



**Social Influencer Sponsorship.....\$6,000**

IBM solicits industry influencers to be part of the social conversation. We'll feature your influencer and give her/him access to the VIP influencer lounge, special influencer events, and promotion/interviews. In addition, we'll feature one (1) piece of content on IBMGO during the week of the conference. This will include:

- Access to the influencer lounge
- Access to influencer events (Happy Hours, VIP experiences TBD)
- Featured in CrowdChats AND IBMGO
  - o CrowdChat
    - 1 Crowdchat hosted by the brand but moderated by IBM
    - The sponsor will get branding and featured moderation of a CrowdChat, a new way to chat with a large group of people on Twitter.
    - Sponsor will choose a topic, keynote, or streamed general session and encourage a live discussion to generate impressions, reach, and knowledge of their solutions regarding the topic
  - o IBMGO
    - Designated Influencer included in "VIP Influencer List"
    - 1 Piece of featured content

Two (2) opportunities available.

**Specifications**

- 1x IBM-approved influencer from your brand to come on-site and participate in the IBM Influencer Program
- 1 white paper, solution brief, infographic, or video (.pdf OR YouTube link)



### **Deadlines and Submission Instructions**

- 8/17: Submit Influencer Name and content for IBM Approval at the link below.
- 8/24: IBM gives final approval on both items

<https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm>

#### **FOR MORE INFORMATION:**

To secure this promotion, contact Anthony Ramon ([aramon@us.ibm.com](mailto:aramon@us.ibm.com), 510-769-5606) or Bob Melton ([bmelton@us.ibm.com](mailto:bmelton@us.ibm.com), 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to [InsightFulfillment@gpj.com](mailto:InsightFulfillment@gpj.com).