



Social GO – Premier Sponsorship..... \$20,000

IBM provides the platform to showcase your brand with Industry experts. The content created is broadcast on the GO channel and in digital, and amplified by high-value blog and crowdchat activations.

Key components:

- theCube Interview
- External Blog Post – The interview will be written into a blog post for additional reach and influence.
- Crowdchat – The sponsor will get branding and 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.
- Social Promotion – 1 post each (Twitter, Tumblr, Facebook) promoting Crowdchat and theCube Interviews
- 1 piece of Featured Content – whitepaper, solution brief, infographic or 1-minute video featured on the front page of IBMGO (available for attendees to download).
- Landing Page – The front page will have banners vertically and/or horizontally with sponsor logo

One (1) opportunity available.

Deadlines and Submission Instructions:

Deadline for confirmation: Monday August 17th, 2015

Logo Submitted to IBM: Monday August 24th, 2015

Content submitted for approval to IBM: Monday September 14th, 2015

Crowdchat topic confirmed: Monday September 21st, 2015

Guest confirmed for theCube: Monday September 28th, 2015

Please submit sponsorship elements to the link below.

<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, 510-769-5606) or Bob Melton (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.