IBM
TechXchange Summit EMEA
2024

Sponsorship Prospectus
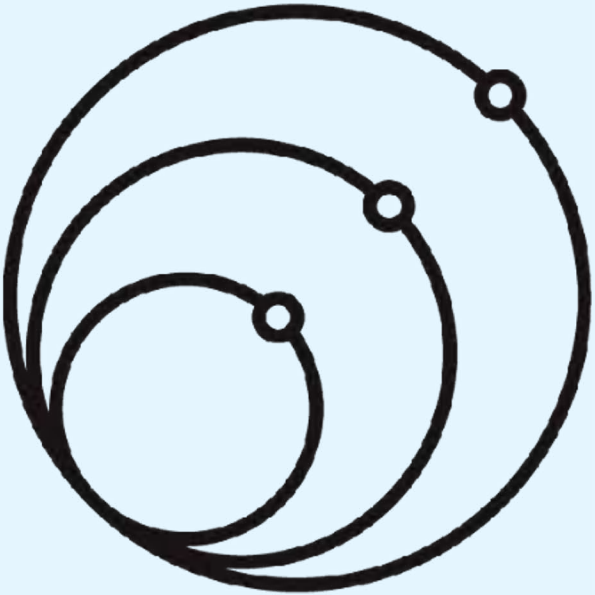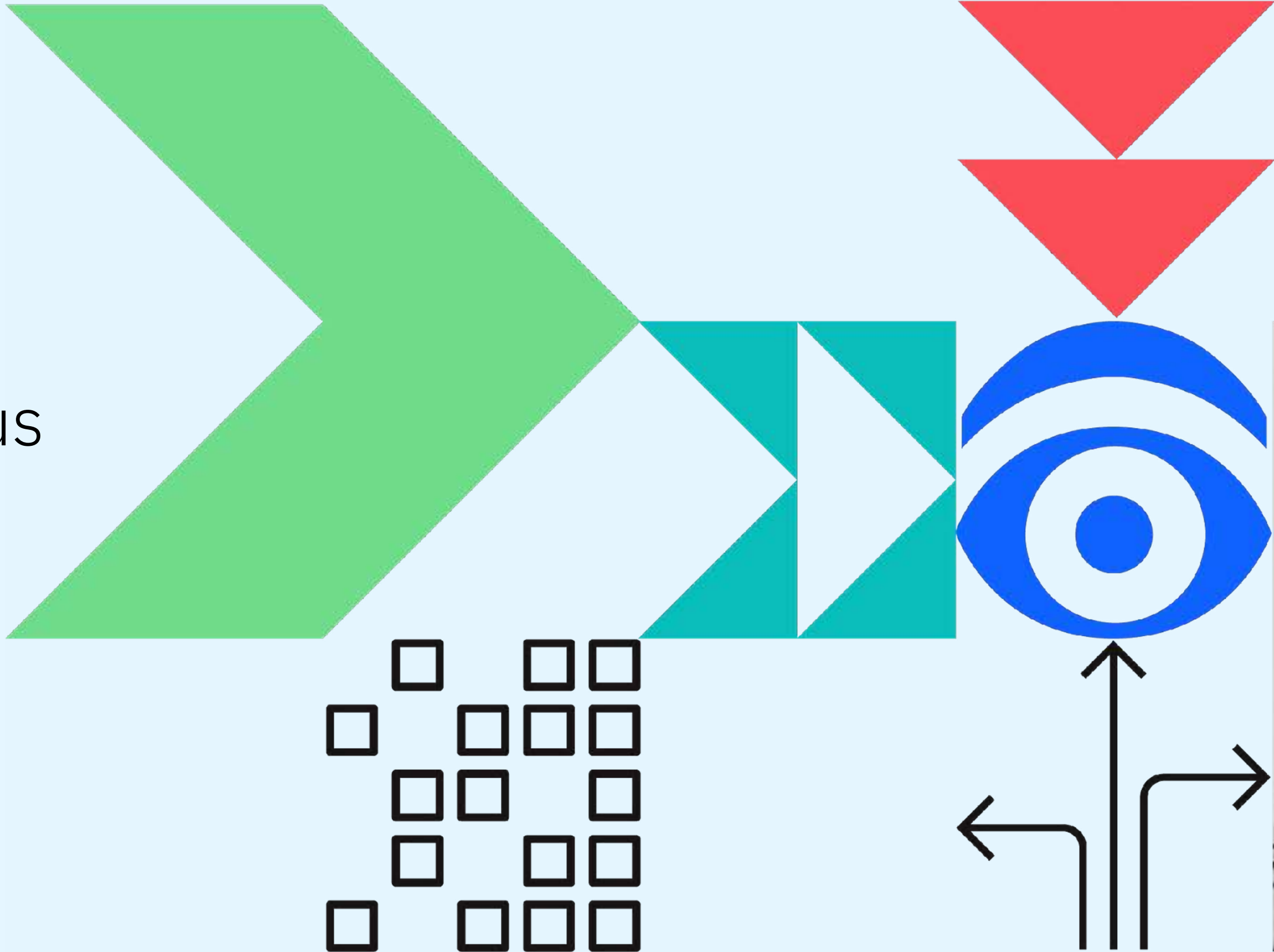
IBM

Contents

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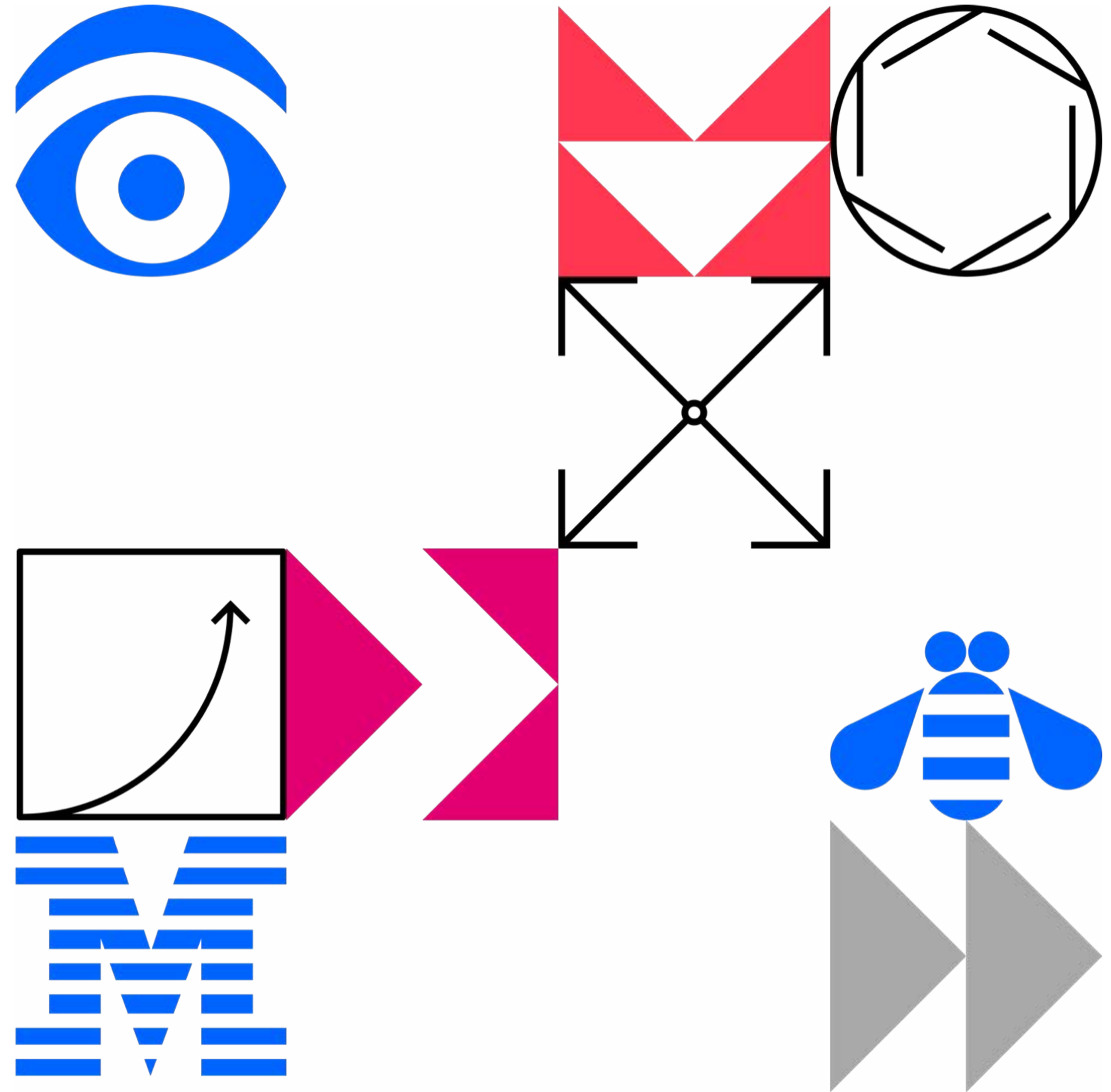
As a transformation partner, IBM is collaborating with clients to help them scale AI in a trustworthy way – from helping to institute foundational elements of their data strategies to tuning models for their specific business use cases, to helping them govern models beyond that.
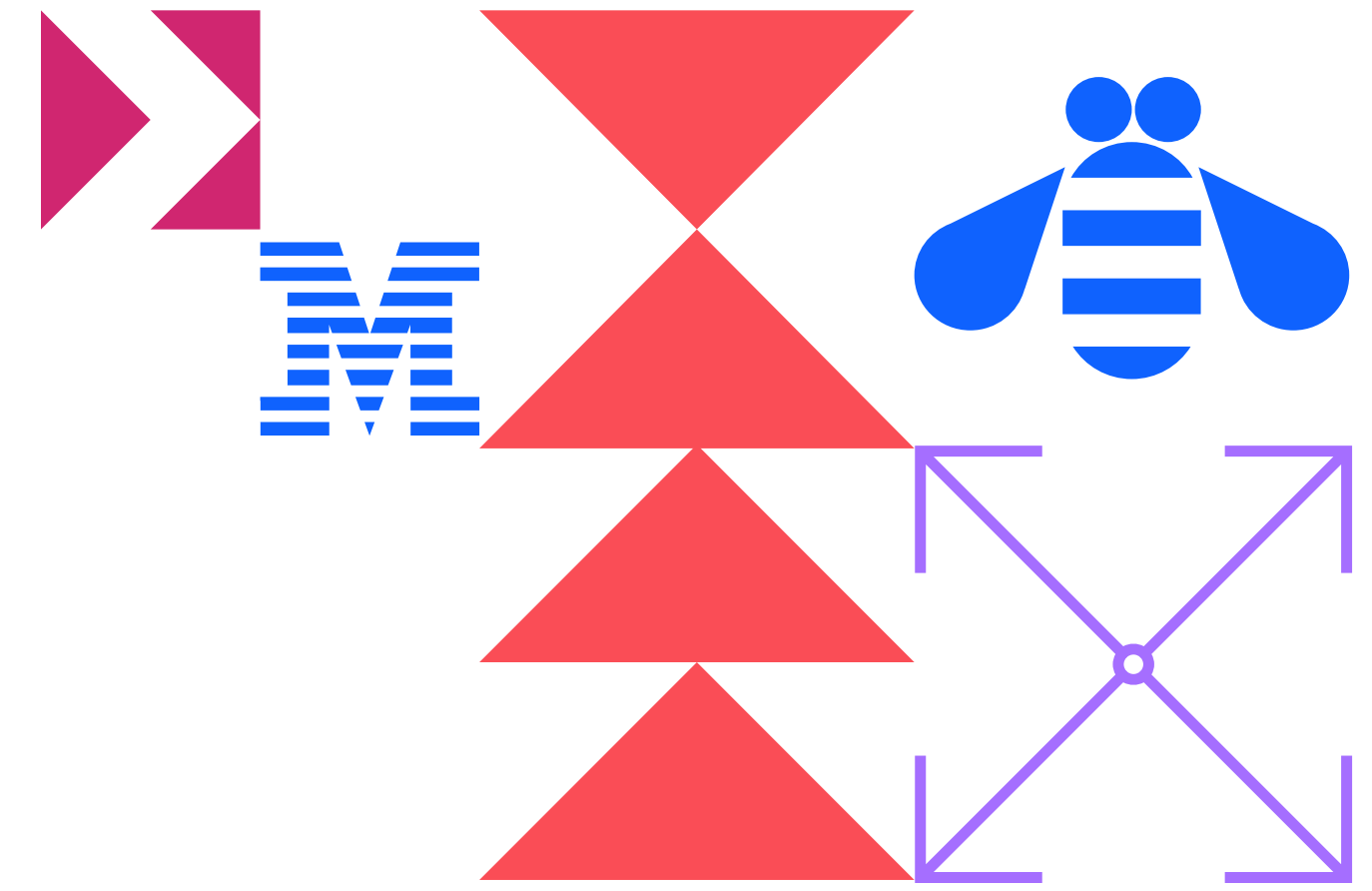
Dinesh Nirmal
Senior Vice President, Products
IBM Software

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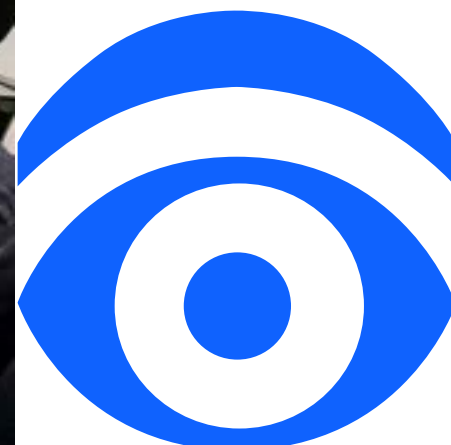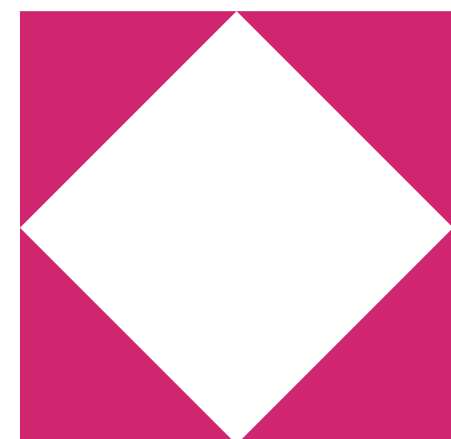
Continuous learning is essential in the tech industry. As technology evolves at an increasingly rapid pace, those who don't keep up will quickly fall behind. The most successful professionals are those who are constantly seeking new knowledge and skills.

Dr. Dario Gil
Senior Vice President and Director
IBM Research

IBM TechXchange Summit EMEA is a technical multi-day event designed with technologists, for technologists, to advance their skills and expertise through open access to the world of IBM.

IBM TechXchange Summit EMEA is the place to be for technologists who want to engage in an unprecedented open exchange of ideas and expertise among the boldest minds and innovations in tech.

Attendees will enjoy a deep hands-on experience with the latest IBM products and solutions, hear best practices from real users, engage with IBM experts around upcoming roadmaps, network with peers, and develop their skills through educational learning and certifications.
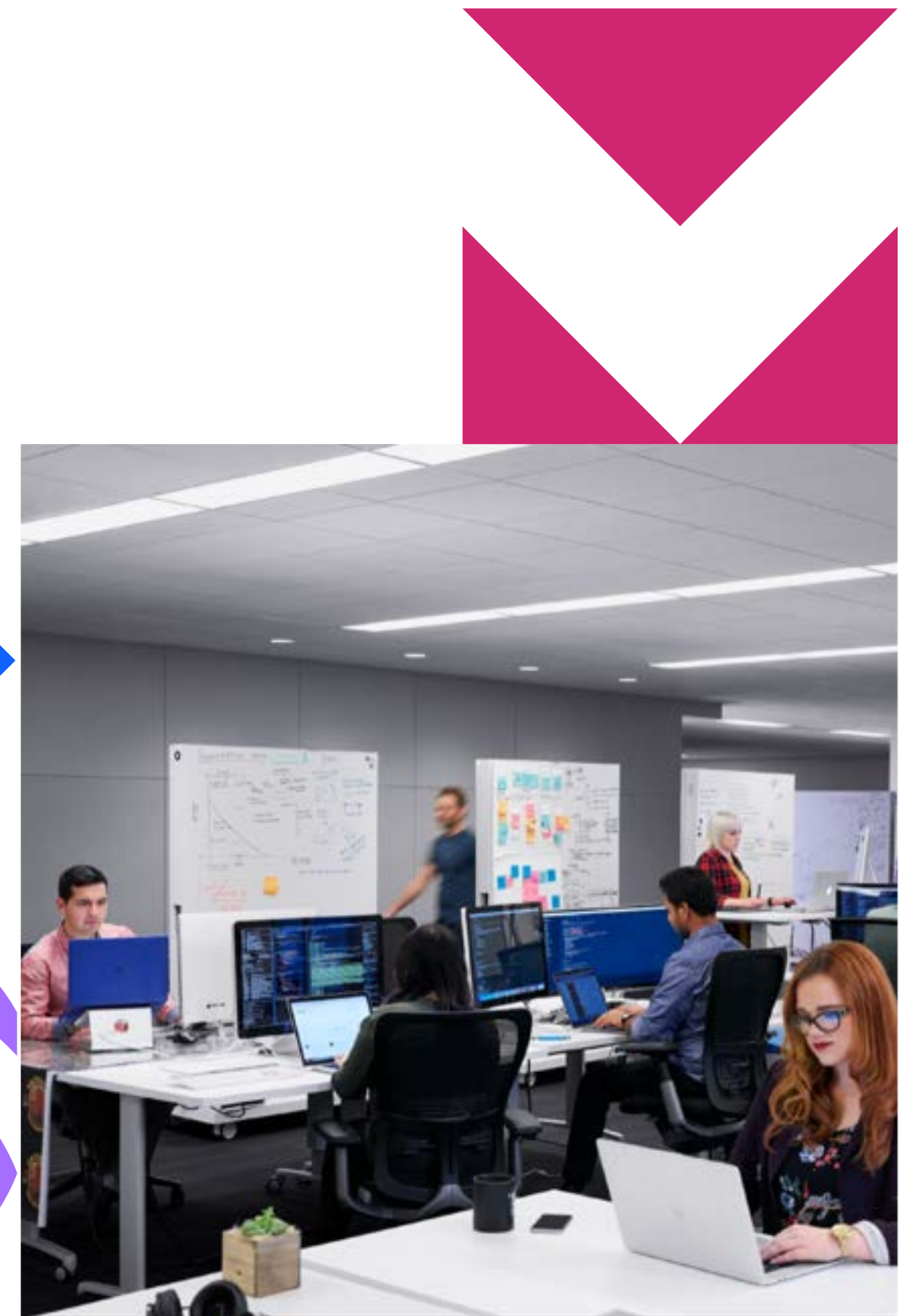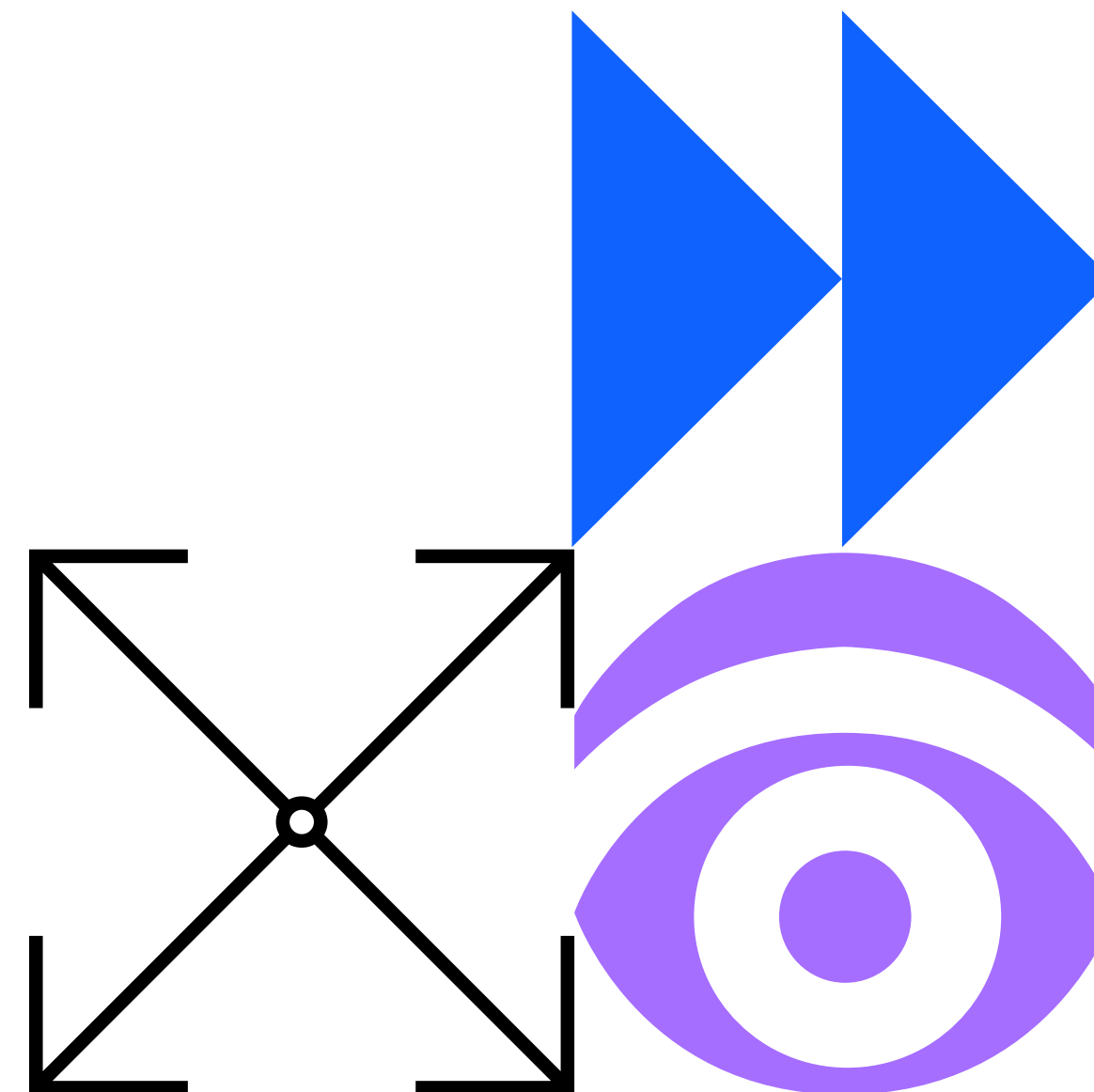
IBM TechXchange 2023 Americas - Overview

11-14 September 2023

By the numbers

3,087
Total attended onsite

735
Client attended (43%)

153
IBM Champions attended

449 / 580
External vs internal speakers

1,724
Non-IBMers attended
(43% clients, 57% BPs)

979
Partner attended (57%)

82%
Of attendees participated in
Pre-Conference activities

977
Leads were captured with
scanners by sponsors

93%
Attendance rate

100+
User groups attended

20.1K
Hours in continuing professional
education (CPE) credits toward industry
credentials from 1.1K sessions/labs

44
Classified hot leads by
sponsors

[Video of Sandbox (Expo)](#)   [Watch the Keynotes](#)   [TechXchange Program Seismic Page](#)

"I am proud to announce our skyscraper sponsorship and attendance of [IBM](#) TechXchange 2023, a thriving hub for technological innovation and collaboration. At [Microsoft](#), we recognize the importance of supporting initiatives that drive [#innovation](#) and foster a community of forward-thinkers."

Nitish Anand
Global Partner
Alliance Manager, Microsoft

As one of our IBM Champions said,

"This environment is amazing, it gives a feeling of how all the different elements of IBM are part of one community."

IBM TechXchange Summit EMEA

Community and Learning for Technology Experts.
Technical and roadmap keynotes, deep dive sessions, labs, certifications, and more.

22-25 January in Barcelona, Spain
Barcelona International Convention Centre

Audience

Current IBM technology users, enthusiasts & techie execs including:

developers | engineers | data scientists | architects | partners | clients

Tech VIPs

IBM Champions | User Group Members | Customer Advisory Board

Attendance: 1300+

Clients	**50%**	NCEE	**13%**
Business Partners	**30%**	DACH	**27%**
IBMers	**17%**	France	**9%**
Exhibitors	**2%**	Italy	**8%**
Press/Analysts/Influencers	**1%**	MEA	**8%**
		SPGI	**18%**
		UKI	**17%**

The Benefits of Sponsorship

Showcase your solutions to clients

Identify new opportunities

Build and deepen relationships

Be fully integrated in the TechXchange experience

IBM TechXchange Summit EMEA Detailed Week-at-a-Glance

MONDAY - PRE-CONFERENCE ACTIVITIES

Time	All Attendees	Partners	Special Groups	Early Access Labs
7:00 – 7:45				
8:00 – 8:45	Registration Open			Labs (90 mins)
9:00 – 9:45		Partner Program	User Group Meetings (with IBM and/or boards)	Labs (90 mins)
10:00 – 11:15				Labs (90 Serve)
11:30 – 12:45				Labs (90 mins)
1:00 – 2:00				Labs (90 mins)
2:15 – 3:30				Labs (90 mins)
3:45 – 5:30			IBM Champions Kick Off + Happy Hour (2 hours)	Labs (90 mins)

TUESDAY - DAY 1

Time	All Attendees	Sandbox	Breakouts	Labs
7:30 – 8:45	Continental / Grab & Go Breakfast (90 min.)			
9:00		Opening Session		
9:15 – 9:45		General Session (45 min)	Black out	
10:00	Refreshments			
10:15 – 11:15		Tech Atlas POV: Data	Breakouts (60 min)	Labs (90 mins)
11:30 – 12:15		Tech Atlas POV: Auto	Breakouts (60 min)	
12:15 – 12:45	Grab&Go Lunch (90 minutes)			
1:00 – 1:45		Tech Atlas POV: Security	Breakouts (60 min)	Labs (90 mins)
2:15 – 3:00		Tech Atlas POV: Hybrid Cloud	Breakouts (60 min)	Labs (90 mins)
3:15	Refreshments			
3:45 – 4:15		Tech Atlas POV: Quantum	Breakouts (60 min)	
4:45 – 5:15		Tech Atlas POV: AI	Breakouts (60 min)	Labs (90 mins)
5:45		Closing Session		
6:15 – 7:30	Networking Reception in Sandbox (2 hours)			Certifications & Self-Serve Labs

WEDNESDAY - DAY 2

Time	All Attendees	Sandbox	Breakouts	Labs
7:30 – 8:45	Continental / Grab & Go Breakfast (90 min.)			Labs (90 mins)
9:00		Opening Session		
9:15 – 9:45			Market/Country Specific Client Panels (45 min)	
10:00	Refreshments			
10:15 – 11:15		Sponsor Session (Headphones)	Breakouts (60 min)	Labs (90 mins)
11:30 – 12:15		Sponsor Session (Headphones)	Breakouts (60 min)	
12:15 – 12:45	Grab&Go Lunch (90 minutes)			
1:00 – 1:45		Sponsor Session (Headphones)	Breakouts (60 min)	Labs (90 mins)
2:15 – 3:00		Champions Info Session	Breakouts (60 min)	Labs (90 mins)
3:15	Refreshments			Certifications & Self-Serve Labs
3:45 – 4:15		Sponsor Session (Headphones)	Breakouts (60 min)	
4:45 – 5:15		Sponsor Session (Headphones)	Breakouts (60 min)	Labs (90 mins)
5:45		Closing Session		
6:15 – 7:30	Optional Networking Sponsorship Opportunities			

THURSDAY - DAY 3

| Time	All Attendees	Sandbox	Breakouts	Labs
7:30 – 8:45	Continental / Grab & Go Breakfast (90 min.)			Labs (90 mins)
9:00		Opening Session		
9:15 – 9:45			Market/Country Specific Client Panels (45 min)	
10:00	Refreshments			
10:15 – 11:15		Sponsor Session (Headphones)	Breakouts (60 min)	Labs (90 mins)
11:30 – 12:15		User Group Info Session	Breakouts (60 min)	Certifications & Self-Serve Labs
12:15 – 12:45	Grab&Go Lunch (90 minutes)			
1:00 – 1:45		Sponsor Session (Headphones)	Breakouts (60 min)	Labs (90 mins)
2:15 – 3:00				
2:15 – 2:45		Closing Session (Awards)		

Layout not finalized. For reference only.

Sponsorship Package Overview

|	Skyscraper Package (6) 40K€	Neighborhood Pkg (10) 10K€
Content		
One (1) Speaker TechByte within the conference included in the session catalog (30 min session) plus opportunity to scan and collect data from attendees to the session. Session will be promoted in the Session Catalogue and the mobile app.	✓	
TechXchange Sandbox Space		
One(1) turnkey IBM designed (6 x 2.5m) dedicated space in the Sandbox including: logo placement, demo screens x 2, whiteboard, meeting area. Option to decide between layouts (interactive games).	✓	
One(1) turnkey IBM designed (2.5 x 2.5m) dedicated space in the Sandbox including: logo placement, demo screen, meeting space		✓
Meeting Room (dedicated) + one (1) attendee tracking device	✓	**+10k€ (limited #)**
Engagement: Opportunities for expert engagement & networking with attendees		
Blog post and 60-minute webinar on IBM TechXchange Community platform. Technical content to be created by you aligned to TechXchange Summit EMEA session; subject to current schedule. These provide exposure to the TechXchange community of clients and partners; up to 150k world-wide.	✓	
Logo placement and promotion on conference website, mobile app and onsite digital signage plus social and blog kit.	✓	✓
Two (2) attendee tracking devices	✓	✓
Up to 6 Partner + Speaker Passes are included (+ additional 5 Client Passes)	✓	
2 Partner Passes are included (+ additional 5 Client Passes)		✓
One time pre-event registration list for TechXchange Summit EMEA (company names only, provided 3 weeks before event)	✓	✓
Expert guidance on driving engagement of your dedicated space in the Sandbox (2 planning sessions)	✓	✓
+ Additional Sponsorship Opportunities		
Tuesday Night - Evening Reception Block Party Social in the Sandbox - 10,000€ investment to sponsor (6), or 60,000€ to be exclusive sponsor	✓	
Other sponsor opportunities during the TechXchange Summit EMEA. Ask for more details.	✓	
Lunch & Networking sponsorship opportunities - starting at 6,000€ (negotiable)	✓	

Neighborhood Package

10,000€ investment
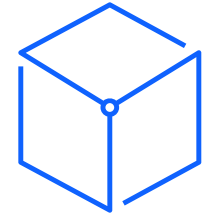
TechXchange Sandbox Space

One (1) turnkey IBM designed (2.5 x 2.5m) dedicated space in the Expo including:

– Fabric Backwall

– 55'' Screen

– Table with 4 high top chairs

– Sideboard

– Logo placement

– Add on: Meeting Room in Sandbox incl. one (1) attendee tracking device (+10,000€ investment – limited quantities)
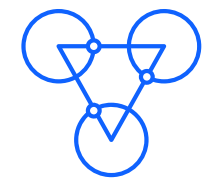
Engagement

– Logo placement on conference website, mobile app and onsite digital signage plus social kit

– Two (2) attendee tracking devices

– 2 Partner Passes are included (+ additional 5 Client Passes)

– One time pre-event registration list for TechXchange (company names only, provided 3 weeks before event)

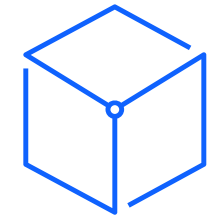Additional Sponsorship opportunities are available

Skyscraper Package

40,000€ investment
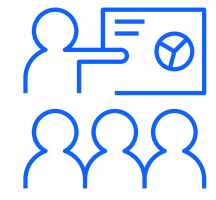
Content

One (1) speaker session (30min) within the event.
Topic and schedule to be agreed with event organizers.
Attendee data capture from the session.

TechXchange Sandbox Space

One(1) turnkey IBM designed (6 x 2.5m) dedicated space
in the Sandbox including:

– Option to decide between layouts (interactive game)

– Meeting Room incl. one (1) attendee tracking device
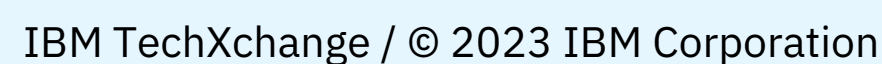 (limited number, first come, first serve)
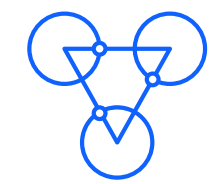
Engagement

– Blog post and 60-minute webinar on IBM TechXchange Community
  platform. Technical content to be created by you aligned to
  TechXchange Summit EMEA session; subject to current schedule.
  These provide exposure to the TechXchange community of clients and
  partners; up to 150k world-wide.

– Logo placement on conference website, mobile app, and onsite digital
  signage plus social kit.

– Two (2) attendee tracking devices

– Up to 6 Partner Passes for Staff and Speakers included
  (+ additional 5 Client Passes)

– One time pre-event registration list for TechXchange Summit
  (company names only, provided 3 weeks before event)

Additional Sponsorship opportunities are available

Layout Options Available

Not exact. Rendering only

TechXchange Sandbox Floor Plan

Layout not finalized.
For position only.

Level P0
Floorplan Expo

GEORGE P. JOHNSON
experience marketing
A PROJECT WORLDWIDE AGENCY

FORBIDDEN AREAS FOR STANDS – ACCESSES, LIFTS, SECURITY, EMERGENCY EXITS
FORBIDDEN AREAS FOR STANDS – MAIN CORRIDOR
PERMITTED AREA, RESPECTING FIRE ALARM

Backstage Caterer

Backstage Mainstage

LED
Stage

Stage 1000 PAX

57 PAX

FOH

Entrance

Stage:
1000 PAX
57 PAX high tables

Sandbox:
732 PAX
22 running meter buffet

Sandbox Area:
- 10x Standard Business Partner
- 6x Premium Business Partner
- 13x IBM Peds
- 1x User Group Pavillion
- 1x Champions Lounge
- 1x IBM Infrastructure
- 1x Watson x area
- 1x IBM Learning
- 1x Partner Plus
- 1x UX Lab
- 1x Activations (Atlas) tbd
- 1x Gaming Lounge
- 5x Games

Client
IBM

Architect of Record

Project
TechXchange Conference EMEA 2024 Barcelona

Plan
Floorplan Level P0

Designer	Date	Status
jk	19.09.2023	Draft

Scale	Plan-no	Project-no
A3	02	

Drawing
Level P0_Expo

General Notes

ALL ROOM DIMENSIONS ARE
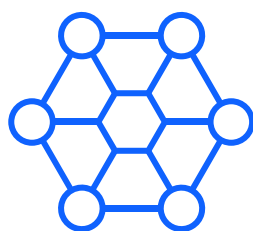APPROXIMATE AND MUST
BE CHECKED ON SITE

Additional Conference Sponsorship Opportunities

There are other sponsorship opportunities available.
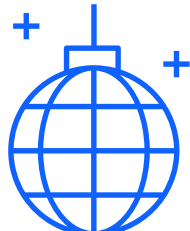Ask for more information about a bespoke opportunity.

Conference Meals & Breaks

Starting at 6,000€

Summit Block Party: Opening Evening Networking Event (Tues)

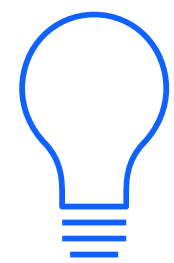10,000€ investment to sponsor (6) or 60,000€ to be exclusive sponsor

Interactive Evening Networking Events
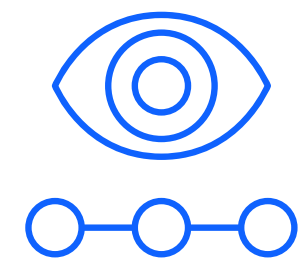
Ask for more details

Interactive Sandbox Experiences and Games
i.e. Mario Kart Competition, Chess

Ask for more details

# TechXchange Summit EMEA- Meals and Breaks

Opportunities

These are intentional and bespoke opportunities to cobrand select catering areas throughout the conference.

Thought starters

– Signage in meal/break areas
– Grab and go lunch- brand & label with QR code to your company/message on containers
– Conference related breaks with info shared digitally on App
– Post session refreshments, food stations
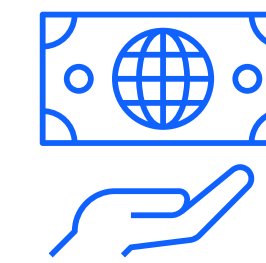
Investment

starting at 6,000€

Ask for more details.

What's the Difference between Think & TechXchange ?

	Think/Think on Tour	TechXchange Summit 2024 EMEA
Primary Audience	C-level executives, LoB and senior IT managers	IT practitioners (ex. data scientists, engineers, architects, programmers / developers, and partners). Current IBM technology product users & techie execs.
Goal	• Identify and progress deals in existing and new clients • Expand C-level relations • Educate partners on new IBM Partner Plus program + attract new partners to the program	• Deepen product adoption, maturity, loyalty and advocacy • Provide badging opportunities for IBM Partner Plus program • Generate 3rd party reviews & IBM Champions nominations • Promote paid education services
Attendee Benefit	Vision, demonstration, immersion & collaboration	Learning, upskilling, networking, community
Sessions	60+ keynotes, spotlight sessions, solution roundtables, Tech Bytes, activations and interactive installations	300+ deep technical sessions, product tips/tricks, skill training, labs and certifications
Topics	Hybrid cloud, Data, Automation, AI, Security, Sustainability, Business Transformation, Quantum Computing	AI, Application Runtimes, Asset & Environmental Management, Business Analytics, Business Automation, Data Management, Data Science, Data Security, Hybrid Cloud Software, IBM Z & LinuxONE, Identify & Access Management, Integration, IT Automation, Lifecycle Management, Power, Cloud, Quantum, Security, Threat Management, Storage, Supply Chain Information Management
Experience	Inspirational and business-oriented conversations	Hands-on learning (L2-L4)
Call for Speakers	No – Curated around key topics	Yes – Min 40% external led
IBMers	IBM executives and leaders + IBM reps and SMEs (Tech & Consulting)	IBM SMEs with deep product knowledge

How to Sponsor

We're here to answer any questions.

For sales conversations, please reach out to your partner alliance manager or use the General Intake [form](#)