

Social – Owned Media

IBM provides your entrance into promoting your brand in social, or providing the amplification for your presence and your brand at IBM Insight.

Tweet Package.....\$2,500

Two (2) opportunities available.

Tumblr Package.....\$2,000

One (1) opportunity available.

Elite Social Package\$5,000

Twitter, Tumblr Combined, 1 Instagram Post, 1 LinkedIn post

One (1) opportunity available.

TWEET PACKAGE

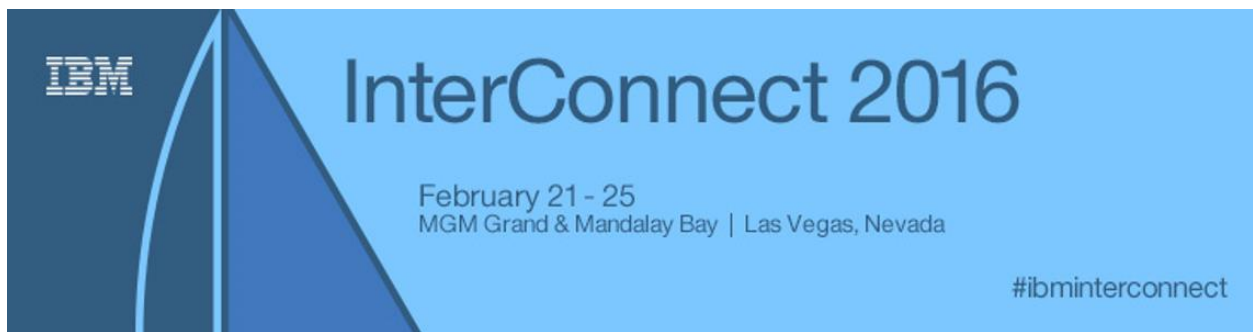
IBM provides your brand the opportunity to co-promote on social using Twitter.

Pre-Conference: 6 week flight beginning 1/4, 1 tweet per week, with media card (sponsor-provided)

During Conference: 1 tweet per day, (4 total) with media card (sponsor-provided)

Post-Conference: 3 tweets over 2 week flight, with media cards (sponsor provided)

Twitter Handle is @IBMInterConnect



Specifications/ Acceptable File Format

- 1024x412px OR 440x220px
- .PNG files ONLY (.jpegs are not acceptable)
- Must conform to IBM event social guidelines (can be discussed in 1:1 consultation)

TWEET PACKAGE: Deadlines and Submission Instructions

December 18th: Sponsor delivers media cards to IBM for review/approval

January 8th: Final Approval/delivery of assets

Please submit your files to the link below by December 18th, 2015.

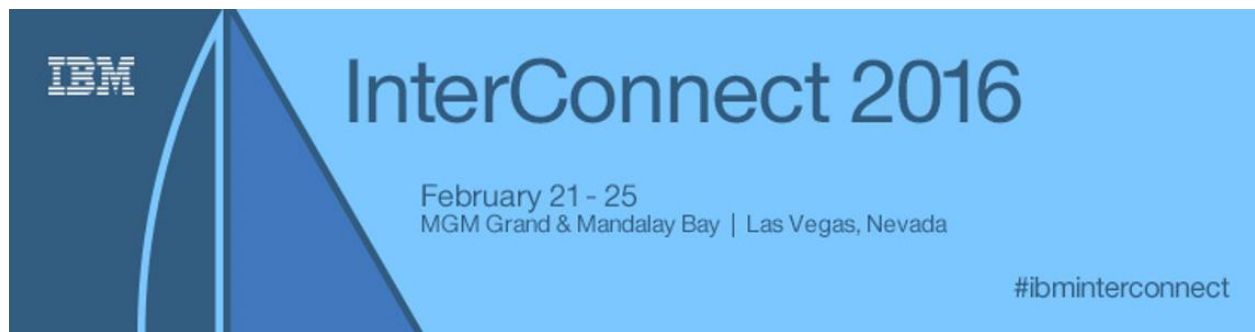
<https://www-950.ibm.com/events/www/interconnect/ic16expo.nsf/exspcode>

tumblr PACKAGE

IBM provides your brand the opportunity to land on the IBM Tumblr page, via a sponsored “Interview” prior to the conference.

Specifications/ Acceptable File Format

We will use your logo you provided during your conference application submission.



tumblr PACKAGE: Deadlines and Submission Instructions

Week of December 18th: Sponsor submits interviewee for IBM for review/approval

Week of January 8th: Social team conducts interview with featured sponsor interviewee

Week of January 15th: IBM posts interview

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.