



## **Platinum Sponsorship New Social Inclusions**

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

### **Social Inclusions Package**

*One (1) Blog Post on IBM Tumblr*

*6 Week pre-promotional flight, 2x tweets per week from InterConnect Account*

*Cross promotion during InterConnect, 5x retweets of sponsor brand social handle content*

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)

### **Tweets: Deadlines and Submission Instructions**

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

January 8<sup>th</sup>: Final Approval/delivery of assets

**Please submit your files to the link below by December 18<sup>th</sup>, 2015.**

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



### **tumblr: Deadlines and Submission Instructions**

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

Week of January 8<sup>th</sup>: Social team conducts interview with featured sponsor interviewee

Week of January 15<sup>th</sup>: IBM posts interview

### **FOR MORE INFORMATION:**

Once your sponsorship is secured, if you have any questions, contact Bob Melton ([bmelton@us.ibm.com](mailto:bmelton@us.ibm.com), 770-804-1162) or Anthony Ramon ([aramon@us.ibm.com](mailto:aramon@us.ibm.com), 510-769-5606)