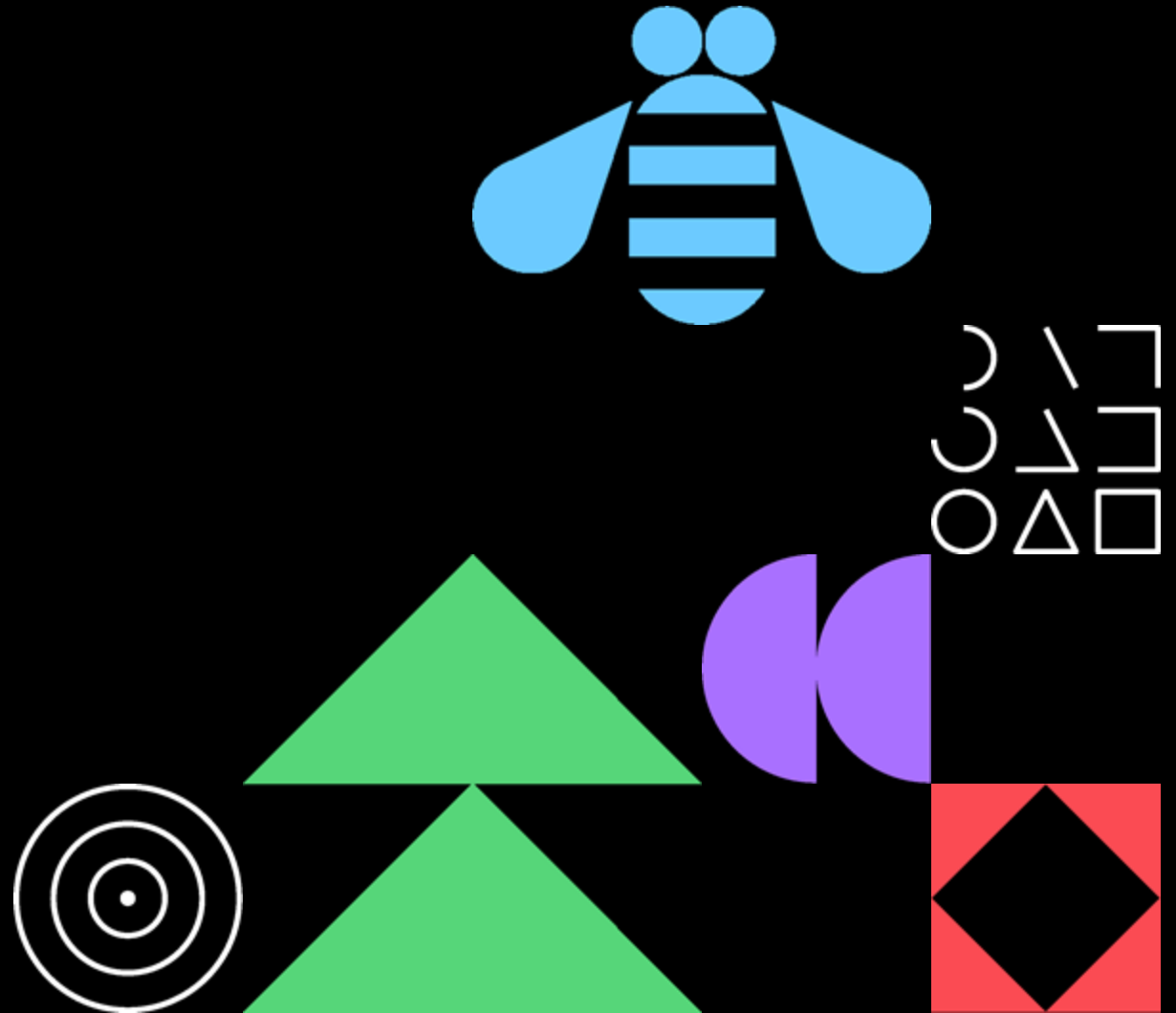


IBM TechXchange Conference 2025



Sponsorship Prospectus

October 6-9, 2025
Orlando, Florida USA



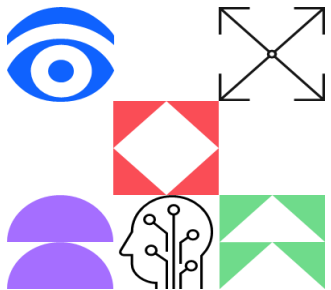
Early Bird Sponsorship Offers

Comeback Promo

Returning TechXchange and THINK sponsors can sponsor IBM TechXchange Conference 2025 at 2024 rates. Save up to 15%! Valid until March 1, 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.





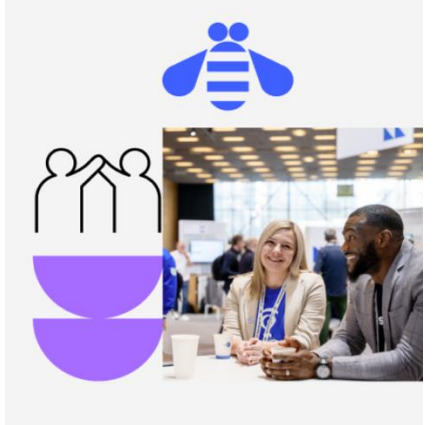
5,000+
 Developers, technologists,
 business practitioners,
 tech leaders, analysts,
 students and IBMers from
1,400+ different
companies and **90+**
countries



Job class
21% Senior leader roles
79% IT Managers, IT
 Practitioners
 (Architects, Engineers,
 Developers, etc.),
 Business Practitioners



Attendee
Geographics
78% Americas
16% EMEA
4% APAC
2% Japan



TechXchange Conference 2024

- Top 5 industries**
- Computer services
 - Banking & FSM
Wholesale
distribution
 - Professional
services
 - Insurance





IBM TechXchange Conference 2025

The ultimate learning event

At IBM TechXchange Conference 2025 , technologists from around the globe come together to collaborate, learn and play in an environment designed to build communities.

Our approach:

- Curate technical “show me” content representing priority technology areas and products, plus professional development
- 1,500+ sessions and labs covering all technology categories
- 40% external content provided by clients, BPs, Champions and User Groups
- 60% internal content via purposeful curation
- Industry and Geo/market-specific activities

You will interact with 8,000+ attendees who want to:

- Upskill for career growth
- Get a first look at the latest product road maps
- Engage in hands-on experiences
- Earn industry-leading credentials
- Network with thousands of peers
- Hear from the best and brightest minds across IBM

TechXchange Conference 2025 Sponsorship Packages at-a-Glance

* Returning TechXchange Conference 2024 and THINK sponsors can sponsor TechXchange Conference 2025 at 2024 rates. Valid until March 1, 2025.

	Headline Sponsor \$140,000 – 2025 rate	Premier Sponsor \$95,000 – 2025 rate	Engage Sponsor \$25,000 – 2025 rate	Partner Track \$90,000 – 2025 rate
Content				
60-minute technical session embedded in core content area	3	1	-	1
20-minute Tech Byte 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— <i>technical content to be created by sponsor and aligned to session.</i>	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	<i>Potential add-on for \$20K</i>	-	-
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)	✓	✓	✓	✓

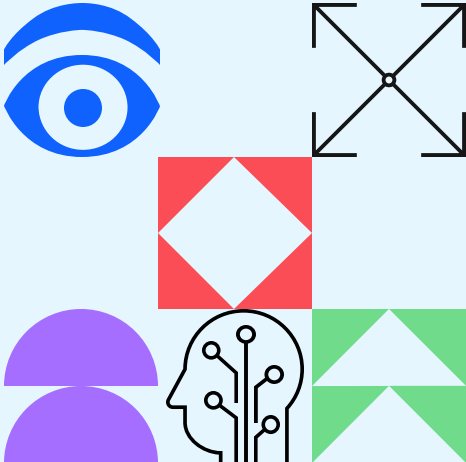
Additional sponsorship options for networking, watsonx in Action and unique experiences are available. Use this [link](#) to request more information and for discount details too!

Week at a Glance

Oct 21-24, 2024
Mandalay Bay, Las Vegas, NV

Fuel Your AI

Join us at IBM TechXchange Conference 2024 and experience how **Generative AI** is revolutionizing industries and transforming roles not just for now, but *forever*.



Monday – 21 October Community Day		Tuesday – 22 October		Wednesday – 23 October		Thursday – 24 October	
6:30 AM 7:00 PM	Registration Open	6:30 AM 7:00 PM	Registration Open	6:30 AM 7:00 PM	Registration Open	7:00 AM 3:30 PM	Registration Open
7:00 AM 5:30 PM	Volunteer Hub Open	7:00 AM 5:30 PM	Volunteer Hub Open	7:00 AM 5:30 PM	Volunteer Hub Open	7:00 AM 2:30 PM	Volunteer Hub Open
7:30 AM 9:00 AM	Breakfast & Networking	7:00 AM 8:30 AM	Breakfast & Networking	7:00 AM 8:30 AM	Breakfast & Networking	7:00 AM 8:30 AM	Breakfast & Networking
9:00 AM 5:15 PM	Instructor-led Labs (90m) (9:00, 11:15, 1:30, 3:45)	8:00 AM 5:15 PM	Instructor-led Labs (90m) (8:00, 11:15, 1:30, 3:45)	8:30 AM 5:30 PM	Technology Breakouts (60m) (8:30, 10:00, 11:30, 1:30, 3:00, 4:30)	8:30 AM 2:30 PM	Technology Breakouts (60m) (8:30, 10:00, 11:30, 1:30)
9:30 AM 10:30 AM	Community Day Opening Kickoff	8:30 AM 5:30 PM	Track Spotlights (45m) (8:30, 11:30, 1:30, 3:00, 4:30)	9:00 AM 5:15 PM	Instructor-led Labs (90m) (9:00, 11:15, 1:30, 3:45)	9:00 AM 3:00 PM	Instructor-led Labs (90m) (9:00, 11:15, 1:30)
11:00 AM 5:30 PM	Open Source Community Track	8:30 AM 5:30 PM	Technology Breakouts (60m) (8:30, 11:30, 1:30, 3:00, 4:30)	9:00 AM 6:00 PM	Sandbox 2.0 Open	9:00 AM 3:30 PM	Sandbox 2.0 Open
11:00 AM 5:30 PM	IBM Partner Track	9:00 AM 6:00 PM	Sandbox 2.0 Open	9:00 AM 6:00 PM	MeetingZone Open @ Sandbox 2.0	9:00 AM 2:30 PM	MeetingZone Open @ Sandbox 2.0
11:00 AM 5:30 PM	User Group Meetups, Customer Advisory Boards (CABs) & Customer Advisory Councils (CACs)	10:00 AM 10:45 AM	TechXchange Conference 2024 Opening Kickoff with Dinesh Nimal	10:00 AM 5:30 PM	Sandbox Stage Open (45m) (10:00, 11:30, 1:30, 3:00, 4:30)	10:45 AM 11:30 AM	AM Pitstop
12:00 PM 1:30 PM	Lunch & Networking	10:45 AM 11:30 AM	AM Pitstop	10:45 AM 11:30 AM	AM Pitstop	12:15 PM 1:45 PM	Lunch & Networking Event
2:30 PM 3:15 PM	PM Pitstop	12:00 PM 6:00 PM	MeetingZone Open @ Sandbox 2.0	12:15 PM 1:45 PM	Lunch & Networking Event	3:00 PM 3:30 PM	Fuel Up at the Closing Ceremony & Awards!
6:00 PM 9:00 PM	IBM TechXchange Conference 2024 Opening Night! Block Party @ Sandbox 2.0	12:15 PM 1:45 PM	Lunch & Networking Event	2:30 PM 3:15 PM	PM Pitstop		
		2:30 PM 3:15 PM	PM Pitstop	6:30 PM 8:30 PM	The Sendoff @ Sandbox 2.0		
		6:30 PM 9:30 PM	Beachbox Poolside Party @ Mandalay Bay Beach				

This is a sample Week at a Glance from TechXchange Conference 2024

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

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.

Also Interested in sponsoring IBM Think 2025?
Request information and the Sponsorship Prospectus [here](#)

