

# IDUG 2026 NA Exhibit and Marketing Opportunities

Atlanta, GA | October 25-28



Your Expertise. Our Audience.

# IDUG

2026 NA Db2 Tech Conference

Follow us on



This year, we'll be co-located with IBM TechXchange.  
Two events -- one facility!

Make plans to start with IDUG and finish the week with IBM

## Who are IDUG Db2 Tech Conference Attendees?

### Top Five Industries



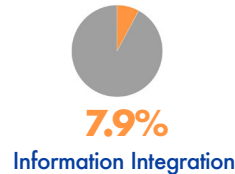
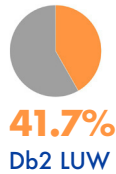
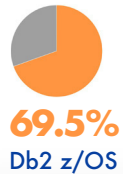
**223** companies represented



**145** first-time attendees



### Top Four Types of Db2 Attendees Use



### Tracks Included:

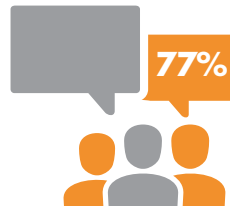
z/OS   AppDev  
LUW   Cross Platform

## At the Expo Hall



**70%**

of attendees visited the Expo Hall three or more times



of attendees spoke to a partner about a product or service that they would recommend to their organization



**96%**

of attendees cited technical content as their top reason for attending

## What is IDUG?

The International Db2 Users Group (IDUG®) is the leading independent, user-driven community that provides a direct channel to thousands of professional Db2 users across the globe.



IDUG HAS MORE THAN

**15,600**

MEMBERS GLOBALLY

IDUG has regional users in more than **115** countries around the world



EMEA

**19%**

NORTH AMERICA

**47%**

INDIA

**20%**

AUSTRALIA

**9%**

LATIN AMERICA

**5%**

\*Numbers in this section are based on recent conference surveys from an in-person NA event.

# Sponsor Benefits At-a-Glance

[Sponsor Agreement](#)

*All benefits are available on a first come first serve basis. Any invoice paid via card is subject to a 5% service charge. Electricity and internet may be ordered from our onsite provider.*

[Contact Us](#) | [idug@idug.org](mailto:idug@idug.org)

CORE BENEFITS	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EXHIBIT BOOTH
Price	\$30,590	\$22,095	\$16,430	\$8,500	\$3,965
Booth Size	25' x 25'	20' x 10'	15' x 10'	10' x 10'	10' x 10'
Company Logo in Partner Directories in print, online and in event mobile app	✓	✓	✓	✓	✓
Permission to Host Raffles	✓	✓	✓	✓	✓
Logo Displayed on Conference Signage	✓	✓	✓	✓	✓
Option to Add Paper Insert in Conference Bag	✓	✓	✓	✓	
Logo in Conference Emails	✓	✓	✓		
Option to add Branded item to Conference Bag	✓	✓			
Push Notification Scheduled in Mobile App	3	2	1		
Rotating banner ad at <a href="http://www.IDUG.org">www.IDUG.org</a>	12 months	6 months	3 months	1 month	
Complimentary Conference Passes for Sales Reps	1 free pass per 3 customers paid	1 free pass per 4 customers paid	1 free pass per 5 customers paid	1 free pass per 5 customers paid	
Booth Attendant Passes	Subject to contract	4	3	2	1
Conference participant opt-in list post-event	First and last name, company, mailing address with city and state	First and last name, company, city and state	Company		
VIP Passes one day executive pass	5	3	1		
Included Benefits (see list on page 3)	2 exclusive 2 enhanced 1 extra	1 exclusive 1 enhanced 1 extra	1 enhanced 1 extra	1 extra	



*Should be bronze level or above to add a la carte options.*

## Exclusive Benefits - sold a la carte for \$5,665

- Reception Sponsor
- Partner Sponsored Presentations (PSP)
- Conference Bag (must be Platinum or Gold Sponsor)
- Water Bottle Sponsor
- Notebook Sponsor
- Keynote Chair Drop
- In-Conference (during the event) Email to Attendees
- Podcast Feature

## Enhancements - sold a la carte for \$1,700

- Break Sponsor
- Post-Conference Email to Attendees
- Water Cup Sponsor
- Pen Sponsor
- Sponsored Blog Post
- Promotion of Webinar or Podcast to Attendees in eBulletin (IDUG bi-monthly member newsletter)
- Pre-Conference Email to Attendees
- Social Media Push

## Extras - sold a la carte for \$566

- Passport to Prizes Game Participation
- Mobile App Push Notification
- One-Month Banner Ad at [www.IDUG.org](http://www.IDUG.org)
- Sponsored Social Media Post

