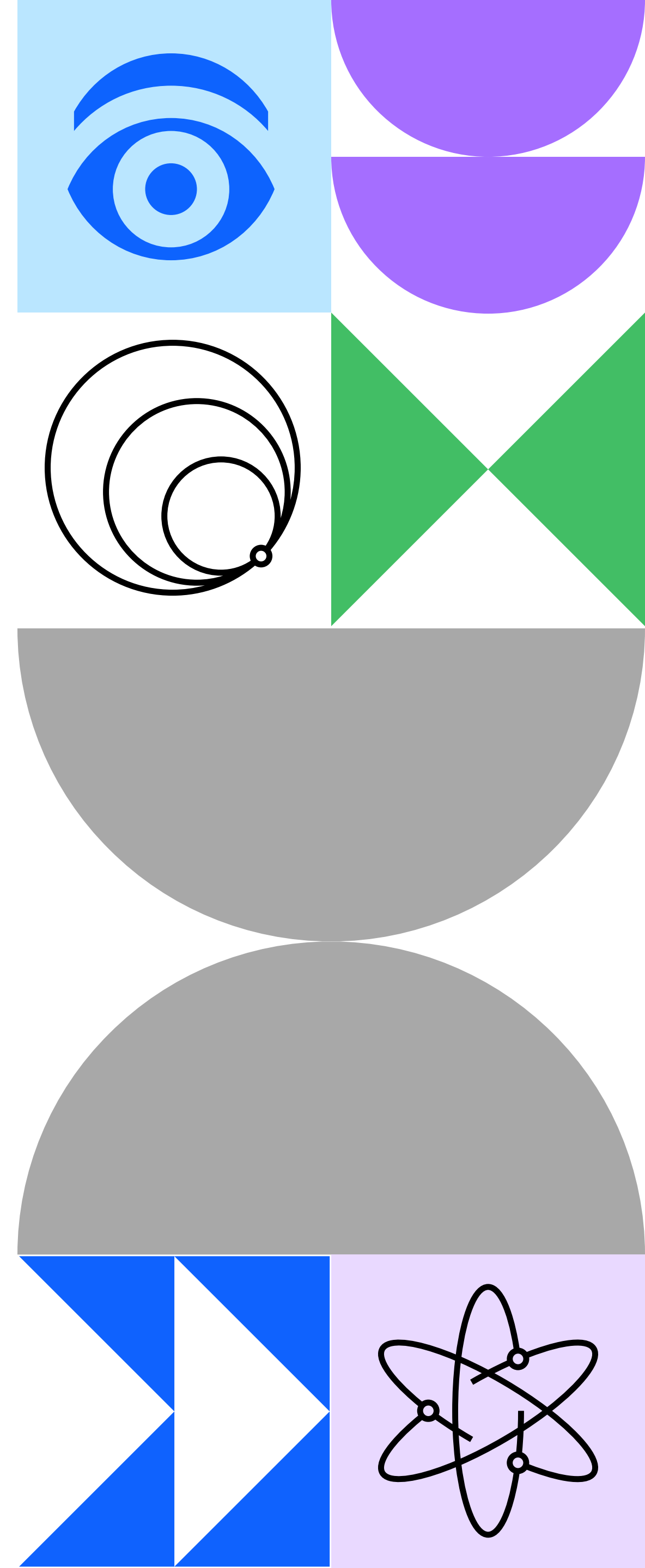
## Have questions? We're here to answer them!

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.





INM<sup>®</sup>