



TBM COUNCIL

2018 TBM COUNCIL SPONSORSHIP & ENGAGEMENT OPPORTUNITIES

LAS VEGAS | LONDON

TBM COUNCIL SPONSORSHIP PROSPECTUS

TBM COUNCIL SPONSORSHIP PROSPECTUS.....	2
JOIN THE TBM COUNCIL ECOSYSTEM	3
TBM CONFERENCE 2018	5
EUROPEAN TBM SUMMIT 2018	7

JOIN THE TBM COUNCIL ECOSYSTEM

In 2012, the TBM Council was established as an independent nonprofit by 15 of the most progressive CIOs in the IT industry. The mission of the TBM Council was, and still is, to advance the profession of IT globally by creating a platform for collaboration, advancing education, and setting unified standards that allow IT to be managed like a business. Fundamentally, the TBM Council empowers IT leaders to strategically invest in technology, improve communication with their business partners, and ultimately leverage technology to foster innovation.

We now count more than 5,000+ senior business and technology leaders as members, growing daily. Our purpose is to convey the art of the possible to each member of the TBM Council, and position the value of TBM Council offerings and the power of the ecosystem supporting their TBM journey.

Our goal in 2018 is to continue growing opportunities for the membership community to converse directly with our partner community in pursuit of our mission to more effectively manage the business of IT. This is the year we will host the **5th annual Summit in London**, growing attendance to 350 regional leaders. 2018 will culminate in November at the **TBM Conference in Las Vegas** where we will hold the 6th annual TBM Conference, as well as the 6th annual TBM Council Awards. These TBM Council events will include powerful keynotes, learning sessions, and networking engagements, presenting an opportunity for you to align your brand with one of the world's leading organizations dedicated to supporting the growth of IT leaders. You are in a unique position to leverage the incredible network of TBM Council members to elevate your brand, meet with existing and potential clients, and shape the future of the global business technology landscape.

In addition, we formalized an **ecosystem program** for each partner to display and position their products and services digitally to tens of thousands of website visitors, event attendees and students. This will help our membership visualize our ecosystem and connect those partners to value.

Now is the time to partner with the TBM Council! We value your involvement and look forward to continuing to build the TBM Council momentum in 2018!



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TBM CONFERENCE NOVEMBER 5-8, 2018 | LAS VEGAS, NV

The TBM Conference 2018 is a multi-day collaboration event held November 5-8 at the Bellagio. Hosted by the TBM Council, this conference brings the greatest minds in technology together to explore best practices that produce greater value, align IT with business goals, and deliver TBM breakthroughs. The TBM Conference was designed to provide Global 2000 IT leaders with the education and collaboration they need to better manage and communicate the value of their IT investments.

Partner sponsors participate throughout this premier CIO conference, offering opportunities for sponsors to network, learn, share ideas, and plan with senior IT executives from the world's leading organizations.

2017 Attendance

1200+

Attendees

368

Organizations



TBM CONFERENCE 2018

SPONSORSHIP AT A GLANCE

	PLATINUM	GOLD	SILVER	HOSPITALITY	BRONZE	STRATEGIC	CORPORATE
<i>Available Sponsorships</i>	1	4	6	1	14	20	40
<i>Sponsorship Fees</i>	\$125,000	\$65,000	\$45,000	\$35,000	\$30,000	\$14,000	\$5,000
Presentation Opportunity							
General session speaker	Presentation by Your CEO/CxO						
Lead Executive Session	✓	1 available to purchase					
Breakout session speaker		Co-present w/ CxO on Day 2	Co-present w/ CxO on Day 3	* option to buy day 3 and day 4	* option to buy day 3 and day 4		
Exhibit and Onsite Marketing							
Booth	20 x 10' Booth	20 x 10' Booth	11' x 8' Booth	11' x 8' Booth	11' x 8' Booth	4' x 8' Booth	N/A
General session branding	Prominent	Prominent	✓	✓	✓	✓	✓
TBM Central branding	✓	✓	✓	✓	✓	✓	✓
Letter of welcome to all attendees	✓			✓			
Branded conference pen and lanyard				✓			
Networking and Attendance							
Full conference passes	10	8	5	3	3	3	N/A
Additional full passes \$1995	8	6	4	3	3	3	1
Expo only passes	4	3	2	1	1	1	N/A
Pre-Conference Marketing							
Preconference email to all attendees	✓						
Logo and URL on conference website	✓	✓	✓	✓	✓	✓	✓
Logo on all-conference HTML emails	✓	✓	✓	✓	✓		
Mobile App							
Banner advertisement	✓	✓	✓				
Listing with company description	150 words	100 words	75 words	50 words	75 words	50 words	50 words
Post-Conference Marketing							
Logo on all post-conference HTML emails	✓	✓	✓	✓	✓	✓	✓
Presentation slides hosted on TBM Connect	✓	✓	✓				
Additional Options							
CIO Strategy Forum host	\$50,000	1 available		Co-host this strategy session with CxOs. This is a branding opportunity, with 5 minutes in the intro, and moderate 1 panel			
Welcome reception sponsor	\$25,000	2 available		Elevated branding at reception; main stage recognition; online branding as welcome reception sponsor; ice luge.			
TBM Council Awards sponsorship	\$125,000	2 available	Exclusive \$200K	Brand recognition throughout year; 2 reserved tables at gala; access to finalists; VIP Party host. Logo on all case study and awards.			
Purchase day 3 or day 4 breakout	\$20,000	4 available		Co-present with a CxO during a breakout session on day 3 or day 4			
TBM Central Demo	\$8,000	8 available		25 minute presentation showcasing your advisory or technology in front of a focused audience during networking breaks.			
Final night reception sponsor	\$25,000	2 available		Elevated branding at reception; main stage recognition; online branding as welcome reception sponsor			
Keynote session host	\$7,500	2 available		Host a keynote session and have your executive take stage to welcome group, introduce speaker(s) and elevated branding.			
Introduce / Present a TBM Council Award	\$5,000	4 available		Take the stage at the 2018 TBM Council Awards Gala to recognize and announce one of the winners			
WiFi Sponsor	\$8,000	2 available		Sponsor the WiFi for the TBM Conference, featured in the mobile app, and throughout conference branding (where WiFi is displayed).			
Las Vegas Airport Video Wall Commercial	\$4,500	10 available		15 sec every 20 minutes for 2 days (Sun and Mon). HD video and sound wall in baggage claim for Terminal 1 and 3. Nearly every traveller passes by.			
Charging station in TBM Central	\$5,000	2 available		Brand a charging station where attendees can sit down and charge their device.			



TBM EUROPEAN SUMMIT

FUELLING AGILITY

14 JUNE 2018 | LONDON, UK

The European TBM Summit in 2018 will bring together more than 300+ IT executives for a one-day conference focused on C-suite alignment and transformational strategies. This exceptional conference will be led by distinguished IT leaders from Europe's leading organizations, across multiple industries. The Summit provides an unprecedented opportunity to forge new connections with IT leaders and gain strategic learnings and tactical tools to use with your business partners.

A premier executive conference, the European TBM Summit offers the opportunity for sponsors to network, learn, share ideas, and plan with senior IT executives from across the region. Take advantage of presence in the expo area and branding exposure that helps maximize your participation at the conference.

2017 Attendance

300+

Attendees

124

Organizations



EUROPEAN TBM SUMMIT 2018

SPONSORSHIP AT A GLANCE

	PLATINUM	HOSPITALITY	GOLD	SILVER	NETWORKING
<i>Available Sponsorships</i>	4	1	1	8	12
<i>Sponsorship Fees</i>	£17,500	£12,500	£10,000	£5,000	£2,000
Presentation Opportunity					
30 minute breakout speaking session	✓	-	-	-	-
Exhibit and Attendance					
Turnkey Booth	2100 x 4000	2100 x 2000	2100 x 2000	Option to purchase**	-
Demo screens	1	1	1	1	-
Literature stand	✓	-	-	-	-
Invitation to Summit Special Evening Event	✓	✓	✓	✓	✓
Conference passes	6	5	5	2	1
Pre and Post-Conference Marketing					
Logo on all conference HTML emails	✓	✓	✓	✓	-
Logo and URL on conference website	✓	✓	✓	✓	-
Onsite Marketing					
Recognition on main stage	✓	✓	✓	✓	-
Logo & company description in conference guide	100 words	50 words	50 words	50 words	-
Recognition in exhibition hall	✓	✓	✓	✓	-
Conference guide advert	Full page	Full page	Logo listing	Logo listing	-
Branded conference pen, lanyard, charging station	-	✓	-	-	-
"Summit After Party" sponsor (branding online & onsite)	-	✓	-	-	-
Additional Options					
Networking breaks sponsorship	£2,000	1 available	Customized branding highlighting your company during each networking break during day (excluding lunch).		
London "Red" Bus sponsorship	£1,000	2 available	Travel for all attendees from the Summit to the "Summer Special Eventing" event on London "Red" buses and have customized branding on the outside of the bus that your company has sponsored.		
**Silver Sponsor Networking Booth	£2,200	Per Silver Sponsorship	Add an exhibit booth to your Silver sponsorships.		