**Social Influencer Sponsorship……………………………………………………………$6,000**
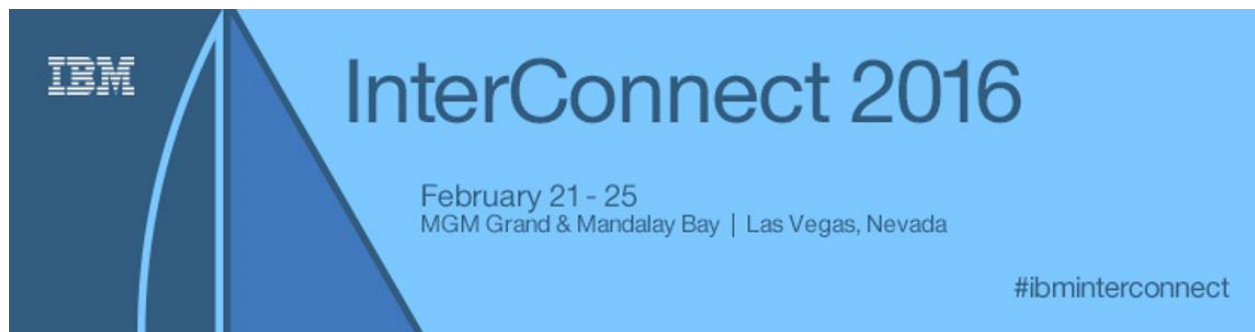
IBM solicits industry influencers to be part of the social conversation. We'll feature your influencer and give her/him access to the VIP influencer lounge, special influencer events, and promotion/interviews. In addition, we'll feature one (1) piece of content on IBMGO during the week of the conference. This will include:

- Access to the VIP Influencer Lounge

- Access to influencer events (Happy Hours, VIP experiences TBD)

- (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)

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 1-minute video (.pdf OR YouTube link)

**Deadlines and Submission Instructions**

- 1/8: Submit Influencer Name and content for IBM Approval at the link below.

- 1/15: IBM gives final approval on both items

https://www-950.ibm.com/events/wwe/interconnect/ic16expo.nsf/exspcode

**FOR MORE INFORMATION:**

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

If your promotion is already purchased and you have questions, please send an email to InterConnect2016@gpj.com.