

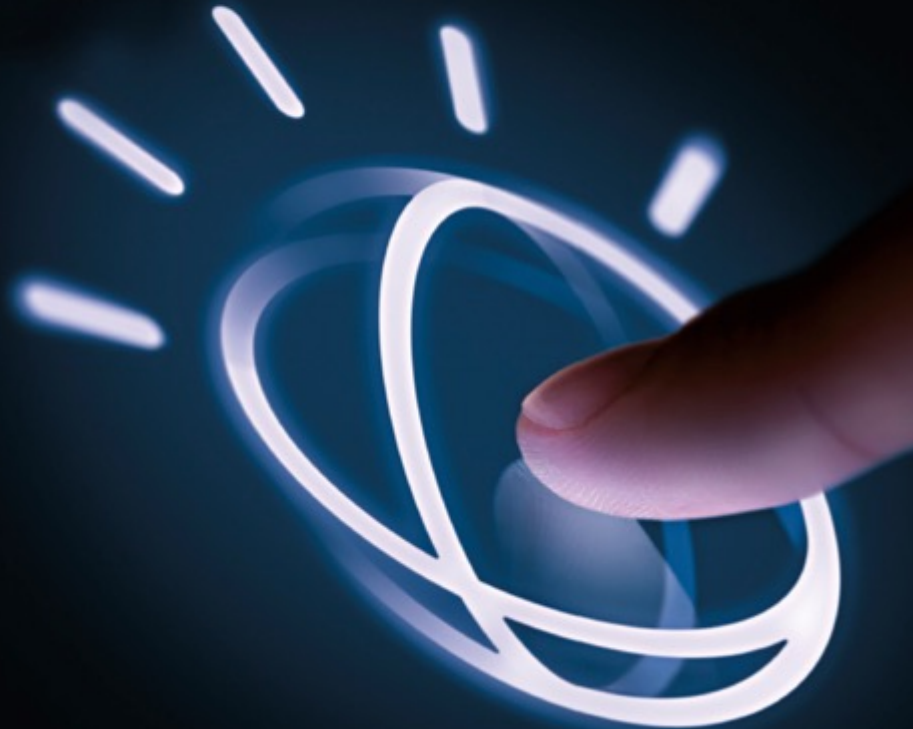


# World of Watson 2016

October 24-27 / Mandalay Bay + T-Mobile Arena

Sponsorship Prospectus

Updated 8.3.16



# Contents

- Contact Us
- You're invited
- Pillars + Floorplan
- Get started today...
- Sponsorship Level Architecture At-A-Glance
- Badge Overview
- Sponsorship Catalogue
- Marketing + Promotional Opportunities (MPOs)

# Contact us

For more information about Cognitive Concourse sponsorship opportunities, please contact:

Anthony Ramon, WoW Sponsorship Sales Lead  
aramon@us.ibm.com | (510) 769-5606

Bob Melton, WoW Sponsorship Sales  
bmelton@us.ibm.com | (770) 804-1162

For custom or multi-event opportunities, contact:  
Tony Donald, WoW Sales Manager  
tdonald@us.ibm.com | (847) 284-3480

# You're invited.

Join a select group of innovators who are **leading in the cognitive era** at World of Watson.

We've seen you **disrupt every industry** and profession, leveraging a sea of data as the fuel and the result of digital transformation. Engage and inspire others to follow your footsteps in **building a better future** together.

A new world awaits at World of Watson. **That new world is now.**



# Welcome home.

Today's industry leaders recognize the gap in their digital capabilities. Show how cognitive business is where digital business meets digital intelligence at World of Watson.

Lead the charge in re-imagining what's possible.

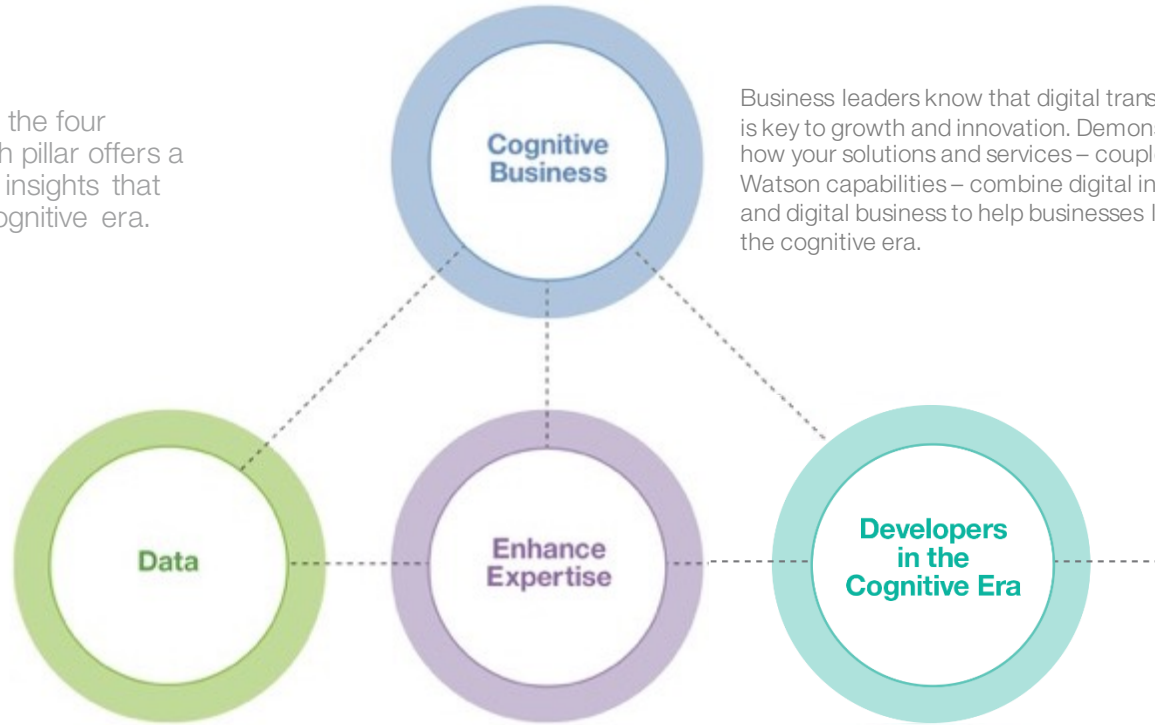
Share how *you* are creating knowledge from data to expand everyone's expertise, continuously learning and adapting to outthink the needs of the market as a cognitive business. Show how attendees can do so too, *with you as their trusted partner*.

Don't settle for ordinary. Build a world to outthink limits.



# The four pillars

World of Watson is framed around the four pillars of a cognitive business. Each pillar offers a unique experience and layers new insights that enables attendees to lead in the cognitive era.



Business leaders know that digital transformation is key to growth and innovation. Demonstrate how your solutions and services – coupled with Watson capabilities – combine digital intelligence and digital business to help businesses lead in the cognitive era.

Prove how your business can help data professionals uncover unexpected insights and put them into action. Reach new clients and find new opportunities in data science, data and content management and information governance. Showcase your innovative solutions, such as those built on Watson Analytics, that feature new data types like weather and Twitter.

Share how your business employs cognitive commerce, the Internet of Things or Collaboration to transcend limits. Showcase tools and solutions that expand everyone's expertise, supporting makers and movers in improving their craft across industries.

Express how your business can empower attendees to be influencers with the application of intelligent APIs. Build relationships with enterprise developers, entrepreneurs, IT professionals and academics – positioning yourself as a leading innovator in the developer's world.



# Venue Footprint and Pillar Waypoints

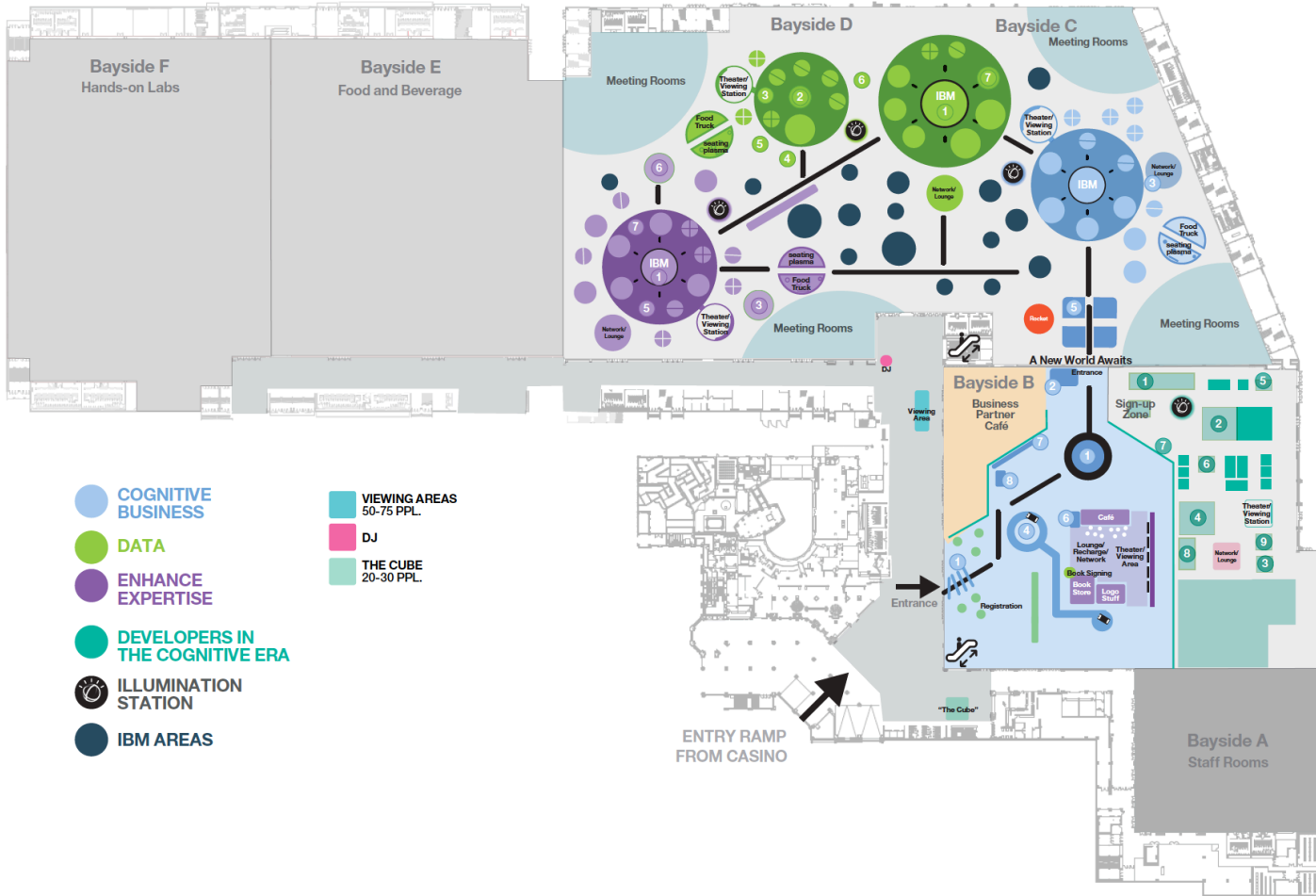
## Level 1, Bayside

Note: Work in Progress



# Venue Footprint and Pillar Waypoints Level 1, Bayside

**Note:** Work in Progress





# Get started today...

## Step 1:

**Choose the area** that best aligns with your business offerings.

## Step 2:

**Identify your requirement** to fulfill your business objectives and deliver your designed experience.

## Step 3:

**Choose a level and configuration** that meets your needs and contact our sponsorship sales team if you have any questions.

### Example:

Business Offering: Enterprise data and analytics solutions, optimized for mobile business.

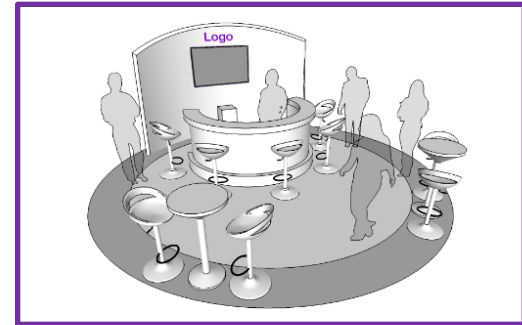
Best Area Alignment: Data

Objective: Share thought leadership around data science advancement and showcase solutions.

Requirements:

- Presentation theater
- Medium-Large experience
- Presentation spaces
- Monitor
- Storage
- Large logo presence
- Directed attendee flow

Budget: \$70K



**Gold Sponsorship**

	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Innovation</b>
<b>BYO =</b> Build Your Own booth Available in Diamond and Platinum Levels	(Turnkey / BYO) Pre-Commit \$160K / 100K Early Bird \$175K / 110K Standard \$190K / 120K	(Turnkey / BYO) Pre-Commit \$90K / 75K Early Bird \$100K / 80K Standard \$110K / 85K	(Turnkey) Pre-Commit \$55K Early Bird \$60K Standard \$70K	(Turnkey) Pre-Commit \$28K Early Bird \$33K Standard \$38K	(Turnkey) Pre-Commit \$17K Early Bird \$19K Standard \$22K	(Turnkey) Standard \$5k 1 side/1 monitor
Cognitive Business						
Data						
Enhance Expertise						
Developers in the Cognitive Era						



# Badge Overview

## Full Conference

Grants full access.

**Sponsors can purchase additional badges** in their contract at a rate of \$1,895.

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## Cognitive Experience Only

Grants access to *everything except* Micro Sessions (breakout sessions), Hands-on Labs & Certification. You can attend T-Mobile Arena events, concert, meals and Cognitive Concourse.

**Sponsors can purchase additional badges** in their contract at a rate of \$895.

# Sponsorship + Co-Marketing Funds

All sponsorship packages (Diamond, Platinum, Gold, Silver, Bronze, and Innovation) qualify for Software Co-Marketing funding; Marketing + Promotional Opportunities (MPOs) and Sponsorships at Toshiba Plaza do not qualify for Co-Marketing.

Co-Marketing is a reimbursement offering. For IBM conferences, the Business Partner purchases the sponsorship package up front and is reimbursed for qualifying expenses by IBM after the conference. All requests for Co-Marketing funds require IBM approval and are subject to available funding.



# **Sponsorship Catalogue**

**Cognitive Business Pillar**

Cognitive businesses think collectively and respond in whole new ways to the market.

Business leaders know that digital transformation is key to growth and innovation. Demonstrate how your solutions and services – coupled with Watson capabilities – combine digital intelligence and digital business to help businesses lead in the cognitive era.

Are you helping organizations converge digital businesses with a new level of digital intelligence?

Make your mark in Cognitive City.



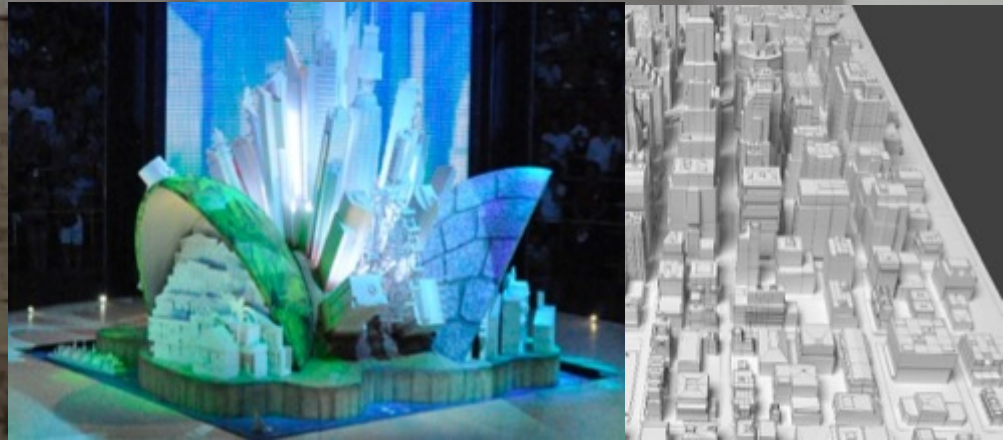


# Imagine...

Every aspect of human life can be impacted by cognitive. Bring this to life in a 3D cognitive cityscape, where each movement, interaction and destination can understand, reason and learn. As attendees take a tour of Cognitive City, AR-enabled touchpoints show how cognitive is impacting real-life institutions.

You've entered Cognitive City.

Sponsors in this pillarfold into the cognitive cityscape, showcasing their cognitive solutions built for the future.



## Cognitive Business: Diamond Sponsorship

Turnkey (shown below)

Pre-Commit: \$160,000 Early Bird: \$175,000 Standard: \$190,000



Diamond Turnkey option also includes:

- (1) Large Container Setup
- (6) 60" Monitors
- (3) Storage Counters
- (5) Industrial Tables
- (12) "Rustique" Stools
- Booth Property Provided

Bring your own booth (not shown)

Pre-Commit: \$100,000 Early Bird: \$110,000 Standard: \$120,000

Perfect For: Showcasing products and solutions

Both Diamond Options include:

- (6) 500 Watt Electrical Drops
- (6) Hardwire Internet Drops
- (11) Full Conference Badges
- (4) Cognitive Experience Only Badges
- (2) Lead Retrieval Units
- (2) Breakout Session
- (1) Cognitive Concourse Theater Presentation
- (1) Large Meeting Room on the Cognitive Concourse
- Social Inclusions: (1) Blog Post on IBM Tumblr, (6) Week Pre-promotional flights; (2) Tweets/week
- Cross Promotion during conference: 5 retweets
- Company Description Online
- Dedicated VIP Suite in T-Mobile Arena (for up to 16 people)
- Elevator Cling in the Conference Area
- Co-Sponsor Cognitive Concourse Receptions: logo on Function Signage
- Printed Ad in Newspaper (1 Large Ad, pick day)
- Logo Featured on: Select Print Deliverables, Mobile Events App Rotating Logo and Highlights Page, Conference Website, Cognitive Concourse Entrance and Registration
- 1 Minute Video on digital signage

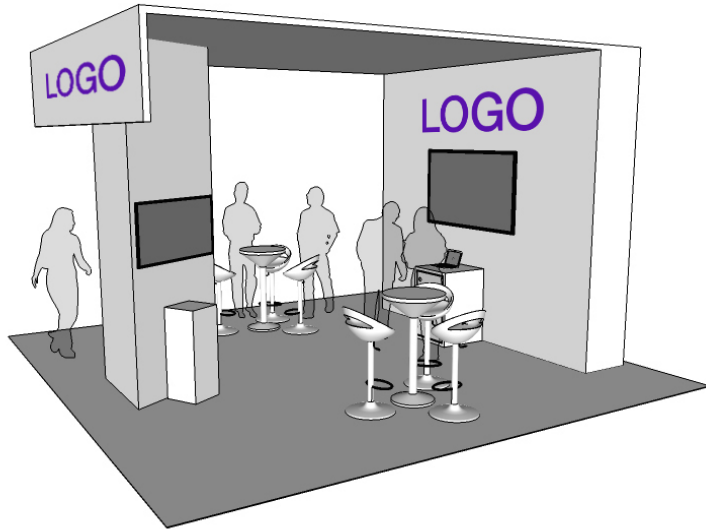
Footprint: 900 Sq. Ft.



## Cognitive Business: Platinum Sponsorship

Turnkey (shown below)

Pre-Commit: \$90,000 Early Bird: \$100,000 Standard: \$110,000



Platinum Turnkey option also includes:

- (1) Canopy and Back Wall Structure
- (2) 42" Touchscreen Monitors
- (1) 80" Touchscreen Monitor
- (2) High Top Tables with (6) Stools
- (1) Locking Pedestal and (2) Pedestals
- Booth Property Provided

Bring your own booth (not shown)

Pre-Commit: \$75,000 Early Bird: \$80,000 Standard: \$85,000

Perfect For: Showcasing products and solutions

Both Platinum options include:

- (4) 500 Watt Electrical Drops
- (3) Hardwire Internet Drops
- (8) Full Conference Badges
- (4) Cognitive Experience Only Badges
- (1) Breakout Session
- (1) Cognitive Concourse Theater Presentation
- (1) Large Meeting Room on the Cognitive Concourse
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Dedicated VIP Suite in T-Mobile Arena (for up to 16 people)
- Social Inclusions: (1) Blog Post on IBM Tumblr, (6) Week Pre-promotional flights; (2) Tweets/week
- Cross Promotion during conference: 5 retweets
- Co-Sponsor Lunch: logo on Function Signage
- Printed Ad in Newspaper (1 Medium Ad, pick day)
- Logo Featured on: Function Signage, Select Print Deliverables, Mobile Events App Rotating Logo, Conference Website, Cognitive Concourse Entrance and Registration
- Company Description Online
- Logo Item Advertising

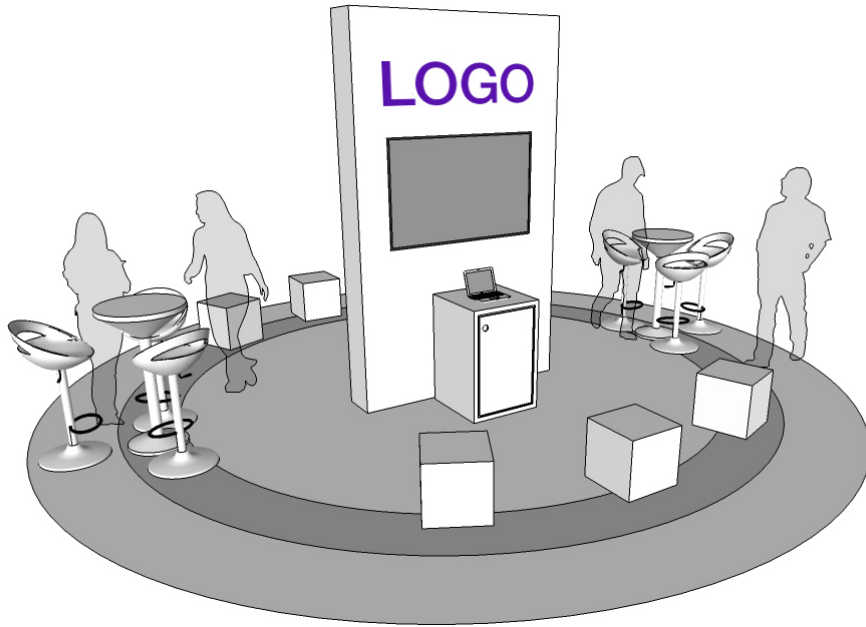
Footprint: 400 Sq. Ft.





## Cognitive Business: Gold Sponsorship

Pre-Commit: \$55,000 Early Bird: \$60,000 Standard: \$70,000



Perfect For: Sharing thought leadership

This option includes:

- (1) Wall Unit with (2) 60" Monitors
- (6) Cube Stools
- (2) High Top Tables and (6) Stools
- (2) Pedestals
- (2) 500 Watt Electrical Drops
- (2) Hardwire Internet Drops
- (5) Full Conference Badges
- (2) Cognitive Experience Only Badges
- Booth Property Provided
- Wireless Internet Access
- 1-hour time slots Meeting Rooms on the Cognitive Concourse
- Dedicated VIP Suite in T-Mobile Arena (for up to 16 people)\*
- (1) Lead Retrieval Unit
- Co-Sponsor Breakfast: logo on Function Signage
- Logo Featured on: Conference Website, Sponsor Level Signage near Entrance and Newspaper Sponsor List
- Company Description Online
- Logo Item Advertising

Footprint: 450 Sq. Ft.

\* If application received by 8/26/16.

## Cognitive Business: Silver Sponsorship

Pre-Commit: \$28,000 Early Bird: \$33,000 Standard: \$38,000



Perfect For: Showcasing products and solutions

This option includes:

- (1) Back Wall
- (2) 42" Monitors
- (2) Pedestals
- (1) High Top Table and (3) Stools
- (2) 500 Watt Electrical Drops
- (2) Hardwire Internet Drops
- (3) Full Conference Badges
- (1) Cognitive Experience Only Badge
- Booth Property Provided
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Company Logo Featured on Conference Website, Sponsor Level Signage near Entrance and Newspaper Sponsor List
- Company Description Online

Footprint: 130 Sq. Ft.

## Cognitive Business: Bronze Sponsorship

Pre-Commit: \$17,000 Early Bird: \$19,000 Standard: \$22,000



Perfect For: Showcasing products and solutions

This option includes:

- (1) Back Wall
- (1) 42" Monitor
- (1) Pedestal
- (1) High Top Table
- (3) Stools
- (2) 500 Watt Electrical Drops
- (1) Hardwire Internet Drop
- (2) Full Conference Badges
- (1) Cognitive Experience Only Badge
- Booth Property Provided
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Company Name Featured on Conference Website
- Company Description Online

Footprint: 100 Sq. Ft.

## Cognitive Business: Innovation Sponsorship

Standard: \$5,000



Perfect For: Showcasing products and solutions

This option includes:

- (1) Shared back-to-back Table
- (1) 42" Monitor
- (1) 500 Watt Electrical Drop
- (1) Hardline Internet Drop
- (1) Cognitive Experience Only Badge
- Booth Property Provided
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Company Name Featured on Conference Website and Newspaper Sponsor List
- Company Description Online

Footprint: 100 Sq. Ft.

# Sponsorship Catalogue

Data Pillar

Cognitive businesses access and use **all types of data**.

Prove how your business can help data professionals uncover **unexpected insights** and put them into action. Reach new clients and find new opportunities in data science, data and content management and information governance. Showcase your innovative solutions, such as those built on Watson Analytics, that feature new data types like weather and Twitter.

**Are you helping leaders** develop the data they possess, the data outside their firewall and the data that's coming?

**Head into the Data Forest.**





Data

# Imagine...

One bit of data may leave us in the dark, but a forest of data illuminates game-changing insights. Progress attendees through a journey of data exploration and reveal to help them see the forest for the trees.

Explore the Data Forest.

Sponsors in this pillar serve as knowledge-sharing touchpoints – each illuminating new ideas that fuel innovation with data science and advanced analytics.



## Data: Diamond Sponsorship

Turnkey (shown below)

Pre-Commit: \$160,000 Early Bird: \$175,000 Standard: \$190,000



Diamond Turnkey option also includes:

- (1) Large Container Setup
- (6) 60" Monitors
- (3) Storage Counters
- (5) Industrial Tables
- (12) "Rustique" Stools
- Booth Property Provided

Bring your own booth (not shown)

Pre-Commit: \$100,000 Early Bird: \$110,000 Standard: \$120,000

Perfect For: Showcasing products and solutions

Both Diamond Options include:

- (6) 500 Watt Electrical Drops
- (6) Hardwire Internet Drops
- (11) Full Conference Badges
- (4) Cognitive Experience Only Badges
- (2) Lead Retrieval Units
- (2) Breakout Session
- (1) Cognitive Concourse Theater Presentation
- (1) Large Meeting Room on the Cognitive Concourse
- Social Inclusions: (1) Blog Post on IBM Tumblr, (6) Week Pre-promotional flights; (2) Tweets/week
- Cross Promotion during conference: 5 retweets
- Company Description Online
- Dedicated VIP Suite in T-Mobile Arena (for up to 16 people)
- Elevator Cling in the Conference Area
- Co-Sponsor Cognitive Concourse Receptions: logo on Function Signage
- Printed Ad in Newspaper (1 Large Ad, pick day)
- Logo Featured on: Select Print Deliverables, Mobile Events App Rotating Logo and Highlights Page, Conference Website, Cognitive Concourse Entrance and Registration
- 1 Minute Video on digital signage

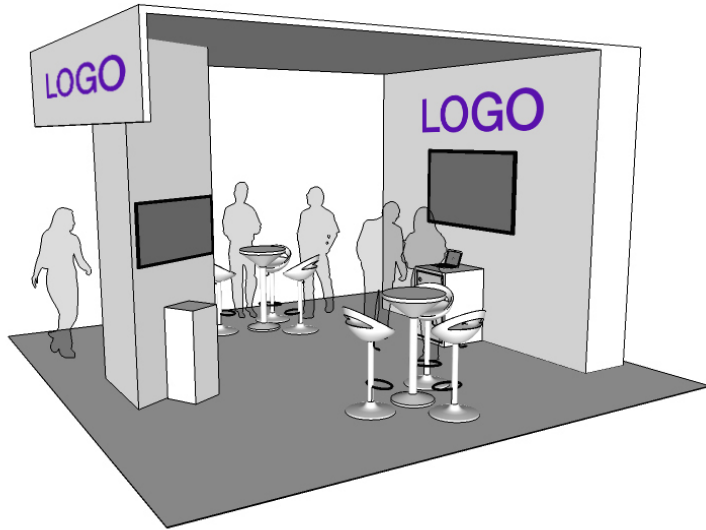
Footprint: 900 Sq. Ft.



## Data: Platinum Sponsorship

Turnkey (shown below)

Pre-Commit: \$90,000 Early Bird: \$100,000 Standard: \$110,000



Platinum Turnkey option also includes:

- (1) Canopy and Back Wall Structure
- (2) 42" Touchscreen Monitors
- (1) 80" Touchscreen Monitor
- (2) High Top Tables with (6) Stools
- (1) Locking Pedestal and (2) Pedestals
- Booth Property Provided

Bring your own booth (not shown)

Pre-Commit: \$75,000 Early Bird: \$80,000 Standard: \$85,000

Perfect For: Showcasing products and solutions

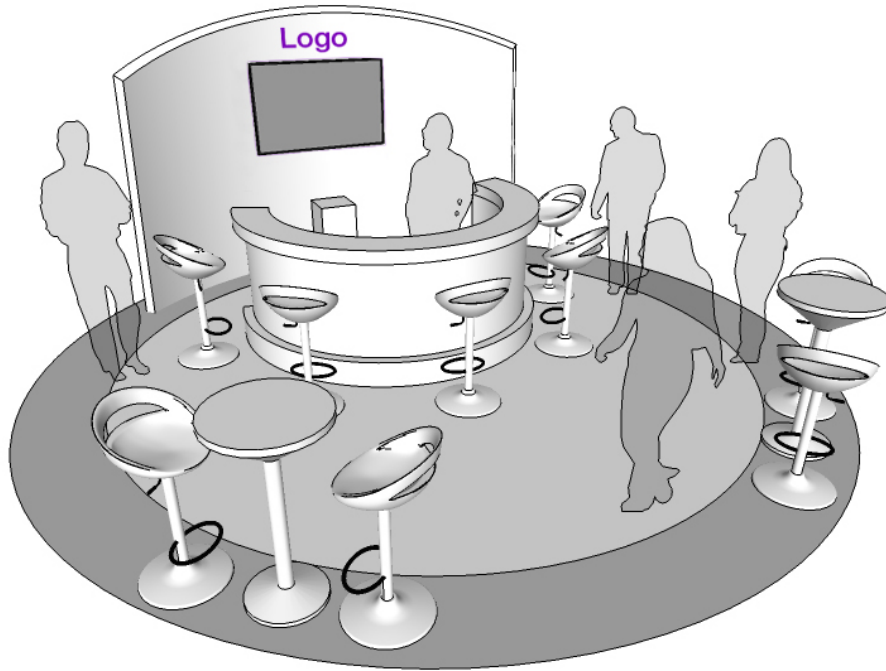
Both Platinum options include:

- (4) 500 Watt Electrical Drops
- (3) Hardwire Internet Drops
- (8) Full Conference Badges
- (4) Cognitive Experience Only Badges
- (1) Breakout Session
- (1) Cognitive Concourse Theater Presentation
- (1) Large Meeting Room on the Cognitive Concourse
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Dedicated VIP Suite in T-Mobile Arena (for up to 16 people)
- Social Inclusions: (1) Blog Post on IBM Tumblr, (6) Week Pre-promotional flights; (2) Tweets/week
- Cross Promotion during conference: 5 retweets
- Co-Sponsor Lunch: logo on Function Signage
- Printed Ad in Newspaper (1 Medium Ad, pick day)
- Logo Featured on: Function Signage, Select Print Deliverables, Mobile Events App Rotating Logo, Conference Website, Cognitive Concourse Entrance and Registration
- Company Description Online
- Logo Item Advertising

Footprint: 400 Sq. Ft.

## Data: Gold Sponsorship

Pre-Commit: \$55,000 Early Bird: \$60,000 Standard: \$70,000



## Perfect For: Generating new business leads

This option includes:

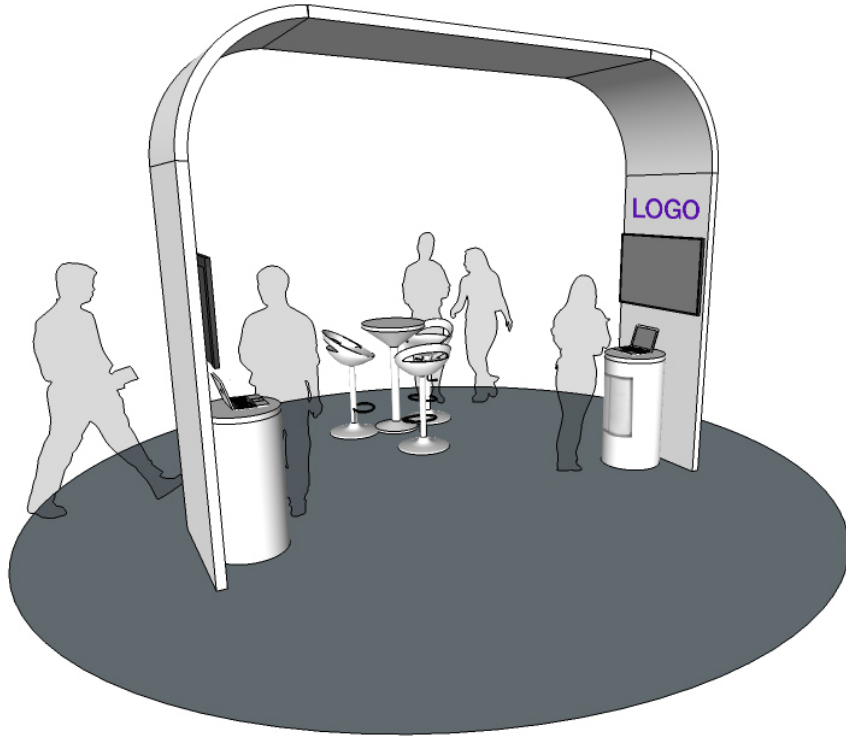
- (1) 60" Monitor
- (1) Curved Back Wall
- (1) Curved Event Bar with (5) Stools
- (1) Pedestal
- (3) 500 Watt Electrical Drops
- (2) Hardwire Internet Drops
- (2) High Top Tables with (4) Stools
- (5) Full Conference Badges
- (2) Cognitive Experience Only Badges
- Booth Property Provided
- Wireless Internet Access
- 1-hour time slots Meeting Rooms on the Cognitive Concourse
- Dedicated VIP Suite in T-Mobile Arena (for up to 16 people)\*
- (1) Lead Retrieval Unit
- Co-Sponsor Breakfast: logo on Function Signage
- Logo Featured on: Conference Website, Sponsor Level Signage near Entrance and Newspaper Sponsor List
- Company Description Online
- Logo Item Advertising

Footprint: 450 Sq. Ft.

\* If application received by 8/26/16.

## Data: Silver Sponsorship

Pre-Commit: \$28,000 Early Bird: \$33,000 Standard: \$38,000



Perfect For: Showcasing products and solutions

This option includes:

- (1) Curved Back Wall
- (2) 42" Monitors
- (2) Pedestals
- (2) 500 Watt Electrical Drops
- (2) Hardline Internet Drops
- (1) High Top Table and (3) Stools
- (3) Full Conference Badges
- (1) Cognitive Experience Only Badge
- Booth Property Provided
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Company Logo Featured on Conference Website, Sponsor Level Signage near Entrance and Newspaper Sponsor List
- Company Description Online

Footprint: 110 Sq. Ft.

## Data: Bronze Sponsorship

Pre-Commit: \$17,000 Early Bird: \$19,000 Standard: \$22,000



Perfect For: Showcasing products and solutions

This option includes:

- (1) Back Wall
- (1) 42" Monitor
- (1) Pedestal
- (1) High Top Table
- (3) Stools
- (2) 500 Watt Electrical Drops
- (1) Hardwire Internet Drop
- (2) Full Conference Badges
- (1) Cognitive Experience Only Badge
- Booth Property Provided
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Company Name Featured on Conference Website
- Company Description Online

Footprint: 100 Sq. Ft.

## Data: Innovation Sponsorship

Standard: \$5,000



Perfect For: Showcasing products and solutions

This option includes:

- (1) Shared back-to-back Table
- (1) 42" Monitor
- (1) 500 Watt Electrical Drop
- (1) Hardline Internet Drop
- (1) Cognitive Experience Only Badge
- Booth Property Provided
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Company Name Featured on Conference Website and Newspaper Sponsor List
- Company Description Online

Footprint: 100 Sq. Ft.

# Sponsorship Catalogue

Enhance Expertise Pillar

Cognitive businesses develop and sharpen expertise with each data point, interaction and outcome, so they **never stop learning**.

Share how **your business** employs cognitive commerce, the Internet of Things or Collaboration to transcend limits. Showcase tools and solutions that expand everyone's expertise, **supporting makers and movers** in improving their craft across industries.

**Are you helping businesses** hone their expertise to take immediate, more informed actions?

**See you at the Expertise Exchange.**





Enhance  
Expertise

# Imagine...

Industries are undergoing radical transformation, fueled by cognitive. Individuals must look to the future to thrive. Transport attendees forward with a futuristic galleria experience, where storefront-inspired vignettes illustrate moments of transformation for their work and for their industries.

Turn the corner to Expertise Exchange.

Sponsors in this pillar engage attendees in exploring how their expertise can be enhanced with technology – at home, at work and in the world.





## Enhance Expertise: Diamond Sponsorship

Turnkey (shown below)

Pre-Commit: \$160,000 Early Bird: \$175,000 Standard: \$190,000

Bring your own booth (not shown)

Pre-Commit: \$100,000 Early Bird: \$110,000 Standard: \$120,000



Diamond Turnkey option also includes:

- (1) Large Container Setup
- (6) 60" Monitors
- (3) Storage Counters
- (5) Industrial Tables
- (12) "Rustique" Stools
- Booth Property Provided

Perfect For: Showcasing products and solutions

Both Diamond Options include:

- (6) 500 Watt Electrical Drops
- (6) Hardwire Internet Drops
- (11) Full Conference Badges
- (4) Cognitive Experience Only Badges
- (2) Lead Retrieval Units
- (2) Breakout Session
- (1) Cognitive Concourse Theater Presentation
- (1) Large Meeting Room on the Cognitive Concourse
- Social Inclusions: (1) Blog Post on IBM Tumblr, (6) Week Pre-promotional flights; (2) Tweets/week
- Cross Promotion during conference: 5 retweets
- Company Description Online
- Dedicated VIP Suite in T-Mobile Arena (for up to 16 people)
- Elevator Cling in the Conference Area
- Co-Sponsor Cognitive Concourse Receptions: logo on Function Signage
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- 1 Minute Video on digital signage

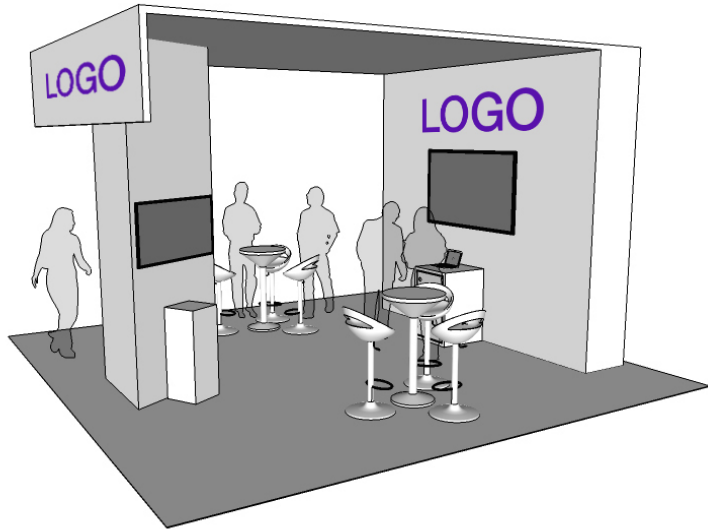
Footprint: 900 Sq. Ft.



## Enhance Expertise: Platinum Sponsorship

Turnkey (shown below)

Pre-Commit: \$90,000 Early Bird: \$100,000 Standard: \$110,000



Platinum Turnkey option also includes:

- (1) Canopy and Back Wall Structure
- (2) 42" Touchscreen Monitors
- (1) 80" Touchscreen Monitor
- (2) High Top Tables with (6) Stools
- (1) Locking Pedestal and (2) Pedestals
- Booth Property Provided

Bring your own booth (not shown)

Pre-Commit: \$75,000 Early Bird: \$80,000 Standard: \$85,000

Perfect For: Showcasing products and solutions

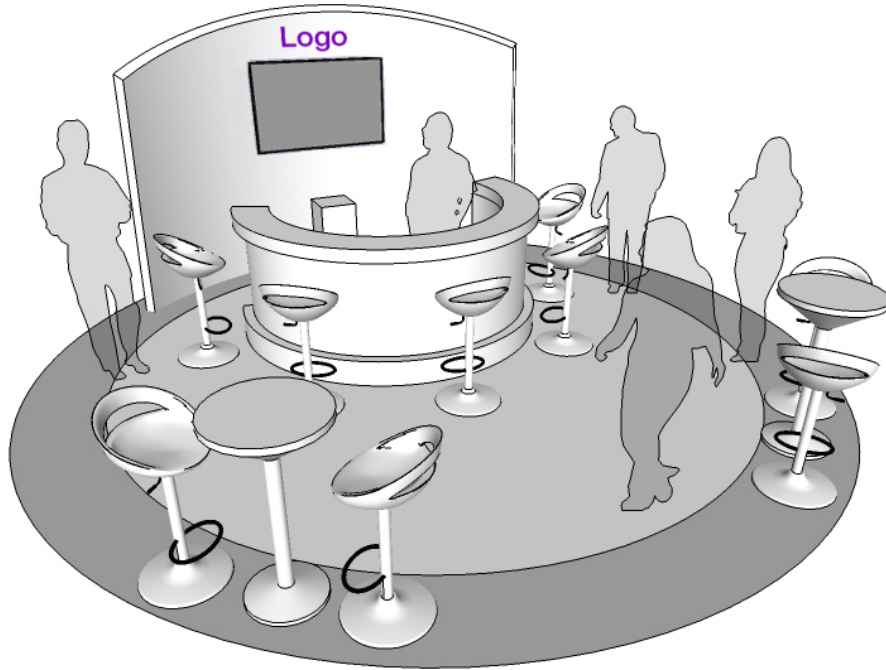
Both Platinum options include:

- (4) 500 Watt Electrical Drops
- (3) Hardwire Internet Drops
- (8) Full Conference Badges
- (4) Cognitive Experience Only Badges
- (1) Breakout Session
- (1) Cognitive Concourse Theater Presentation
- (1) Large Meeting Room on the Cognitive Concourse
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Dedicated VIP Suite in T-Mobile Arena (for up to 16 people)
- Social Inclusions: (1) Blog Post on IBM Tumblr, (6) Week Pre-promotional flights; (2) Tweets/week
- Cross Promotion during conference: 5 retweets
- Co-Sponsor Lunch: logo on Function Signage
- Printed Ad in Newspaper (1 Medium Ad, pick day)
- Logo Featured on: Function Signage, Select Print Deliverables, Mobile Events App Rotating Logo, Conference Website, Cognitive Concourse Entrance and Registration
- Company Description Online
- Logo Item Advertising

Footprint: 400 Sq. Ft.

## Enhance Expertise: Gold Sponsorship

Pre-Commit: \$55,000 Early Bird: \$60,000 Standard: \$70,000



## Perfect For: Generating new business leads

This option includes:

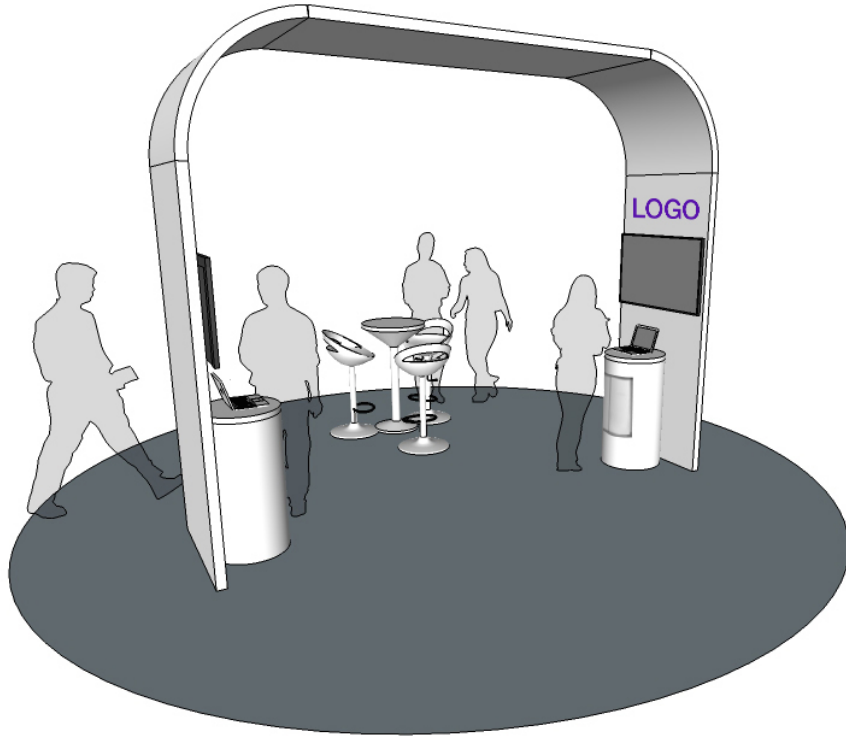
- (1) 60" Monitor
- (1) Curved Back Wall
- (1) Curved Event Bar with (5) Stools
- (1) Pedestal
- (3) 500 Watt Electrical Drops
- (2) Hardwire Internet Drops
- (2) High Top Tables with (4) Stools
- (5) Full Conference Badges
- (2) Cognitive Experience Only Badges
- Booth Property Provided
- Wireless Internet Access
- 1-hour time slots Meeting Rooms on the Cognitive Concourse
- Dedicated VIP Suite in T-Mobile Arena (for up to 16 people)\*
- (1) Lead Retrieval Unit
- Co-Sponsor Breakfast: logo on Function Signage
- Logo Featured on: Conference Website, Sponsor Level Signage near Entrance and Newspaper Sponsor List
- Company Description Online
- Logo Item Advertising

Footprint: 450 Sq. Ft.

\* If application received by 8/26/16.

## Enhance Expertise: Silver Sponsorship

Pre-Commit: \$28,000 Early Bird: \$33,000 Standard: \$38,000



Perfect For: Showcasing products and solutions

This option includes:

- (1) Curved Back Wall
- (2) 42" Monitors
- (2) Pedestals
- (2) 500 Watt Electrical Drops
- (2) Hardline Internet Drops
- (1) High Top Table and (3) Stools
- (3) Full Conference Badges
- (1) Cognitive Experience Only Badge
- Booth Property Provided
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Company Logo Featured on Conference Website
- Company Description Online

Footprint: 110 Sq. Ft.

## Enhance Expertise: Bronze Sponsorship

Pre-Commit: \$17,000 Early Bird: \$19,000 Standard: \$22,000



Perfect For: Showcasing products and solutions

This option includes:

- (1) Back Wall
- (1) 42" Monitor
- (1) Pedestal
- (1) High Top Table
- (3) Stools
- (2) 500 Watt Electrical Drops
- (1) Hardwire Internet Drop
- (2) Full Conference Badges
- (1) Cognitive Experience Only Badge
- Booth Property Provided
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Company Name Featured on Conference Website
- Company Description Online

Footprint: 100 Sq. Ft.

## Enhance Expertise: Innovation Sponsorship

Standard: \$5,000



Perfect For: Showcasing products and solutions

This option includes:

- (1) Shared back-to-back Table
- (1) 42" Monitor
- (1) 500 Watt Electrical Drop
- (1) Hardline Internet Drop
- (1) Cognitive Experience Only Badge
- Booth Property Provided
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Company Name Featured on Conference Website and Newspaper Sponsor List
- Company Description Online

Footprint: 100 Sq. Ft.



# **Sponsorship Catalogue**

**Developers in the Cognitive Era Pillar**

Cognitive businesses **build** and use cognitive apps to exceed users' highest expectations and strengthen connections.

Express how **your business** can **empower attendees** to be influencers with the application of **intelligent APIs**. Build relationships with enterprise developers, entrepreneurs, IT professionals and academics – positioning yourself as a **leading innovator in the coder world**.

Are you enabling teams to rewrite the world in code?

Get settled in the Developers' Garage.







Developers  
in the  
Cognitive Era

# Imagine...

Development is a work in progress. Encourage attendees to get their hands dirty and rewrite the world in code by entering the Developer Garage – an industrial playground that is constantly shifting and evolving.

Welcome to Developers' Garage.

Sponsors in this pillar embody what it means to be a coder. They take a hands-on approach to sharing knowledge in a variety of one-to-one and one-to-few environments such as workshops, labs and lightning talks.



## Developers: Diamond Sponsorship

Turnkey (shown below)

Pre-Commit: \$160,000 Early Bird: \$175,000 Standard: \$190,000

Bring your own booth (not shown)

Pre-Commit: \$100,000 Early Bird: \$110,000 Standard: \$120,000



Diamond Turnkey option also includes:

- (1) Large Container Setup
- (6) 60" Monitors
- (3) Storage Counters
- (5) Industrial Tables
- (12) "Rustique" Stools
- Booth Property Provided

Perfect For: Showcasing products and solutions

Both Diamond Options include:

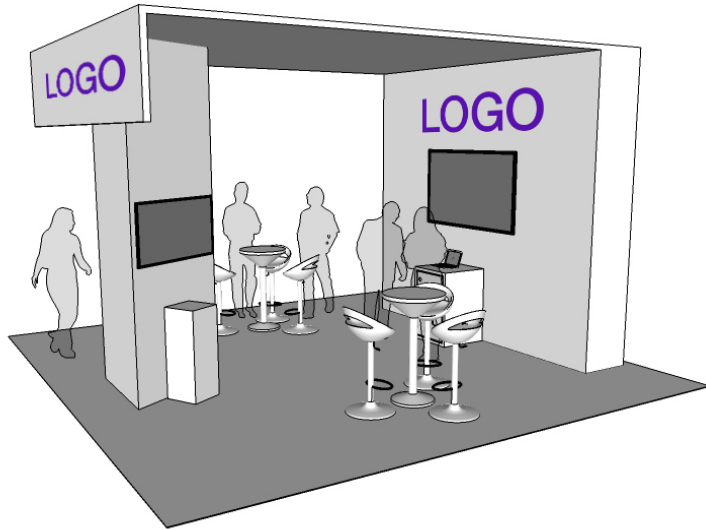
- (6) 500 Watt Electrical Drops
- (6) Hardwire Internet Drops
- (11) Full Conference Badges
- (4) Cognitive Experience Only Badges
- (2) Lead Retrieval Units
- (2) Breakout Session
- (1) Cognitive Concourse Theater Presentation
- (1) Large Meeting Room on the Cognitive Concourse
- Social Inclusions: (1) Blog Post on IBM Tumblr, (6) Week Pre-promotional flights; (2) Tweets/week
- Cross Promotion during conference: 5 retweets
- Company Description Online
- Dedicated VIP Suite in T-Mobile Arena (for up to 16 people)
- Elevator Cling in the Conference Area
- Co-Sponsor Cognitive Concourse Receptions: logo on Function Signage
- Printed Ad in Newspaper (1 Large Ad, pick day)
- Logo Featured on: Select Print Deliverables, Mobile Events App Rotating Logo and Highlights Page, Conference Website, Cognitive Concourse Entrance and Registration
- 1 Minute Video on digital signage

Footprint: 900 Sq. Ft.

## Developers: Platinum Sponsorship

Turnkey (shown below)

Pre-Commit: \$90,000 Early Bird: \$100,000 Standard: \$110,000



Platinum Turnkey option also includes:

- (1) Canopy and Back Wall Structure
- (2) 42" Touchscreen Monitors
- (1) 80" Touchscreen Monitor
- (2) High Top Tables with (6) Stools
- (1) Locking Pedestal and (2) Pedestals
- Booth Property Provided

Bring your own booth (not shown)

Pre-Commit: \$75,000 Early Bird: \$80,000 Standard: \$85,000

Perfect For: Showcasing products and solutions

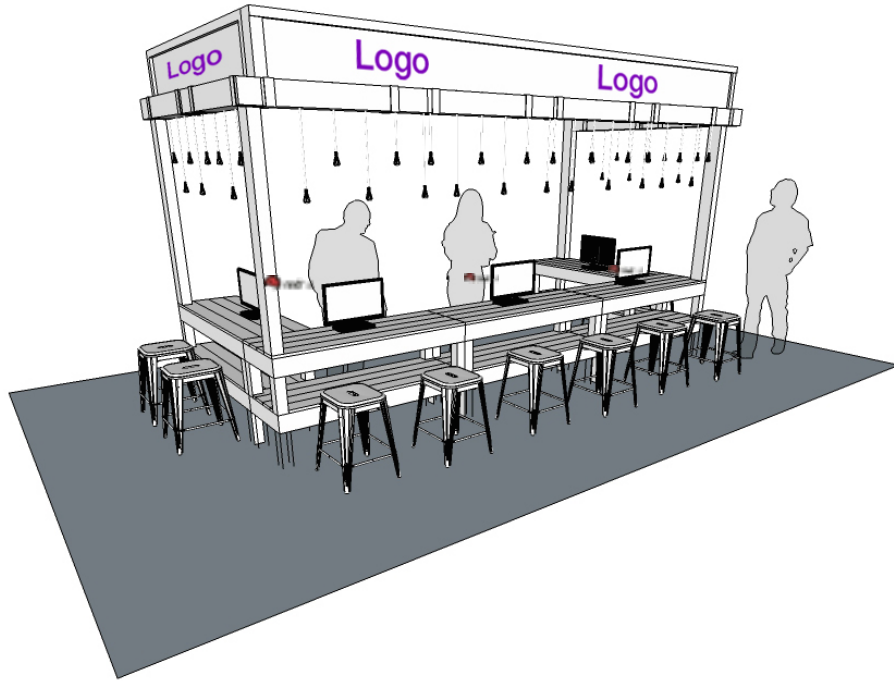
Both Platinum options include:

- (4) 500 Watt Electrical Drops
- (3) Hardwire Internet Drops
- (8) Full Conference Badges
- (4) Cognitive Experience Only Badges
- (1) Breakout Session
- (1) Cognitive Concourse Theater Presentation
- (1) Large Meeting Room on the Cognitive Concourse
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Dedicated VIP Suite in T-Mobile Arena (for up to 16 people)
- Social Inclusions: (1) Blog Post on IBM Tumblr, (6) Week Pre-promotional flights; (2) Tweets/week
- Cross Promotion during conference: 5 retweets
- Co-Sponsor Lunch: logo on Function Signage
- Printed Ad in Newspaper (1 Medium Ad, pick day)
- Logo Featured on: Function Signage, Select Print Deliverables, Mobile Events App Rotating Logo, Conference Website, Cognitive Concourse Entrance and Registration
- Company Description Online
- Logo Item Advertising

Footprint: 400 Sq. Ft.

## Developers: Gold Sponsorship

Pre-Commit: \$55,000 Early Bird: \$60,000 Standard: \$70,000



Perfect For: Showcasing products and solutions

This option includes:

- (1) Canopy and Bench Setup
- (10) “Rustique” Stools
- (5) 42” Monitors
- (5) 500 Watt Electrical Drops
- (5) Hardwire Internet Drops
- (5) Full Conference Badges
- (2) Cognitive Experience Only Badges
- Hanging LED Lights
- Booth Property Provided
- Wireless Internet Access
- 1-hour time slots available in Meeting Rooms on the Cognitive Concourse
- Dedicated VIP Suite in T-Mobile Arena (for up to 16 people)\*
- (1) Lead Retrieval Unit
- Co-Sponsor Breakfast: logo on Function Signage
- Logo Featured on: Conference Website, Sponsor Level Signage near Entrance and Newspaper Sponsor List
- Company Description Online
- Logo Item Advertising

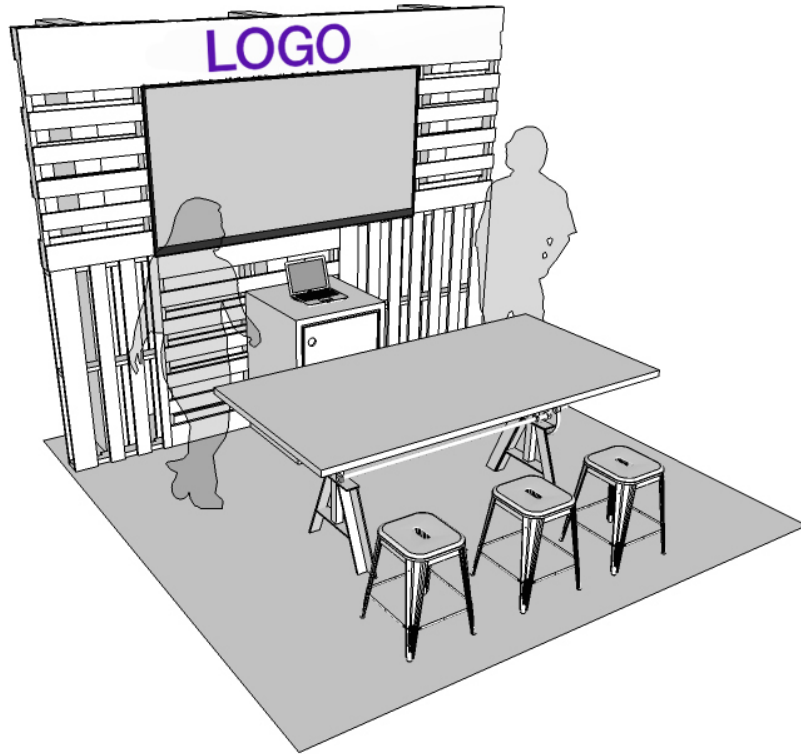
Footprint: 400 Sq. Ft.

\* If application received by 8/26/16.



## Developers: Silver Sponsorship

Pre-Commit: \$28,000 Early Bird: \$33,000 Standard: \$38,000



Perfect For: Showcasing products and solutions

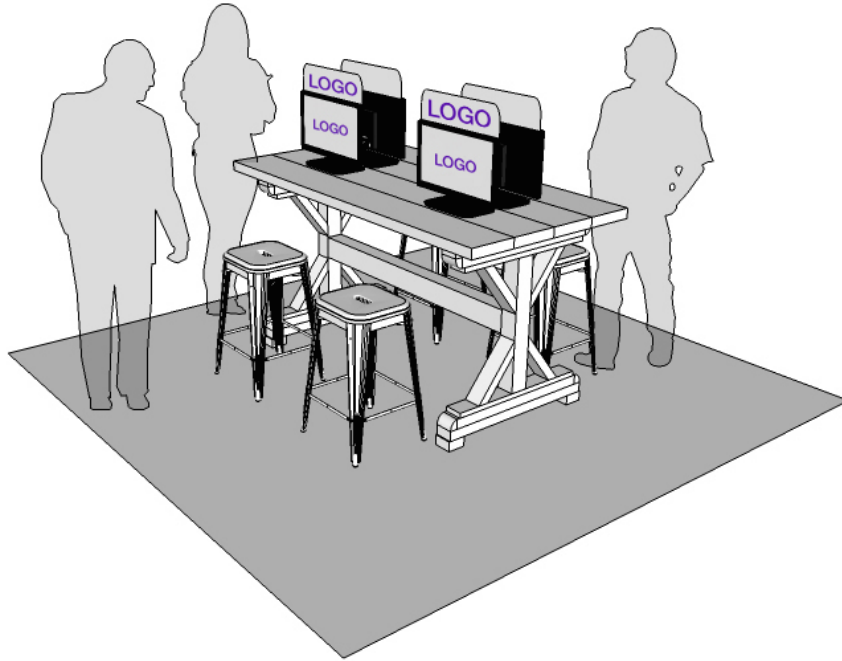
This option includes:

- Back Wall Pallets
- (1) 60" Mounted Monitor
- (1) Industrial Table
- (3) "Rustique" Stools
- (1) Locking Pedestal
- (1) 500 Watt Electrical Drops
- (1) Hardline Internet Drops
- (3) Full Conference Badges
- (1) Cognitive Experience Only Badge
- Booth Property Provided
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Company Logo Featured on Conference Website, Sponsor Level Signage near Entrance and Newspaper Sponsor List
- Company Description Online

Footprint: 100 Sq. Ft.

## Developers: Bronze Sponsorship

Pre-Commit: \$17,000 Early Bird: \$19,000 Standard: \$22,000



Perfect For: Showcasing products and solutions

This option includes:

- (1) Industrial Wood Table with (4) “Rustique” Stools
- (4) 24” Monitors (on table)
- (4) 500 Watt Electrical Drops
- (4) Hardline Internet Drops
- (2) Full Conference Badges
- (1) Cognitive Experience Only Badge
- Booth Property Provided
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Company Name Featured on Conference Website and Newspaper Sponsor List
- Company Description Online

Footprint: 100 Sq. Ft.

## Developers: Innovation Sponsorship

Standard: \$5,000



Perfect For: Showcasing products and solutions

This option includes:

- (1) Shared back-to-back Table
- (1) 42" Monitor
- (1) 500 Watt Electrical Drop
- (1) Hardline Internet Drop
- (1) Cognitive Experience Only Badge
- Booth Property Provided
- Wireless Internet Access
- (1) Lead Retrieval Unit
- Company Name Featured on Conference Website and Newspaper Sponsor List
- Company Description Online

Footprint: 100 Sq. Ft.

## Sponsorship Levels & Packages

Sponsorship Level Overview	Diamond	Platinum	Gold	Silver	Bronze	Innovation
<b>Badges &amp; Devices</b>						
Full Conference	11	8	5	3	2	0
Cognitive Experience (no sessions)	4	4	2	1	1	1
Lead Retrieval Unit	2	1	1	1	1	1
<b>Speaking</b>						
Breakout Session (60 min)	2	1	*	*	*	*
Engagement Theater Session (20 min)	1	1	*	*	*	*
<b>Brand Awareness</b>						
VIP Suite at T-Mobile (up to 16 people)	1	1	1**	*	N/A	N/A
Meeting Room on Cognitive Concourse floor	1 Large	1 Large	Shared	*	*	*
Company listed on website with hyperlink	Logo / Link	Logo / Link	Logo / Link	Logo / Link	Name / Link	Name / Link
Company description on website	100 words	100 words	100 words	75 words	50 words	25 words
Thank you sponsor banner + sponsor page of the newspaper	Logo	Logo	Logo	Logo	Name	Name
Printed Ad in newspaper (1 day)	1- Large	1-Med	*	*	*	*
Elevator Wrap	Yes	*	*	*	*	*
Logo on Digital Signage	Yes	Yes	Yes	*	*	*

\*Can Purchase

\*\*If application received by 8/26/16





## Sponsorship Levels & Packages

Sponsorship Level Overview	Diamond	Platinum	Gold	Silver	Bronze	Innovation
<b>Brand Awareness (cont.)</b>						
1 Minute video on digital signage	Yes	*	*	*	*	*
Session - Logo printed in Newspaper schedule of sponsor session (New)	Yes	Yes	*	*	*	*
Rotating Banner Ad (logo) on Mobile App (schedule page)	Yes	Yes	*	*	*	*
Logo on "Highlights" page of Mobile App	Yes	N/A	N/A	N/A	N/A	N/A
Thank you Slide with Logo in Keynote	2 days	2 days	1 day	N/A	N/A	N/A
Logo Item Advertising (sponsor provides, IBM display on tables)	Yes	Yes	Yes	*	*	*
<b>Social</b>						
Blog Post IBM Tumblr	1**	1	N/A	N/A	N/A	N/A
6 week pre-promotional flights on Twitter (tweets/week from conference account)	2x	2x	N/A	N/A	N/A	N/A
Cross promotion during conference (retweets of sponsor brand social handle content)	5x	5x	N/A	N/A	N/A	N/A

\*Can Purchase

\*\*Including interview with sponsor



# **Marketing + Promotional Opportunities (MPOs)**

# Newspaper Sponsorships

## Sponsorship of Daily Newspaper

Increase your visibility with attendees by sponsoring an edition of the conference daily newspaper. Your logo will be placed on the masthead of the newspaper and on the newspaper racks used for distribution throughout the conference venue. Also included is a sponsor-provided ad to be placed on an inside page of the paper. One (1) sponsorship available per newspaper edition.

**Cognitive Concourse Edition:** \$6,000

**Monday, Tuesday or Wednesday Edition:** \$5,000

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## Advertisement in Daily Newspaper

Advertisement in Daily Newspaper (Monday, Tuesday or Wednesday)

**Large (Approx. 5" x 7.5"): \$2,500**

### Large Bundle Pack

(Includes all three days)

- **Same Ad:** \$6,750 (10% savings)
- **Different Ad:** \$7,125 (5% savings)

**Medium (Approx. 5" x 4"): \$2,000**

### Medium Bundle Pack

(Includes all three days)

- **Same Ad:** \$5,400 (10% savings)
- **Different Ad:** \$5,700 (5% savings)

**Small (Approx. 2.5" x 4"): \$1,500**

### Small Bundle Pack

(Includes all three days)

- **Same Ad:** \$4,050 (10% savings)
- **Different Ad:** \$4,275 (5% savings)



# Cognitive Café Sponsorship

## \$30,000

### Exclusive Opportunity

Be the hit of the conference with the exclusive sponsorship of the Cognitive Café – Specialty Coffee Bar. This Cognitive Café will be located in the Mandalay Bay Convention Center. It is sure to be the hub of the conference as a convenient ‘meet me’ location. Complimentary specialty coffee available to attendees Mon–Wed is sure to be a big draw. Coupled with café-style seating and a recharge area where attendees can recharge their devices while enjoying their choice of premium coffee.

This is a high traffic location convenient for all attendees. You will receive acknowledgment of your sponsorship onsite through multiple promotions and drive-to for the Cognitive Café.

- Acknowledgment in conference guide
- Customize the menu with your company “lingo”
- Print your logo on cup sleeves
- Your branding featured throughout the space
- Customized signage cards on tabletops
- Space allocated at recharge area to distribute collateral (brochure holder)
- Acknowledgment in Keynote Thank you Slide (Tues)
- Promotion in Daily Newspaper M/T/W
- Location and Sponsored by Logo on Floor plan map (exclusive sponsorship)



# DJ Sponsorship

## Call for Quote

### **Two (2) Opportunities Available**

Sponsor one of the DJ stations located in high-traffic areas throughout the conference. Sponsorship includes signage with your logo, booth number and the opportunity to hand out materials at the DJ station. Multiple locations are available and are assigned on a first-come, first-served basis.

Sign up early to secure the location of your choice.



# Stop Hunger Now

## \$15,000

### Two (2) Opportunities Available

Join IBM and Stop Hunger Now, a global humanitarian organization, to sponsor this Charity Event and pack 200K meals to feed hungry children around the world. Located within the Cognitive Concourse and open during Cognitive Concourse hours, a big participation draw in the past has been “team challenges” where groups compete to determine who can pack the most meals! Traditionally, 15% of attendees volunteer at least 30 minutes to pack meals at an IBM conference.

Sponsorship includes logo/sponsor acknowledgment on:

- Conference website
- Conference guide
- Printed Cognitive Concourse map
- Keynote walk-in screens
- Stop Hunger Now onsite signage
- Stop Hunger Now onsite promotions
- Stop Hunger Now (SHN) Logo Mark provided for your own promotional use

\*Additionally, you will have the ability to provide a T-shirt or other giveaway with your logo to thank participating attendees

\*\*IBM has the ability to change charity event, but inclusions will remain comparable.



# Brand Awareness – Print

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**Bag Sponsor:**

\$5,000

Looking for extra exposure at the conference? Sponsorship of the World of Watson bags is a great way to get noticed! Sponsor provides 5,000 bags to be made available to attendees in the Cognitive Concourse. Showcase your logo and messaging on the bags. Bag design is subject to review and approval.

---

**Banner in Foyer/South Convention Center:**

\$5,000

Attendees will take notice of your presence at the conference when they view your sponsor banner located in the foyer/entrance to the Mandalay Bay South Convention Center. Banner to include your logo prominently alongside conference branding.

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**Column Sign in Cognitive Concourse:**

\$7,500

Your company name will be printed on two sides of a Cognitive Concourse column.

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**Elevator Wrap:**

\$5,000

Take advantage of this opportunity at the conference. Attendees will take notice of your logo, booth number and statement incorporated with conference branding on a set of elevator doors at the Mandalay Bay Convention Center. First-come, first served on location preference!

---

**Escalator Cling:**

\$7,500

Increase your brand awareness! Place your logo, booth number and statement on one of the prime escalator locations carrying attendees between floors at the Mandalay Bay Convention Center. Escalator locations will be assigned on first-come, first-served basis – get your prime location by signing up today!

---

**Lockers Sponsor:**

\$15,000

Your company logo will be printed on the lockers and featured on the kiosk screen attendees will use to access the lockers. This is an exclusive opportunity.

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# Brand Awareness – Print (cont.)

**Logo Item Advertising:**  
\$2,000

This is a great way to get your name and logo into the hands of attendees. Sponsor provides 300 items that include sponsor logo. Items to be placed on tables near the Cognitive Concourse Information Desk.

---

**Certification Testing Sponsor:**  
\$8,500

This area is one of the most popular destinations at the Conference and is a fantastic opportunity to get your company noticed! Sponsorship includes signage in the certification area and acknowledgment onsite. You can also place a promotional brochure in the certification room. This is an exclusive opportunity.

---

**Lab Program Sponsor**  
\$8,500

Get the focused attention of the technical community by sponsoring the Lab Center during the Conference. These labs continue to be among the most popular sessions at the conference. You will receive appropriate signage in the area and sponsorship acknowledgment onsite. Your collateral can also be placed in the area. This is an exclusive opportunity.

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**Lanyard Sponsor:**  
\$12,000

Feature your logo on the conference lanyards to be distributed to all attendees! This is an Exclusive Opportunity.

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**People Mover T-Shirt Sponsors:**  
\$12,000

Your company name, and booth number or URL, to be printed on the back of our brightly colored T-shirt worn by the many event ambassadors directing attendees throughout the conference. This is a very high-visibility sponsorship! This is an exclusive opportunity.

---

**Window Cling (Mandalay Bay):**  
\$3,500

Increase your brand exposure by purchasing a window cling with your message and logo along with conference branding to be placed prominently in the busy walkways at the Mandalay Bay.





# Brand Awareness – Digital

## Subject to Availability

Promote your company and solutions through this dynamic channel! Leverage the LCD screens, located throughout the conference, to deliver your digital message to attendees. Rotating content can include logos, digital still ads and video promotional spots.

**One-minute Video** (up to 60 seconds max): \$4,000

**Digital Still Ad:** \$2,000

**Logo:** \$1,500

**Mobile App** (Rotating Logo on Schedule Page):  
\$2,000



# Brand Awareness – Areas (cont.)

## **Business Partner Café**

### **Sponsorship:**

\$16,000

The Business Partner Café is the place to meet with IBM program and product experts, as well as a central location for IBM Business Partners to gather, network and host meetings. There are two opportunities available. This sponsorship includes:

- 5 Full Conference Badges
- Sponsor logo featured on signage inside of Business Partner Café
- Sponsor logo placement in Newspaper
- Sponsor logo on Business Partner Café page on conference website
- Dedicated sponsor table in Business Partner Café
- 2 High top tables with 6 stools for sponsor use
- Access to 6 hours of dedicated time in available meeting room

---

## **Business Partner**

### **Reception Sponsorship:**

\$15,000

The exclusive Business Partner Reception Sponsorship includes the following:

- 2 Full Conference Badges
- Recognition as a sponsor with company name and logo on signage at the Business Partner Reception
- Recognition during Business Partner Summit General Session: company name or logo displayed on screen
- Recognition with company name or logo in Summit Guide
- Sponsor name or logo with hyperlink from main conference website to sponsor's website
- Your company name and logo on tabletop signs placed on bars in reception
- Opportunity to participate with an IBM Executive in a short (1–2 minute) welcome at the reception
- Small table at the reception made available for collateral or giveaway items provided by sponsor



# Brand Awareness – Areas (cont.)

**Breakout Session  
Presentation  
(60 Minutes):**  
\$12,000

Generate buzz around your brand by delivering a presentation during one of our breakout sessions! All you have to do is submit the topic and content to IBM for approval. For 60 minutes, you've got the floor! One Full Conference Badge is included. Additional speakers must have a Full Conference Badge. Limited number of presentations available. Submission due dates apply. Available only to sponsors/exhibitors.

---

**Engagement Theater  
Session Presentation  
(20 minutes):**  
\$2,500

Take "center stage" for 20 minutes in the Cognitive Concourse theater! This is your opportunity to present your solution, product or innovative leading edge technology to attendees. Topic and content are subject to approval. Scheduling is first come, first served – so sign up for the optimum slot quickly. Available only to sponsors/exhibitors, multiple opportunities available.

---

**Meeting Room on  
Cognitive Concourse  
Floor**

Have your own meeting room on the Cognitive Concourse floor for your exclusive use. Meet with clients, plan strategy with teammates, etc. Your private meeting room will be available during Cognitive Concourse hours. Available for purchase by sponsors only.

**Small Meeting Room (10'x10'):** \$5,500

**Large Meeting Room (12'x12'):** \$8,000





## The World of Watson Plaza Sponsorships at Toshiba Plaza

**In addition to sponsorship opportunities at Mandalay Bay, we will offer opportunities at the T-Mobile Arena and Toshiba Plaza.**

Have you reinvented your customer experience? Mastered the world of analytics? Is there more to you than meets the eye?

Tell your brand story against the backdrop of IBM Watson, a technology that is reinventing the relationship between man and machine. A technology that is changing the world.

Limited number available. Please call Tony Donald (847-284-3480) to customize your sponsorship and check availability.

# Large Container Sponsor

## Call for Quote

Dedicated container in the ToshibaPark outside the T-Mobile Arena. Large container includes bar and tables to allow networking with attendees. This is a custom opportunity and is available during open hours.

# Small Container Sponsor

## Call for Quote

Dedicated container in the ToshibaPark outside the T-Mobile Arena. Small container includes bar and tables to allow networking with attendees. This is a custom opportunity and is available during open hours.



# VIP Suites at T-Mobile Arena

\$10,000

## Limited Quantity

Dedicated suite for your use during the Keynotes and the Wednesday night concert. Fits up to 16 guests.



# Party Suites at T-Mobile Arena

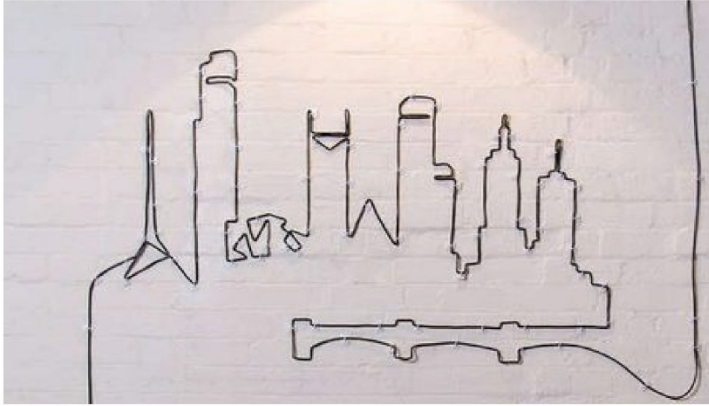
\$20,000

## Exclusive Opportunity

Dedicated suite for your use during the Keynotes and the Wednesday night concert. Fits up to 75 guests.

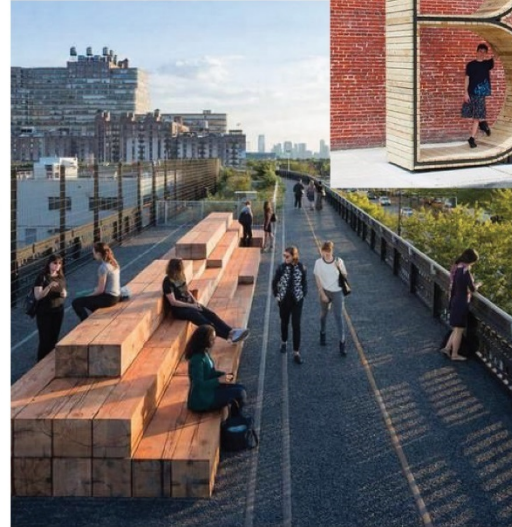


# Backup



## Cognitive City:

An outdoor, urban look and feel within a linear space – bustling and full of life. An energetic mood overall signifying life on the move.



Color/Texture  
Palette

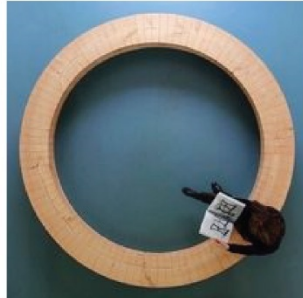






## Data Forest:

Contemporary materials, earthy tones and forest patterns feature in circular structures that are tailored to culminate in a forest experience.



Color/Texture  
Palette





### Expertise Exchange:

Dynamic relationships between elements. Sleek surfaces reminiscent of a retail environment combined with tactile surfaces or textiles.



Color/Texture  
Palette





**Developers' Garage:**

Industrial materials, casual mood and overall an experimental, fun and approachable area.



Color/Texture  
Palette



**Thank you**

