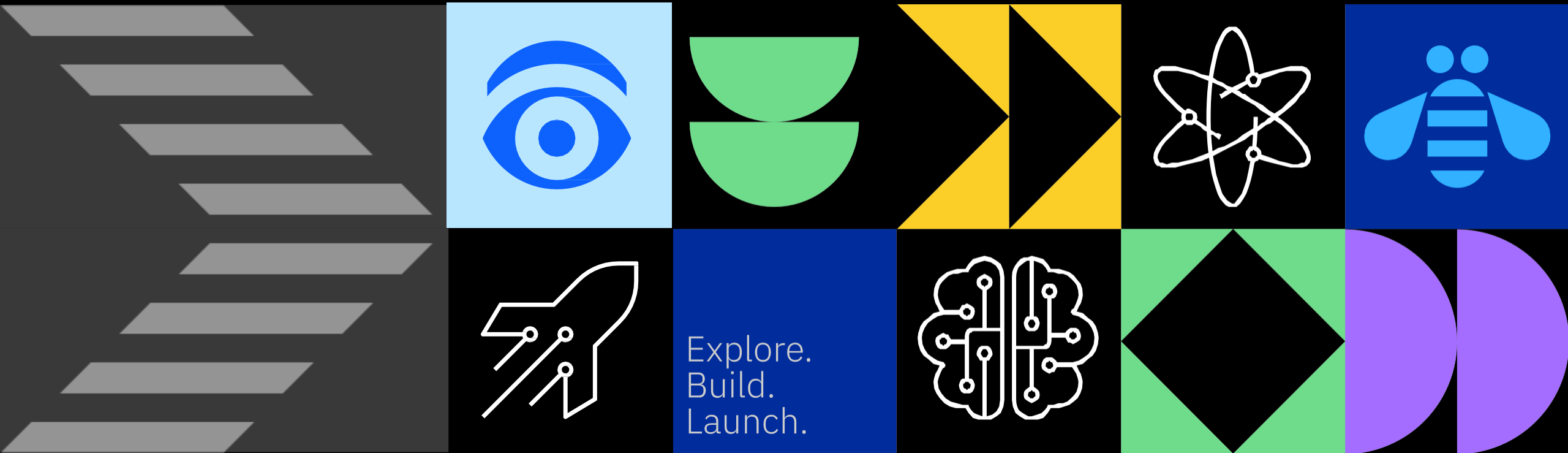


IBM TechXchange 2026



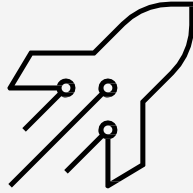
Common HUB Sponsorship Prospectus

October 25-29
Atlanta, GA



IBM TechXchange 2026

The hands-on conference where developers and technologists build real-world skills in AI, cloud, and emerging technologies like quantum. Together building the future and progressing the conversations that power it.



Why attend

Get hands-on with the newest tech, meet experts, and code with your peers. Technical/roadmap keynotes, technical deep dive breakouts, hands-on experiences, product demonstrations, instructor-led labs, and certifications tailored for IT professionals.

All IBM Technology categories will be covered (80% software/ 20% infrastructure); 65%+ to be sourced externally.

Visit the conference [site](#)

Target Attendees

8,000 global attendees

85% external
15% internal
70% practitioners
10% IBM Champions

5 Tracks

- AI Productivity
- Data Management
- Security & Governance
- Infrastructure
- Hybrid Cloud Management

Target Job Roles



Developers

Focused on building, deploying, and automating applications fast



AI Engineers

Covers AI research, ML, responsible AI, and more



Data Experts

Owens data engineering, analytics, governance, and more



Business Technologists

Use technology to solve business problems



Infrastructure Engineers

Design and run resilient, performant infrastructure



Decision Makers

Technology Executives, learning leaders

Where

[Georgia World Congress Centre Authority](#)
Atlanta, Georgia

When

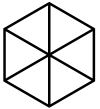
Conference Days	Oct 26-29
Partner Day & Pre-Conference	Oct 26
Opening Night	Oct 26
Special Event	Oct 28

Become a Sponsor Common Hub in the TechXchange Sandbox

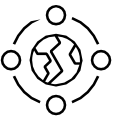
Get the ultimate opportunity to be fully immersed in TechXchange 2026; driving visibility, sparking innovation, and accelerating business conversations.



Why sponsor?



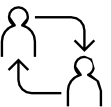
Be fully integrated with the conference experience and the Common community.



Access to capture leads and connections from 8K technologists, business practitioners and Tech Execs from around the globe.



Prominent space in Sandbox expo hall to showcase and demo, share use cases and more.



Engage directly with the IBM SME's, IBM TechXchange Communities and attendees from around the globe.



Don't just take our word for it!

Hear what some of the sponsors from TechXchange Conference 2025 have to say about their experience! WATCH video [here](#).

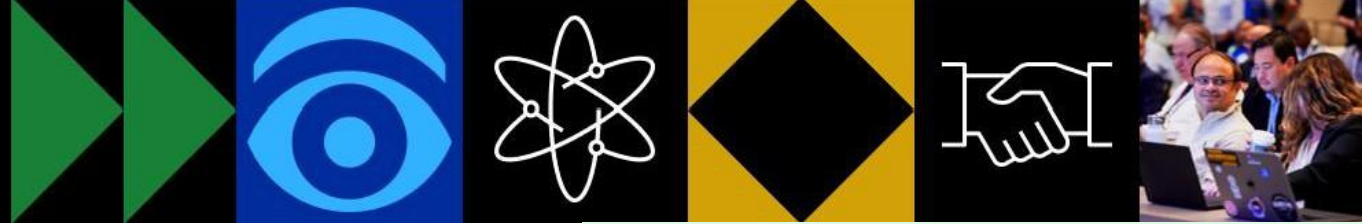
Explore what's next

Thank you for your interest in sponsoring IBM TechXchange Conference 2026.

We value your partnership and look forward to working with you towards meeting your sponsorship related business goals.

Have questions or ready to request a contract? get in touch with Wynn Burke at gwburke@common.org or 312.27.0238

Common Hub Sponsor Package

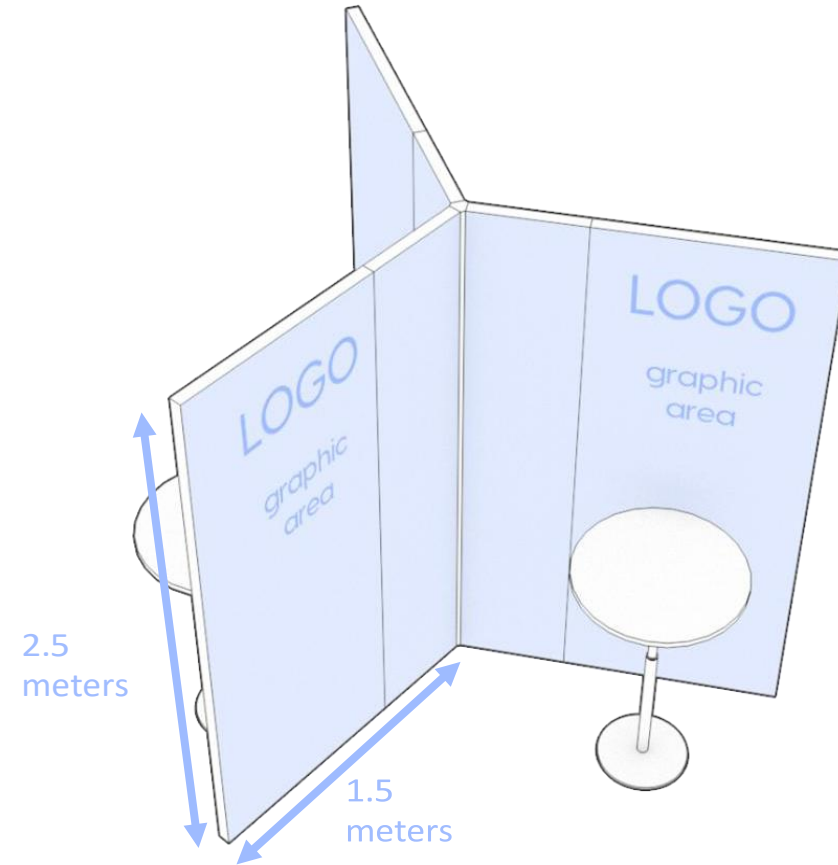
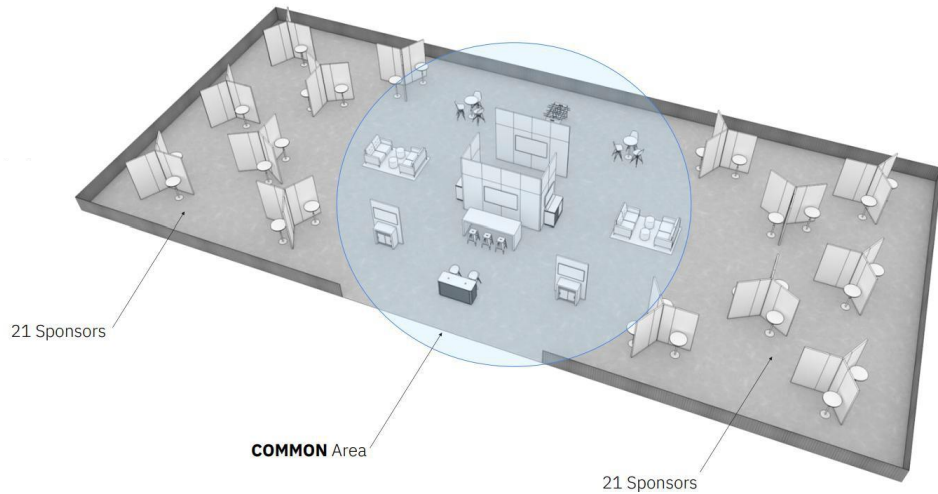


This sponsorship is available only to Common members

- Each sponsor will have a Y shaped space within the Common Hub area of the IBM TechXchange 2026 conference Sandbox that includes:
 - Wall space for sponsor logo & graphics
 - High top table & chair
- Power supply provided
- One (2) full conference passes for sponsor's staff
- One (1) attendee scanning device (lead retrieval)

\$5,000 USD per sponsor

Note: The Common section in the Sandbox will scale based on the number of sponsors who participate.



Have questions or ready to request a contract? Complete this form [here](#).

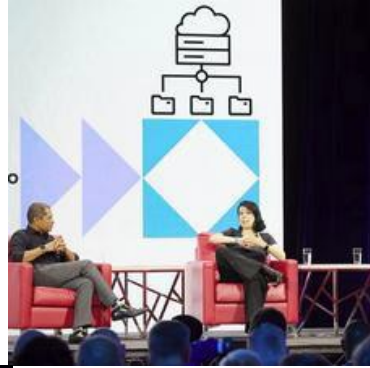
IBM TechXchange conference 2025

The learning event for developers and technologists on a mission . View the main site [here](#)



3.5

Days of activities



1,500+

Sessions and labs



400+

Hands-on labs (instructor-led, workshops & certifications)



12

Technical tracks



6

User group led tracks



1

Community Day with 50+ open source projects and 40+ user groups



7.9K

Attendees



1

Partner Day experience to accelerate AI-driven outcomes



1

Excellence Award Ceremony with 8 technical categories



41

Sponsors to showcase IBM's ecosystem of partners



Have questions? We're here to answer them!

To receive the full sponsorship prospectus with more details, inquire about additional experience-based sponsorships or to ask general sponsorship questions please submit your request using the [General Intake form](#)

Ready to commit?

- Confirm your intent to sponsor by selecting a specific sponsorship tier (and any add-on) in the [General Intake form](#).
- Upon completion of your form, a sponsorship contract will be sent to your designated contacts for signature, prior to invoicing and admission to the Exhibitor Portal.

