

Exhibitor Portal Packet



You're not just getting one conference — you're getting two experiences in a single pass: **the expanded, multi-track energy of TechXchange, plus a dedicated IBM i hub built specifically for professionals like you.**

The package is amazing and came together after extensive negotiations over several years. For just \$5,000 (compared to starting sponsor fee of \$25,000 for TechXchange) you will have access to the international IBM universe over 3.5 days. The package includes 2 badges that can cross over to TechXchange sessions, meals, 2 1.5m panels with your logo, a stool, bar height table, electric, Wi-Fi and scanner.

General TechXchange 2026 Conference Information

IBM is committed to environmental affairs leadership across all its business activities, including reducing the environmental impact of meetings and events hosted by IBM.

At IBM TechXchange 2026, corporate event best practices are focused on reducing energy consumption, conserving resources, preventing pollution, and managing waste. These principles also extend to supporting local community initiatives, as well as donating to existing charitable projects that bolster sustainability efforts

IBM welcomes all individuals as equals in the ability to have a positive impact on the environment. We encourage participants to explore and leverage available opportunities at this IBM event and join us in taking actions to protect our environment. Giveaways will only be approved if they are sustainably oriented, using recycled materials, are reusable and environmentally conscious. The Exhibitor Portal can be reached at <https://reg.tools.ibm.com/flow/ibm/techxchange26/exhibitorportal/page/exhibitordashboard>.

NAVIGATE at **IBM TechXchange**
IBM TechXchange Conference 2026
October 26-29, 2026
Atlanta, GA



Logos and booth

Upload a high resolution full color logo

Please adhere to the following specs:

High resolution .eps or .ai file type

Full Color

Fonts Outlined

Logos with taglines are not permitted

Upload a High Resolution Full Color Vector Logo

Requirements:

- High Resolution format: .eps, .svg, or .ai file
- Full Color
- Fonts Outlined
- No taglines are permitted

Due 07/21/2026

- **Upload a high resolution white only logo**

Please adhere to the following specs:

High resolution .ai or .eps file type

Transparent background

WHITE COLOR ONLY

Fonts Outlined

Logos with taglines are not permitted

Upload a color logo for the event mobile app and website

Please adhere to the following specifics:

This must be a .png format, not a .jpg.

Full color logo on white background

500px x 500px

File size: 1 mb max

Logos with taglines are not permitted

Submit basic company information including published company name, URL and company description

Submit your published company name, URL and a company description.

Your published company name will be used across all published event materials and your URL and company description will be linked on web / Event App assets.

Enter your company name and URL as you would like it to appear on **ALL** digital and printed event materials. If this is not completed, we will use the name on your TechXchange 2026 contract.

Due 09/11/2026

- **Review Sponsor QuickFacts (updated version as of 8/27/26)**

Review the IBM TechXchange 2026 Sponsor QuickFacts for pertinent logistical details.

Booth Details

All booths include: Booth structure and rental furniture, printed graphics, labor for installation/dismantling, daily cleaning, monitor w/ connecting cables for PC and Mac devices (if applicable), electrical, hardline internet connection (COMMON Hub Sponsors wi-fi only), and lead scanners.

No additional ground- or booth-supported signage is permitted.

No lighting affixed to the booth or ground-supported is permitted.

Accessible storage will be available on site at no additional charge for sponsors with approved booth giveaway items.

MeetingZone Details

All meeting rooms include: Meeting room structure and rental furniture, printed graphics, labor for installation/dismantle, daily cleaning, electrical and wi-fi internet.

Scheduling of each meeting room is the responsibility of the sponsor. Scheduling will not be available through the mobile app.

MeetingZone Hours (Hall B/C Connector)

Tuesday, October 27, 2026, 10:00 AM–5:00 PM

Wednesday, October 28, 2026, 10:00 AM–5:00 PM

Thursday, October 29, 2026, 9:00 AM–12:00 PM

General Sessions

Tuesday, October 27, 2026, 9:00 AM

Wednesday, October 28, 2026, 9:00 AM

More schedule information, the session catalog and other elements of IBM TechXchange 2026 can be found [HERE](#).

Special Events & Receptions

Monday, October 26, 2026

Opening Night Block Party at Sandbox Expo (6:00–9:00 PM)

Wednesday, October 28, 2026

Special Event at World of Coca-Cola & Georgia Aquarium (7:00–10:00 PM)

Sponsor Speaking Sessions

The exact date, time and location of your sponsored speaking session will be provided via the ERC. All sessions will be located within the Georgia World Congress Center.

Hotel Reservations

IBM has reserved a limited block of hotel rooms at special rates for registered attendees. Registered attendees can book a hotel room via the TechXchange Attendee Portal during the registration process. The hotel block closes at 5:00 PM ET on Thursday, October 1, 2026.

Contact Information

For additional questions please reach out to Lissa Piscopo at lissa.piscopo@gpj.com.

Please visit our [TechXchange FAQs](#) for additional information.

October 26–29, 2026

Georgia World Congress Center, Atlanta, GA

Quick Facts

Show Schedule

Sponsor Move-in (Hall C)

Monday, October 26, 3:00–5:00 PM

Sandbox Hours (Hall C)

Monday, October 26, 6:00–9:00 PM

Tuesday, October 27, 2026, 10:00 AM–5:00 PM

Wednesday, October 28, 2026, 10:00 AM–5:00 PM

Thursday, October 29, 2026, 9:00 AM–12:00 PM

Sponsors will be allowed entry to the Sandbox 30 minutes before opening each day. Please have booths staffed during all open hours. Early access is only for Sponsors holding Staff Passes issued through the ERC. Access to the Sandbox will be monitored by sponsor lanyards.

Sponsor Move-out (Hall C)

Thursday, October 29, 2026, 1:00–2:00 PM

Willwork will begin returning empty containers at the close of the show.

Shipping and Material Handling

Advance Warehouse shipping address:

IBM TechXchange 2026

[Sponsor Company Name]

[Booth/Meeting Room #]

c/o Willwork Global Event Services

Airways Freight c/o DCB Logistics

4345 International Pkwy, STE 110

Atlanta, GA 30354

Advance Warehouse shipping information:

- Willwork will accept materials at the Advance Warehouse beginning Monday, September 21, 2026.
- Monday–Friday from 9:30 AM–3:00 PM. Materials must arrive at the warehouse no later than 3:00 PM, Wednesday, October 21, 2026. There are no exceptions.
- Shipping labels are available for download via the ERC.

Please note: Direct to Show shipping is not available for IBM TechXchange 2026.

If you require shipping items after the October 21 advanced deadline, please ship directly to your hotel.



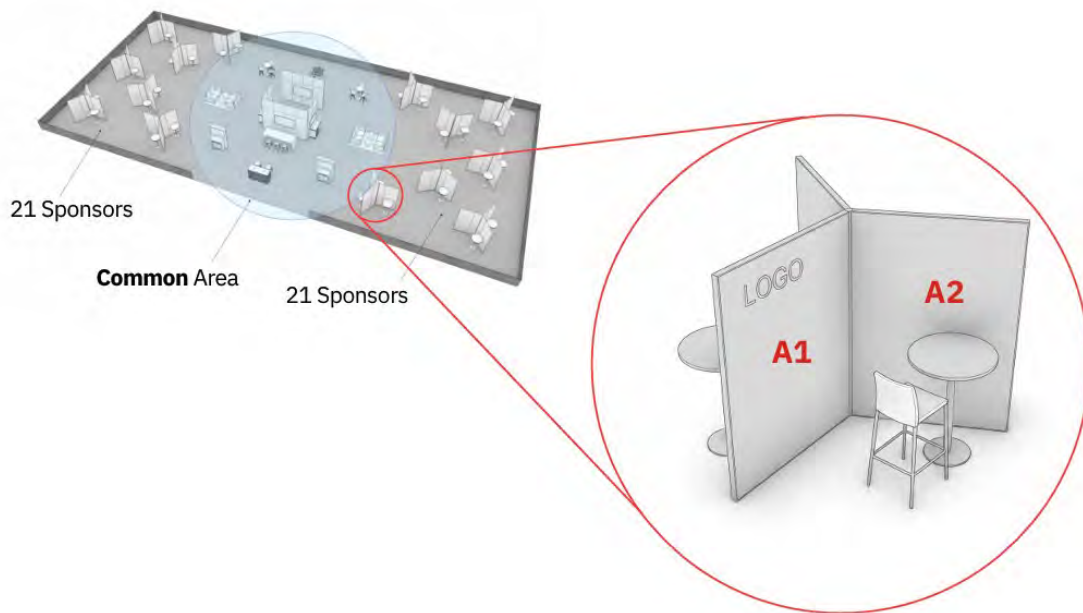
Review your Common Hub Space Inclusions

See what is included with your turnkey space.

Common Hub sponsors will be centrally located in the Sandbox.

Inclusions:

- Logo featured with TechXchange provided graphics on (2) 58.6" W × 95.2" H backdrop panels
 - (3) dedicated spaced per (1) shared structure
- (1) 30" Round highboy table + (1) stool
- Wireless internet access
- Power





RUSH

Exhibit Materials
DO NOT DELAY

ADVANCE SHIPMENT

Sponsors

TO: **IBM TechXchange 2026**

Company Name

Venue, Room, Booth/Meeting Room #

**c/o Willwork Global Event Services
Airways Freight c/o DCB Logistics
4345 International Pkwy, STE 110
Atlanta, GA 30354**

Shipping Window: Starts on Mon. Sept. 21 and Closes on Wed. October 21

Willwork will begin accepting materials at the Advance Warehouse on:
Monday September 21, 2026 / Monday - Friday from 9:30am - 3:00pm. Materials must
arrive at the advance warehouse no later than Wednesday October 21, 2026 or an
additional cost will be incurred. (Receiving: 9:30 AM - 3:00 PM M – F)

Piece _____ of _____ total pieces



RUSH

Exhibit Materials
DO NOT DELAY

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Shipping Window: Starts on Mon. Sept. 21 and Closes on Wed. October 21

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additional cost will be incurred. (Receiving: 9:30 AM - 3:00 PM M – F)

Piece _____ of _____ total pieces

The following labels have been created for your convenience. Please place at least one label on each piece of your shipment to ensure smooth processing. If you need more labels this page may be duplicated.

Advance Shipping Labels

NAVIGATE at **IBM TechXchange**
IBM TechXchange Conference 2026
October 26-29, 2026
Atlanta, GA



Due 10/01/2026

- [Review Sponsor Newsletter #1](#)

Review your first Sponsor Newsletter to stay up to date on the event and your sponsorship!

Due 08/24/2026

- [Review the presentation from the Sponsor / User Group Information Session #1](#)

This session was held on August 27, 2026.

The Sponsor Social Kit will be available soon!

You will be notified by email once this task is available to complete.

- [Shipping Details & Labels](#)

Review shipping information and download shipping labels here.

We will begin accepting materials at the Advance Warehouse on: Monday September 21, 2026 / Monday - Friday from 9:30am - 3:00pm.

Materials must arrive at the advance warehouse no later than **3:00 PM Wednesday October 21, 2026** or an additional cost will be incurred.

Please note that there will be no Direct to Show Site Shipping permitted. All show materials must be shipped to the Advance Warehouse. Please plan your show shipments accordingly.

Due 09/21/2026

- [Review your Common Hub Space Inclusions](#)

Ancillary Events, Promotional Items and Engagement

Due 07/21/2026

- [Submit any ancillary event information during the conference for approval](#)

Please review ancillary event regulations and submit information for approval prior to making your final arrangements.

Ancillary events may not be scheduled during IBM TechXchange 2026 Conference hours.

Please review ancillary event regulations and submit information for approval prior to making your final arrangements.

Please provide the details requested below regarding your surround activity [HERE](#).

All surround events must be reviewed and approved by the IBM Global Conference Team. After you submit your information, we will follow up to request any additional details, outline next steps, or confirm approval. Please note that venue space at the hotels connected to the GWCC is limited.

NAVIGATE at **IBM TechXchange**
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Blackout times: October 26 - 29 (all times are ET)
Monday: 10:00 a.m. - 9:00 p.m. (Business Partners)
5:00 p.m. - 9:00 p.m. (Clients)
Tuesday: 9:00 a.m. - 5:00 p.m.
Wednesday: 9:00 a.m. - 10:00 p.m.
Thursday: 9:00 a.m. - 1:00 p.m.

Due 09/14/2026

- [Review guidelines and submit any promotional items for approval](#)

Per the IBM TechXchange Conference 2026 contract, sponsors are permitted to provide promotional items that meet IBM's sustainability requirements.

All items are subject to approval by the IBM team. Please submit your items for IBM approval by no later than September 11th.

Engagement

Due 09/11/2026

Identify the main Sponsor Contact onsite for IBM TechXchange Conference 2026

- [Register for conference badges](#)

Please use this task to invite your internal sponsor booth staff to register for the **first (of 2) complimentary TechXchange badges**.

The second badge included with your booth is through COMMON, for which you can register here: <https://www.common.org/navigate-2026-exhibitor-registration/>.

Note: The second badge registration is a two-step process. You fill out the registration form above through COMMON, then that registrant will receive an email from IBM TechXchange within 5 business days to complete the required IBM TechXchange registration, as well as book their hotel.

Please do NOT direct staff to register via the IBM TechXchange Conference 2026 event website, as the sponsor registration process is separate. The COMMON discounted badge link is here

You may book your hotel once registered. The hotel block deadline is **October 1, 2026**; hotels are based on availability. For directions on managing your conference passes, please read this [Step by Step Guide](#)

Due 10/01/2026

- [Access the lead portal](#)

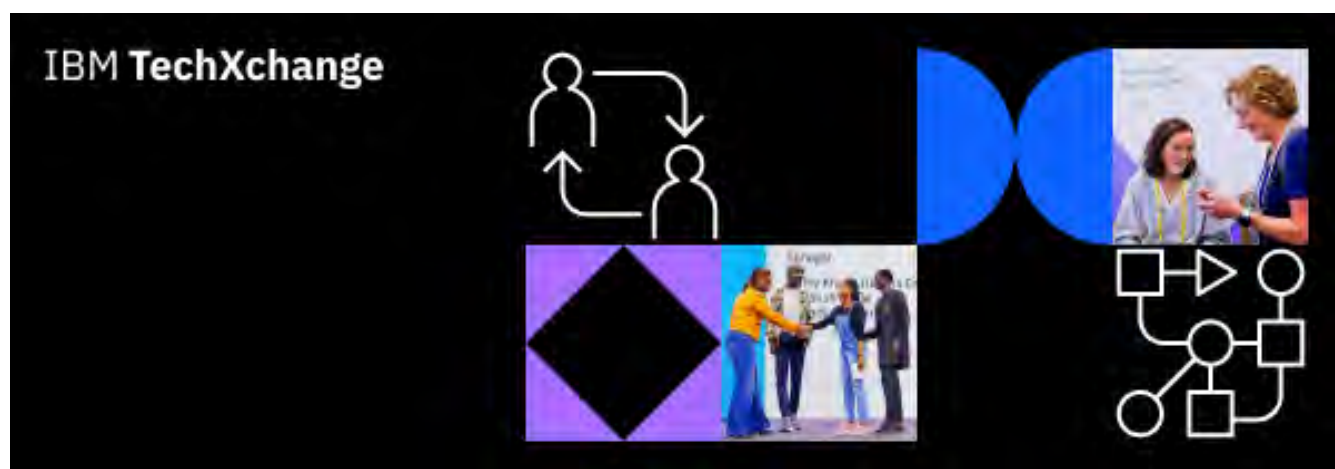
Access the leads portal to customize questions and/or purchase additional lead scanning devices.

Instruction on using your lead devices and customization options available: [Instructions](#)

Additional Information

Come back soon to download the pre-event list (company only) for IBM TechXchange Conference 2026!

You will be notified by email once this task is available to complete



ERC Task: Manage Staff & Client Passes

0/3
Engagement

Register for conference badges

Please use this task to invite your internal sponsor booth staff and speaker(s) to register with a pass from your sponsor allocation.

Within this task, you will trigger email invites for your team to register with one of your allocated sponsor passes. Invited team members **MUST** take action to complete the registration process via a unique link they will receive in the invitation email.

Please make sure that your team completes registration with the email address in the invitation email.

Please do NOT direct staff to register via the IBM TechXchange Conference 2026 event website. There is a separate process for sponsors.

To begin, click into the **Register for conference badges task** (shown above).
 Then select **“Manage”** under Manage Passes to distribute your passes (shown below).

Manage Passes

Pass Name	Uses	
Full Conference Pass	0 of 45 used	Manage

Full Conference Pass Types

- **Full Conference Staff Passes:** Use these passes with your staff and have them select **“Business Partner”** when registering. All sponsor staff members who register for **Staff Passes** will receive sponsor lanyards that grant access to the IBM TechXchange 2026 Sandbox for setup.
- **Full Conference Client Passes:** Use these passes when inviting your Clients to IBM TechXchange 2026 and have them select **“Client”** when registering so long as they are not a “Business Partner” of IBM.

Distributing Your Passes

Your allotment of conference passes will be displayed as shown below.

Step 1: Select **Invite attendee** to send an invitation. For some pass types you may be able to click “Register” to complete the registration on behalf of your staff.

Full Conference Pass

Enjoy full access to all sessions, labs, entertainment and more. Includes all activities beginning Monday, October 26.

Discount codes 45 of 45 remaining

- Full Conference Staff Pass - 15 uses remaining
- Full Conference Client Pass - 15 uses remaining
- Full Conference Staff Pass - 5 uses remaining
- Full Conference Client Pass - 10 uses remaining

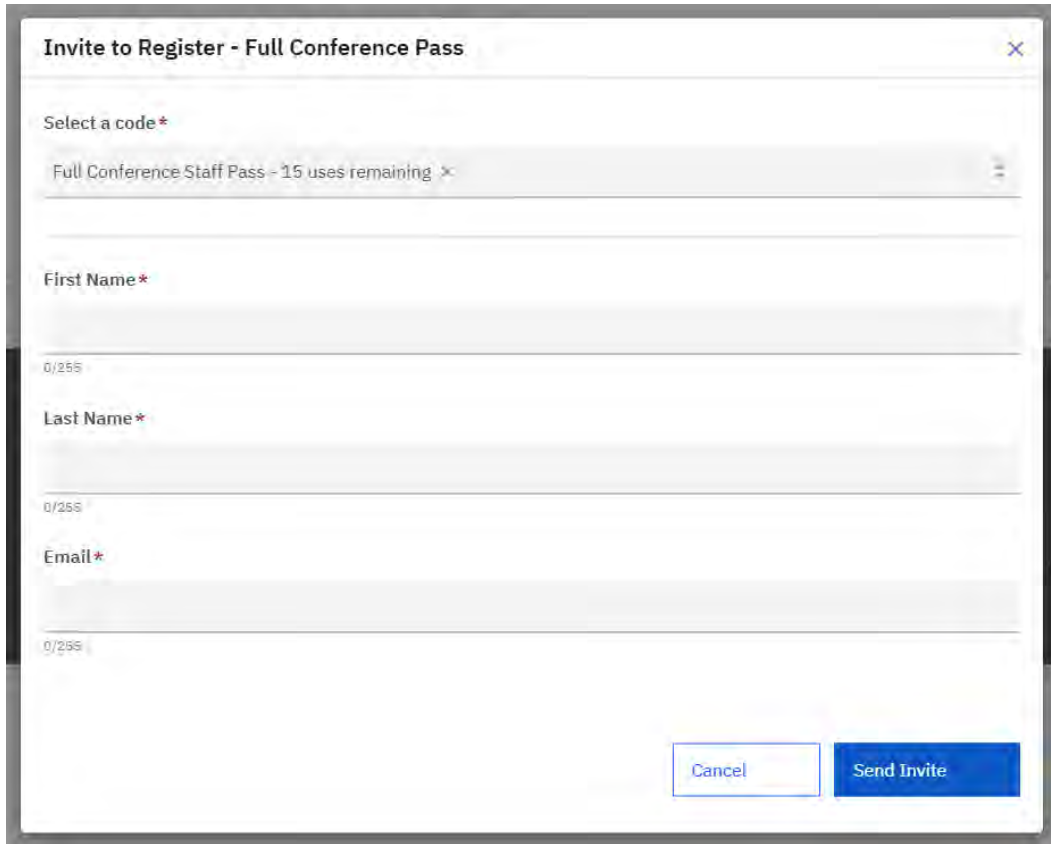
[VIEW ALL CODES](#)

[Invite attendee](#)

Step 2: Select the pass type you would like to send.



Step 3: Enter information for the recipient and hit **Send Invite**. The recipient will receive an email invitation with registration instructions. If you complete registration on behalf of a staff member, the recipient should still receive a registration confirmation email to the correlating email address.



Invite to Register - Full Conference Pass

Select a code *

Full Conference Staff Pass - 15 uses remaining

First Name *

0/255

Last Name *

0/255

Email *

0/255

Cancel Send Invite

Managing Recipients

To view a list of invited recipients for a pass, click **Manage** next to invitations pending. From this list, you can do the following:

To **resend an invitation** to invitees who have not yet registered, click **Remind** next to their name. This will send a new registration email.

To **remove an invitation** from someone that has received one out of your allocation, click **Remove**.

Name/Email	Status	Type		
Lissa Piscopo (lissa.piscopo@ibm.com)	Invite sent 06/11/26	Full Conference Staff Pass	Remind	Remove
Lissa Piscopo (lissa.piscopo@gpj.com)	Invite sent 06/03/26	Full Conference Staff Pass	Remind	Remove



Dear Sponsor,

IBM's TechXchange 2026 is going to be the best one yet! This year, TechXchange expands even further with the integration of HashiConf, bringing leading expertise in infrastructure automation and cloud provisioning along with the colocation of IDUG North America and the COMMON User Group, creating one of the largest gatherings of technical-user communities in one place. We are pleased that you and your company are one of our valued partner sponsors of the event.

I'll be hosting a series of information sessions as well as sharing a few sponsor newsletters leading up to the event, all intended to help you stay informed about conference updates, general information and upcoming task deadlines to fulfill your sponsorship.

Please see the schedule below:

- **Sponsor/User Group Info Session #1:** Thursday, August 27, 1:00 PM ET / 10:00 AM PT
- **Sponsor/User Group Info Session #2:** Tuesday, September 22, 3:00 PM ET / 12:00 PM PT
- **Sponsor/User Group "Know Before You Go" Session:** Wednesday, October 7, 12:00 PM ET / 9:00 AM PT

If you are unable to attend, please note that all calls will be recorded and the slides will be shared afterward. In the meantime, below is useful information for you to consider for your sponsorship:

Arrive Sunday!

As you start making the arrangements for you and your team to attend IBM TechXchange, please plan on arriving by Sunday so you can attend Partner Day on Monday, October 26, at the Georgia World Congress Center. Partner Day is an exclusive, high-energy experience designed to supercharge partners' productivity, unlock new opportunities and accelerate deals. You won't want to miss out on this exclusive technical experience followed by the Opening Night Block Party at the Sandbox Expo! RSVP at time of registration (attendee portal).

Exhibitor Portal, Timelines & Tasks

You should have access to the Sponsorship Exhibitor Resource Center (referred to as ERC) Portal. If you have not already, take a look at the tasks and timelines. Please stay up to date with your tasks in the portal and let us know if you have any questions. Should you have additional team members who require access to the portal, please let us know.

A few housekeeping items:

Website Logos on the Conference Website and Mobile App

Many partner logos are live on the main TechXchange 2026 site. If you have not already supplied your logo in the ERC, please do so quickly so we can get yours up there as well and in time for the launch of the mobile app!

Custom Sponsor Artwork (applies to Headline, Partner Day, Premier & Engage Level Sponsors)

We are pleased to offer to Headline, Premier and Engage level sponsors the opportunity to provide your own branded artwork design for your booth in the Sandbox and for Partner Day sponsors' lounges.

The specifications/renderings for these custom graphics are available in your ERC. ***The deadline to submit all graphics is Wednesday, September 2. If graphics are not submitted by this date, your space will be produced with turnkey show graphics featuring your logo.*** All custom designs will be subject to approval by IBM.

Sponsor Surround Events, Parties, Happy Hours, etc.

If you're planning to host a customer event during TechXchange 2026, we ask that you submit your proposed event information in the Submit Ancillary Event information task in the Exhibitor Portal in accordance with the noted blackout times. Sponsor Parties are subject to approval and must not conflict with the main event hours. We appreciate your help and understanding.

Promotional Items must be submitted for approval.

Some sponsorship agreements include the ability to provide giveaways to attendees. We ask that any promotional items you give away at your booth comply with IBM's sustainability requirements. There is a task in the portal for you to submit your proposed items for approval. The approval process is quick. Shipping labels and instructions are available in the ERC.

Content: Sponsor Sessions -- provide your submissions ASAP.

If you have sponsor sessions as part of your sponsorship package, please submit your Session Title(s), Abstract(s) and Speaker Information ASAP, as these items are now past due. Once received, it will be reviewed so feedback and next steps can be provided to you. Please note that the Conference Catalog is already live for attendees to review and we want to feature your session there as soon as possible! Day and time scheduling will happen later in September for all sessions.

Once your sessions are added to the Catalog, you can share them with your clients to inform them you'll be hosting sessions during IBM TechXchange. We will also have a sponsor-specific social sharing kit available soon in the ERC.

Sandbox Layout / Sponsor Booth Locations

Our Sandbox is shaping up for this year to be bigger and better than ever! As in previous years, you will be assigned a booth location in the Sandbox by the IBM Sponsorship Team. A floor plan and your booth number will be shared soon for your reference.

If you're looking for ways to amplify your brand exposure and drive traffic to your booth at TechXchange, we have additional sponsorship opportunities available! Please reach out if you'd like more information about them.

We are here to help with any questions you have over the next couple of months. I'm looking forward to partnering with you to help ensure your very successful TechXchange!

Lissa Piscopo & Amalia Sarnecki

IBM TechXchange 2026

October 26-29, 2026
Atlanta, GA



SPONSOR / USER GROUP INFORMATION SESSION 8.27.26



PLEASE NOTE:

This call will be recorded.
This deck and recording will be shared after the call.
Please save questions for Q&A at the end.

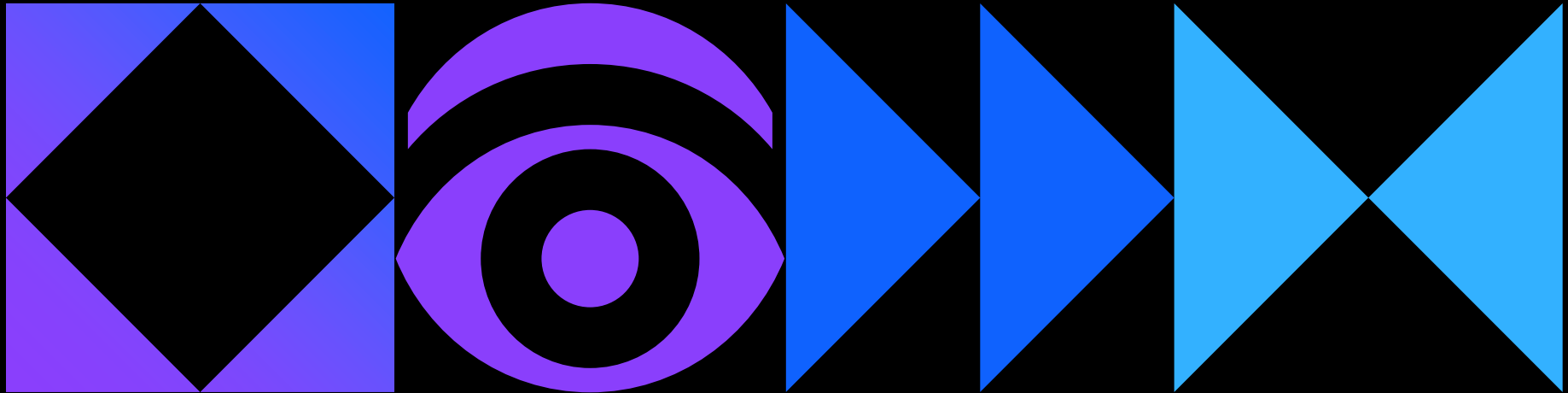
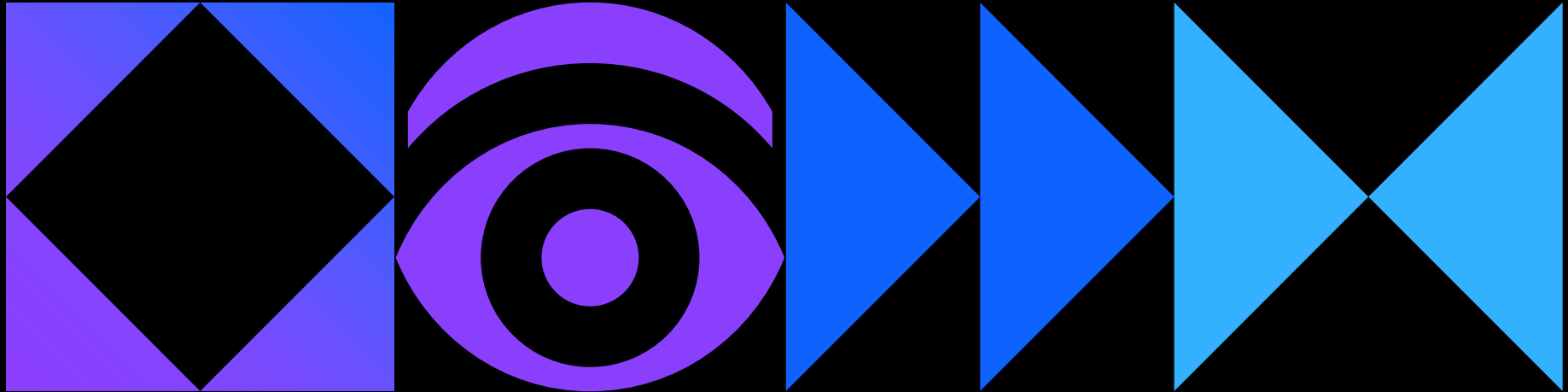


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- Reminders
- Q&A



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

75% external
25% internal
70% practitioners
10% IBM Champions

5 Tracks

AI Applications

Data Management

Security, Risk, & Compliance

Cloud & Platform Engineering

Infrastructure

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

TechXchange Spaces

Main 3 spaces

- 01 TechXchange conference
- 02 IDUG
- 03 Special Event



Thank You to our TechXchange 2026 Sponsors!

Headline



Partner Day



Premier



Engage+



Engage



Experience Sponsors



Built with watsonx



Thank You to our TechXchange 2026 Sponsors!

Common Hub



Week at a Glance

October 26-29, 2026
Atlanta, GA



Monday – October 26		Tuesday – October 27		Wednesday – October 28		Thursday – October 29	
		7:00 AM 9:00 AM	Breakfast	7:00 AM 9:00 AM	Breakfast	7:00 AM 9:00 AM	Breakfast
	Pre-Conference Activities	9:00 AM 10:00 AM	Opening General Session	9:00 AM 10:00 AM	General Session	8:00 AM 12:30 PM	Certification Testing <i>(last seating 11:00 AM)</i>
8:30 AM 5:30 PM	Certification Testing <i>(last seating 4:00 PM)</i>	10:00 AM 5:00 PM	Sandbox Expo	10:00 AM 5:00 PM	Sandbox Expo	9:00 AM 12:00 PM	Sandbox Expo
10:00 AM 5:45 PM	Early access Hands-on Labs	10:30 AM 6:00 PM	Certification Testing <i>(last seating 4:30 PM)</i>	10:30 AM 6:00 PM	Certification Testing <i>(last seating 4:30 PM)</i>	9:00 AM 12:30 PM	Hands-on Labs
10:00 AM 5:30 PM	Partner Day	10:30 AM 6:15 PM	Hands-on Labs	10:30 AM 6:15 PM	Hands-on Labs	9:00 AM 11:30 AM	Technology Breakouts, Meet the Experts, Live Demos, Tech Talks, and Bob Workshop
10:00 AM 5:30 PM	User Group Meetups CABs/CACs* Student Programming*	10:30 AM 5:00 PM	Technology Breakouts, Meet the Experts, Live Demos, Tech Talks, and Bob Workshop	10:30 AM 5:00 PM	Technology Breakouts, Meet the Experts, Live Demos, Tech Talks, and Bob Workshop		
6:00 PM 9:00 PM	Opening Night Block Party at Sandbox Expo	12:00 PM 2:00 PM	Lunch & Networking	12:00 PM 2:00 PM	Lunch & Networking		
				7:00 PM 10:00 PM	Special Event at World of Coca- Cola and Georgia Aquarium		

* Activities will not be included in session catalog; access is by-invitation only

Sandbox Overhead Layout

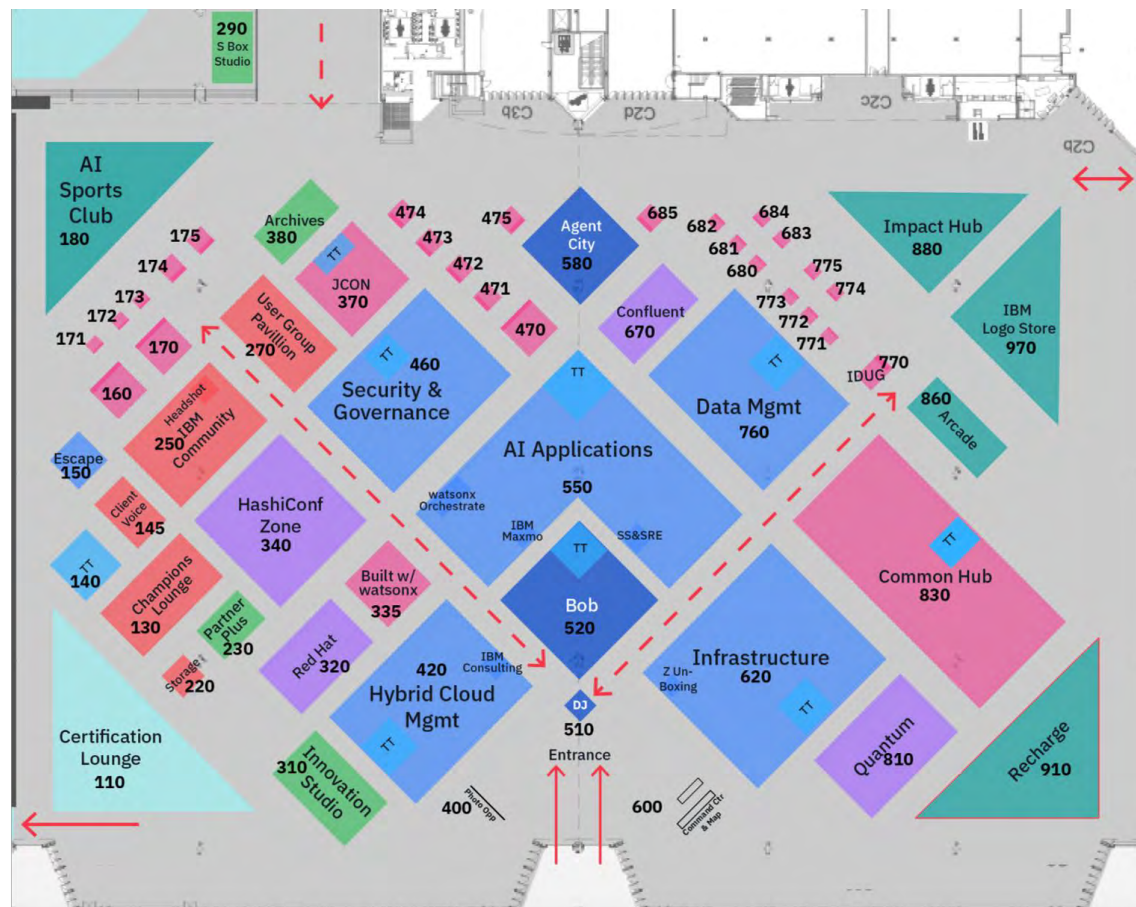


Sandbox Booth Floor Plan

Sponsor
booth placement
will be shared next
week.



Layout subject to change



Headline: 20x10



Premier: 10x10



Engage: 7x6

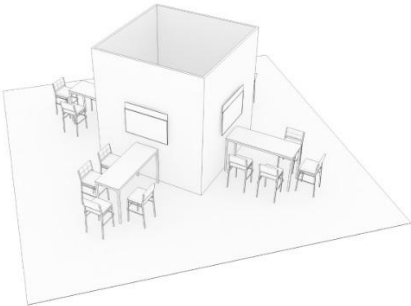


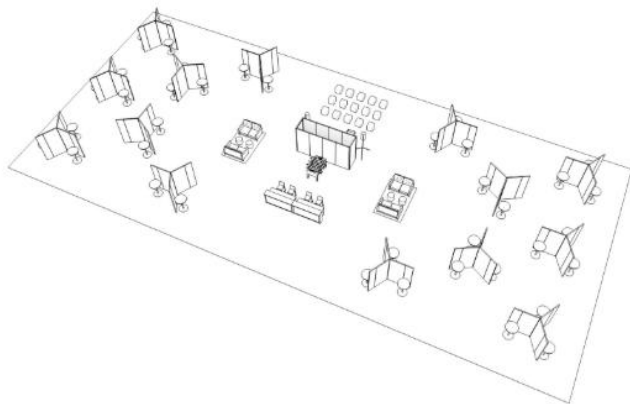
Included in all booths (does not include COMMON Hub):

- Displayed Rental Furniture
- Monitors & Connectors
- Daily booth cleaning and wastebasket
- Power
- WiFi: Dedicated/strong Attendee WiFi network will be provided in Sandbox 3.0, plus hard line
- Storage
- Full inclusion sheets available in the ERC

Sponsor and User Group Booths are turnkey to provide you with everything permitted for your exhibit space. No added free-standing elements or table drapes. You will be asked to remove any unpermitted items from your space.

Built with watsonx (shared space)





Included with COMMON Hub Space:

- Displayed rental furniture
- Daily booth cleaning and wastebasket
- Power
- WiFi: Dedicated/strong Attendee WiFi network will be provided in Sandbox 3.0
- Full inclusion sheets available in the ERC

Sponsor and User Group Booths are turnkey to provide you with everything permitted for your exhibit space. No added free-standing elements or table drapes. You will be asked to remove any unpermitted items from your space.

IBM TechXchange 2026

Sandbox Access Hours,

Move In / Move Out Schedule

& Sponsor Booth Staffing



Monday, October 26

Sponsor Move-in (Hall C): 3:00pm-5:00pm

Show Ready: 5:30 PM for

Opening Night! Block Party Sandbox

6:00 PM–9:00 PM

Tuesday, October 27

Sponsor early access: 9:30 AM

Sandbox open: 10:00 AM–5:00 PM

Wednesday, October 28

Sponsor early access: 9:30 AM

Sandbox open: 10:00 AM–5:00 PM

Thursday, October 29

Sponsor early access: 8:30 AM

Sandbox open: 9:00 AM–12:00 PM

Sponsor Move-out (Hall C): 12:00 PM–1:00 PM

Early/Set Up Access is reserved for Sponsors with booths only and will be limited to those holding Staff Passes designated through your ERC. Access will be monitored by lanyards.

Rainfocus & Exhibitor Info Desk:

- Will be available within the Sandbox
- Lead devices must be returned to the RainFocus desk by the end of the event
- More details to come during the next call

IBM TechXchange 2026
MeetingZone Layout / Details

Sponsor placement will be shared next week.

Scheduling of each meeting room is the responsibility of the sponsor. Scheduling will not be available through the mobile app.



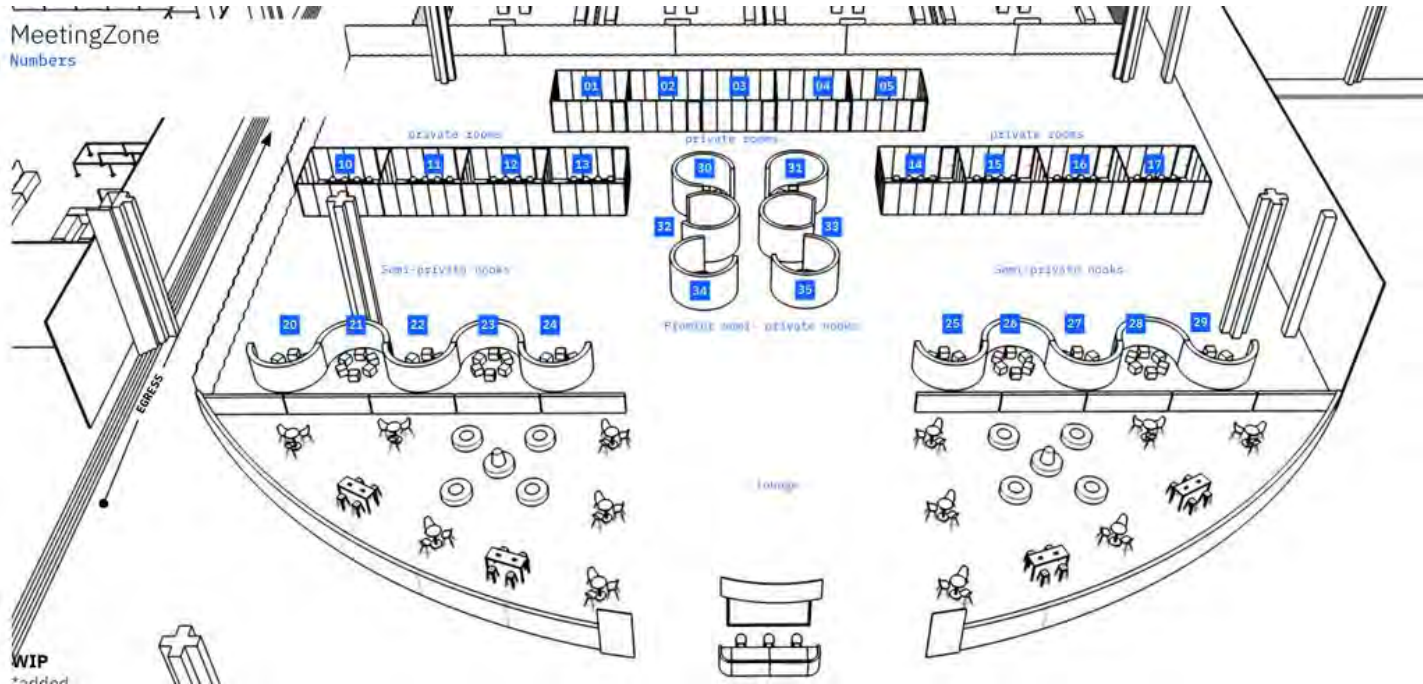
MeetingZone Hours (Hall B/C Connector)

Tuesday, October 26, 2026, 10:00 AM–5:00 PM

Wednesday, October 27, 2026, 10:00 AM–5:00 PM

Thursday, October 28, 2026, 9:00 AM–12:00 PM

All meeting rooms include meeting room structure and rental furniture, printed graphics, labor for installation/dismantle, daily cleaning, electrical and wi-fi internet.



Layout subject to change



Registration:

Please ensure all your invited attendees have completed registration. You may view the status of your sponsor passes in the Register for Conference Badges task in the Exhibitor Portal to see if any team members are still in the "invited" stage, rather than "registered".

Sponsor passes are exempt from the transfer fee. If one of your team members needs to transfer their sponsorship pass to another team member, please have them contact the Registration team via email at IBMtechxchange@gpj.com

Note: A Photo ID is required to collect your badge at Registration.

Hotel Information:

IBM has reserved a limited block of hotel rooms at special rates for registered attendees. Registered attendees can book a hotel room via the TechXchange Attendee Portal during the registration process.

The hotel block closes at 5:00 PM ET on Thursday, October 1, 2026.

Sponsored Sessions:

- Technical Breakouts
- Teck Talks



Important Information in reference to Sponsor Sessions and Lead Collection

- Presenter(s) must arrive to their session no later than 15 minutes prior to the published session start time
- Presenter(s) must bring their presentation on their own laptop/demo device. An HDMI connector will be provided.
- Mac users will need to bring their own connectors/dongles
- You may use your own branded presentation desk
- Refer to the FAQ's in the Speaker Portal for more information
- **IBM will not be collecting session scans at sessions.**
- To collect leads for your Sponsor Sessions, you may scan attendees, if they opt-in, with your RainFocus Lead Device as they enter the session.
- You may only use your lead devices for Sponsor Sessions included in your sponsorship package. You are not allowed to use those lead devices at any sessions submitted through the IBM TechXchange Call for Papers process.

A **Speaker Know Before You Go** session will be held. More information is to come on this. You can help your speakers by joining to get the latest updates related to sessions.

Sessions are currently being reviews. Approval and confirmed scheduling information will be shared with you shortly.

If you have not yet submitted your session information, please do so **TODAY** via the ERC.



Upcoming Tasks

- If your booth has custom graphic options, the deadline to upload graphics is Wednesday, September 2nd. If you do not submit your graphics by the noted deadline, your booth will be produced with show graphics and your logo. **Please be sure you submit on time.**
- Continue to invite your staff and clients for any remaining passes in your sponsor portal
- Complete any past due tasks in your ERC portal (sessions, logos, etc.) as well as tasks with upcoming deadlines
- Submit your giveaway items for review!
 - IBM is committed to environmental affairs leadership across all its business activities, including reducing the environmental impact of meetings and events hosted by IBM. We ask your promotional materials abide by the guidelines posted in the ERC. Be sure to submit for approval prior to shipping!
- Shipping labels to the Advanced Shipping Warehouse are now available in the ERC.
 - We will begin accepting materials at the Advance Warehouse on Monday September 21, 2026 / Monday - Friday from 9:30am - 3:00pm. **Materials must arrive at the advance warehouse no later than 3:00 PM Wednesday October 21, 2026.**
- Please identify your Onsite Sponsor Contact
- If you are interested in additional opportunities to amplify your booth traffic, we have these available! Please reach out for more information.

Sponsorship Support Team

We're here to help!

Sponsorship Questions

Lissa.Piscopo@gpj.com

Sponsorship Questions

IBMTechXchange@gpj.com



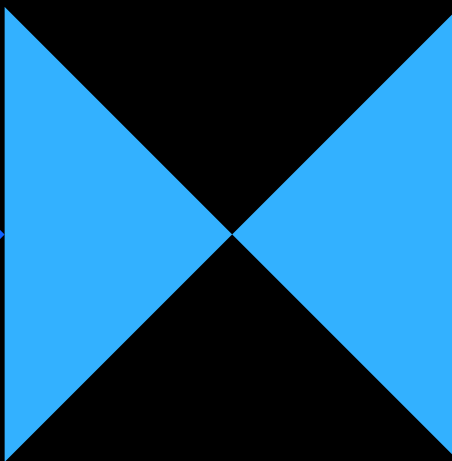
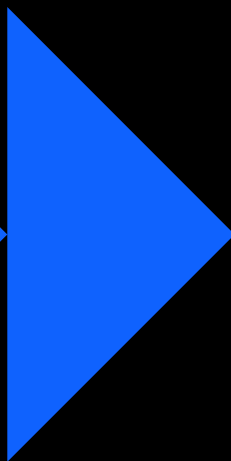
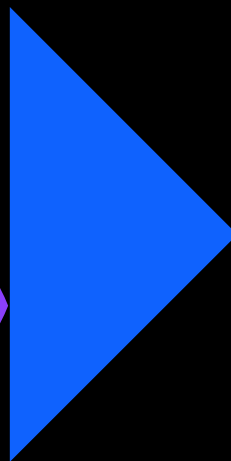
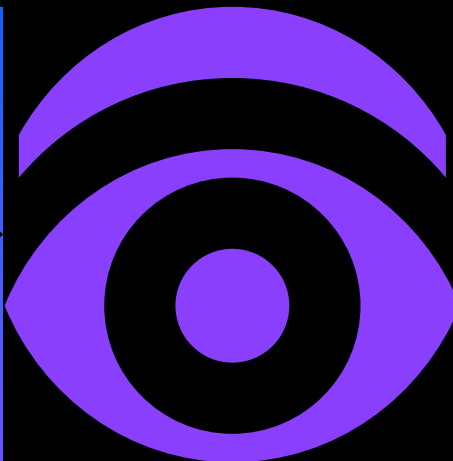
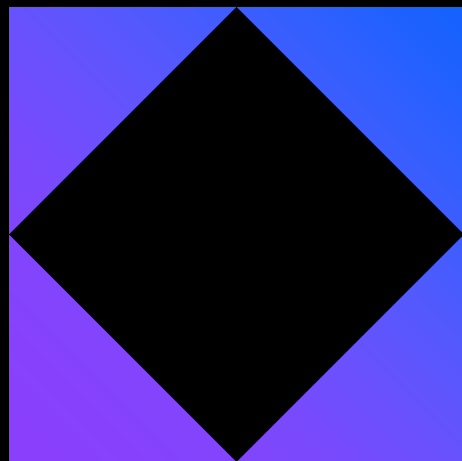
Lissa Piscopo
GPJ



Amalia Sarnecki
IBM



Amanda Matthews
IBM



Questions?



Sponsor/User Group Info Session #2:

Tuesday, September 22nd @ 3:00 PM EST / 12:00 PM PT

Sponsor/User Group Know Before You Go Session:

Wednesday, October 7th @ 12:00 PM ET / 9:00 AM PT

Thank You!

