

# think 2018

March 19 – 22, 2018  
Las Vegas, NV

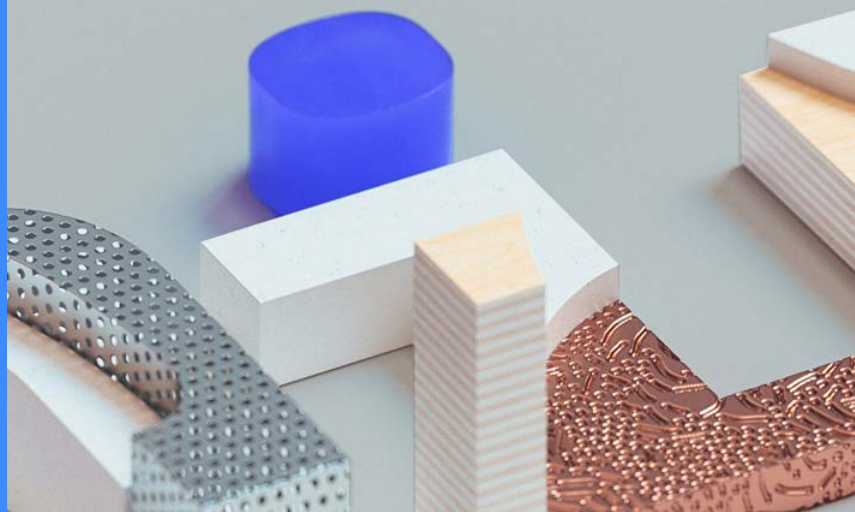
Learn more or register today at:  
[ibm.com/think2018](https://ibm.com/think2018)



Think is for those who seek inspiration and education, reinvention and innovation, for those who want to connect with experts and seek progress. It is for understanding what is going on in the world around AI, Cloud, Data, Security, and Systems and discovering what's possible.

Join us at a first-of-its-kind global IBM event that gathers 40,000 of the world's most inspiring innovators, leaders, and thinkers in one place, to ask...

# What makes you think?



# What makes Think different?

## Education

Introducing Think Academy with 1000's of hands-on labs and certifications, developer zone, softskills education, and more.



## Experts

Industry luminaries will host 14+ Innovation talks, 10+ Keynotes delivered by IBM's senior leaders, and 500+ client sessions showcasing how they are disrupting the markets in their industries.



## Networking

Find your community within the 4 Think Campuses. Experience Think Tanks, learn, be inspired, meet the experts, network with your peers, all surrounded by 150 strategic Business Partners offering complimentary solutions and services.

## Entertainment

Incredible line-up of unique entertainment throughout the conference, everything from bands to comedians to innovative talents from people around the world.



# Industry Luminaries

**Dr. Michio Kaku**

Renowned Physicist,  
Futurist, Popularizer  
of Science



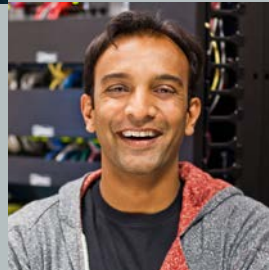
**Maya Leibman**

Executive Vice  
President and Chief  
Information Officer,  
American Airlines



**Lisa Ling**

Executive Producer  
& Host of CNN's  
This is Life with Lisa  
Ling



**Dr. D. J. Patil**

Former U.S. Chief  
Data Scientist at  
White House Office  
of Science and  
Technology Policy

**David Katz**

Founder and CEO  
of the Plastic Bank



**Bettina Warburg**

Co-founder  
of Animal Ventures



**Dr. Mae Jemison**

Astronaut, Engineer,  
Physician, Lead 100  
Year Starship,  
Founder and  
President, The  
Jemison Group



**Sal Khan**

Founder & Chief  
Executive Officer of the  
Khan Academy



**Jessica Pointing**

Quantum Computing  
Researcher at MIT and  
Harvard, Founder of  
Optimize Guide





# IBM Experts

800+ Leaders, 400+ Developers,  
200+ Distinguished Engineers

**Bridget van Kralingen**  
Sr. VP, IBM Global Industry  
Platforms



**Arvind Krishna**  
Sr. VP, Hybrid  
Cloud, and  
Director of IBM  
Research



**David Kenny**  
Sr. VP, IBM  
Watson and  
Cloud Platform



**Tom Rosamilia**  
Sr. VP, IBM  
Systems



**Inhi Cho Suh**  
GM, IBM  
Collaboration  
Solutions &  
Watson Work



**Martin Jetter**  
Sr. VP,  
IBM Global  
Technology  
Services

**Marc van Zadelhoff**  
GM, IBM Security



**Mark Foster**  
Sr. VP, Global  
Business  
Services



**Harriet Green**  
GM of IBM Watson  
IoT, Customer  
Engagement  
and Education



**Ginni Rometty**  
Chairman,  
President, and  
CEO



**Dr. John E. Kelly III**  
Sr. VP,  
Cognitive  
Solutions and  
IBM Research

# Think 2018: Week at a Glance

Monday, March 19

**9am – 5pm**

- Think Academy (labs/cert/deep tech sessions)
- Community Networking
- Exec 1:1 Meetings
- InnerCircle

**5:30pm-8pm**

- IBM Research- kick-off
- Think Campus Grand Opening

Welcome Receptions in Campuses

Tuesday, March 20

**8:30am – 10:00am**  
Chairman's Address

**8:00am - 5:00pm+**

- Keynotes
- Think Campus's Open
- Think Academy
- Community Networking
- Innovation Talks
- Exec 1:1 Meeting
- InnerCircle

**5:30pm - 8pm**

- Evening Networking/community activities & Sessions

Campus Receptions, Sessions & Networking

Wednesday, March 21

**9:00am**  
PartnerWorld Keynote & MGM

**8:00am - 5:00pm+**

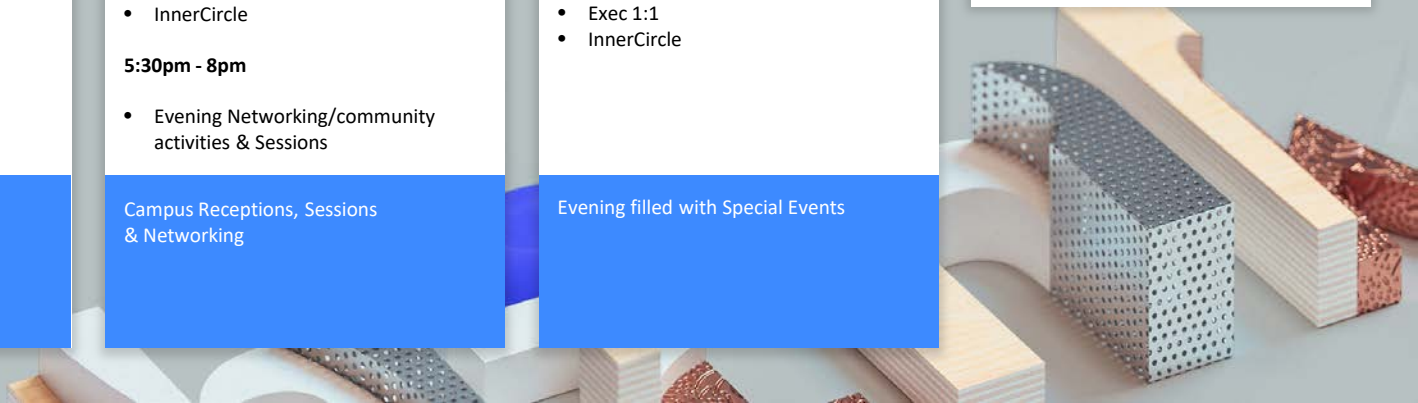
- Think Campuses Open
- Keynotes
- Sessions
- Innovation Talks
- Think Academy
- Community Networking
- Exec 1:1
- InnerCircle

Evening filled with Special Events

Thursday, March 22

**9am - 2pm**

- Think Campus's Open
- Innovation Talks
- Think Academy
- Community Networking
- Exec 1:1
- InnerCircle



you to the next level.



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# Think Academy

Everything you love about labs and certifications surrounded by experts and teachers in an engaging and inspiring environment

**A place to learn.  
A place to focus.  
A place to share.  
A place to play.**





## DevZone

Get caught up on all the technology you've been hearing about, but haven't had a chance to learn: Blockchain, AI, ML, DevOps, Security, VR and more!

- 15 minute Labs – You Learn, Hands On
- Ask Me Anything – We answer YOUR questions

**\$1000s in  
certification savings**



## Lightning Talks

Developers and engineers share their secrets in 15 minutes TED-style chats on huge variety of technical and soft-skill topics

## Certifications

300+ certifications

**Free** exam for every attendee and only \$50/exam afterwards



mobile devices, messaging  
platforms or even on  
a physical robot.



**A year's worth of  
training in 4 days**

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## Labs

Free hands-on training via 500+ labs and 30+ rooms

Learn the way you learn best:

- Instructor-led
- Self-paced
- Bring your own machine
- Group labs

*Bring invaluable skills back to your organization*





# Network with smart, fun people.



# Find your people

Your campus is your community at Think 2018. Sessions, Think Tanks, networking events, expert talks, innovators, demonstrations, education, food, drinks, and more.





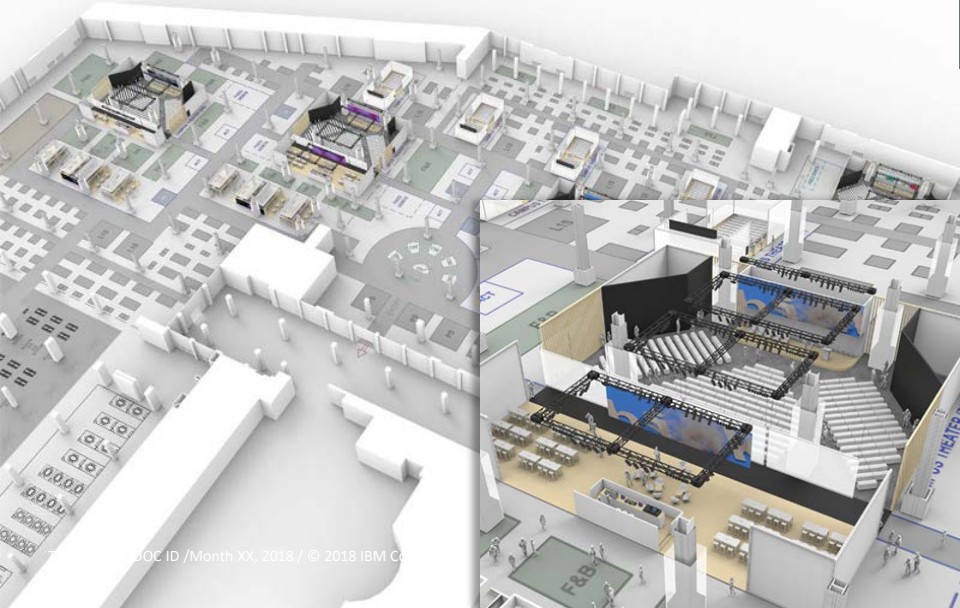
# Think Campuses designed for you.

Power of Data &  
Cloud designed  
for you and  
secure to the  
core

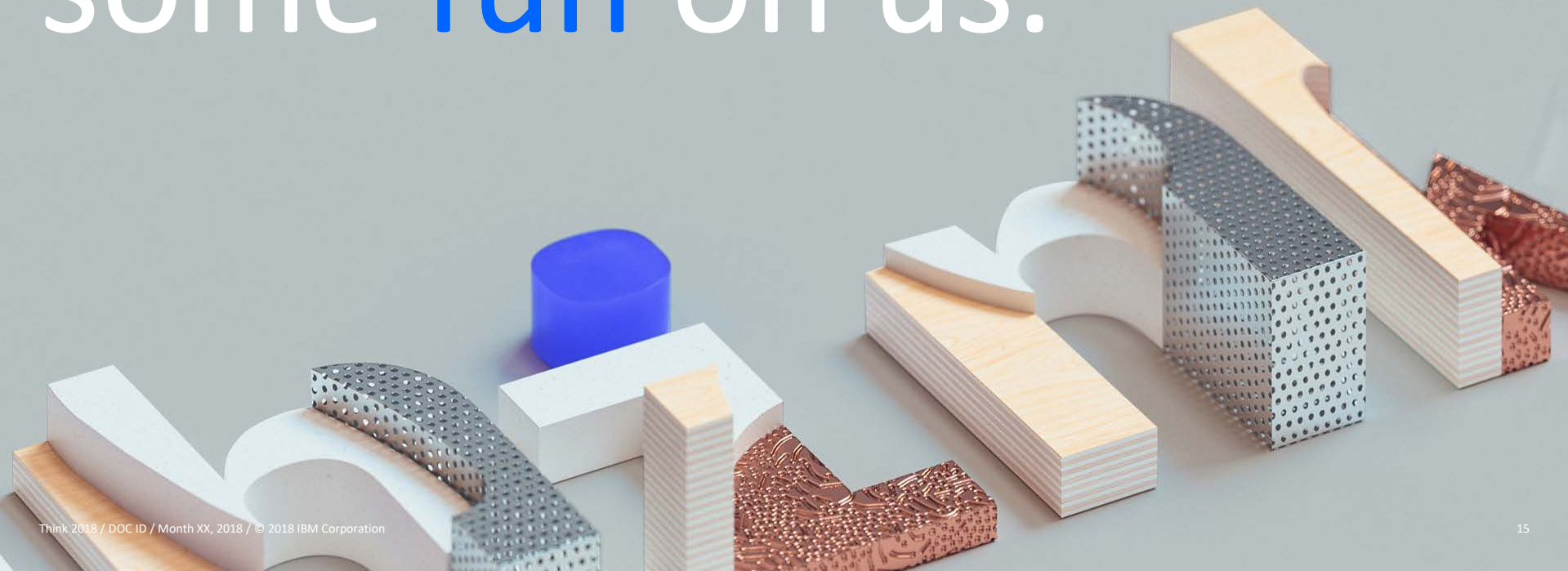
Reimagine your  
business in the  
era of AI

Technology  
Infrastructure for  
changing and  
evolving  
workloads

Security  
intelligence ,  
business defense  
and resiliency



# some fun on us.



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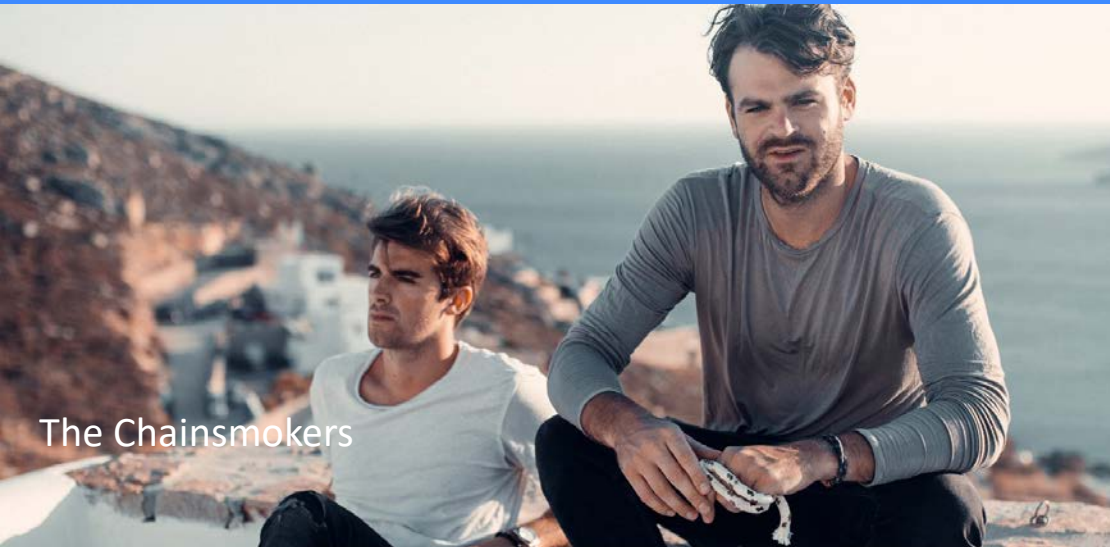
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# Unexpected entertainment throughout the event

It's just the beginning.....



Multi-GRAMMY and Billboard award-winning band **TRAIN**



The Chainsmokers



World renowned rockers **BNL**



# Why make the investment?

## Find your community

What are you thinking most about? What is your biggest challenge? We've created campuses that bring everything together for you.



## One year of education in 4 days

With 1,000+ sessions, 1,000+ labs, certifications, and think tanks, you can learn about the technology that is disrupting business and changing the planet.



## Grow your network

Build your network with 40,000+ attendees from the world's biggest companies and most innovative startups. Meet and mingle with industry experts, peers, and IBM leaders.



## Leap over the competition

Learn how to architect for business and technology disruption with AI, cloud, data, and blockchain on a secure cloud platform built for business.

## Get your money's worth

Get \$8,000 worth of value in training, certifications, hands-on labs, networking, executive one-on-one meetings, and expert talks.



## Meet the experts face to face

Access to hundreds of experts, distinguished engineers, and IBM client & Business Partner speakers who will share their best practices, insights, and secrets.



# Registration Pricing

## Think 2018

Pass type	Full conference experience
Standard Rate (11/17/17 - 3/18/18)	\$2,295
1 Day Pass Mon, Tues or Wed	\$895
3 Day Govt Pass Mon - Wed (no special event)	\$1,560
On-Site Rate (3/19/18 - 3/22/18)	\$2,395

Client/BP Bundled Discounts for the Full Conference Experience:  
<https://www-01.ibm.com/events/wwe/think/think18central.nsf/PurchasePass.xsp>

5 - 9 pass bundles	\$1,995 (13% discount)
10 - 19 pass bundles <small>Networking</small>	\$1,895 (17% discount)
20 - 29 pass bundles	\$1,795 (22% discount)
30+ pass bundles	\$1,600 (30% discount)





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