



Rego University 2026 Sponsorship Prospectus

Apptio-IBM Automation Focused Event
April 27–29, 2026 | Royal Sonesta Downtown Chicago, IL

www.regouniversity.com/apptio 

Rego University 2026 - Sponsorship Prospectus



Rego University is one of the most respected Apptio-IBM Automation and Technology Business Management (TBM) and SPM learning and networking events in the world.

Each year, hundreds of IT, finance and business professionals gather to explore best practices in Apptio adoption, FinOps maturity, cost transparency, SPM and value optimization.



Sponsoring Rego University provides unique access to an engaged audience of Apptio users and prospects, TBM practitioners, and enterprise IT leaders—all looking for innovative partners and proven solutions. All sponsorships include opportunities for brand visibility, direct engagement with attendees, and participation in educational and engaging networking sessions.





Platinum Sponsorship – \$75,000

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Our top-tier sponsorship is designed for partners who want maximum exposure, client and prospect engagement, and thought leadership presence throughout Rego University. Platinum sponsors enjoy exclusive session participation, premium event visibility, and access to a dedicated boardroom for private meetings and demos.

Event Visibility & Collaboration



Recognition as a **Platinum Sponsor** in all event materials, signage, and digital promotions.



Dedicated page on www.RegoUniversity.com linking to your organization's campaign or website.



Featured logo placement on conference signage, attendee badges, and printed collateral.



Sponsor provided signage to place around event space (4 max) in addition to the booth



Premium booth exhibit location near the main session area.





Speaking & Session Opportunities



Up to three co-branded or sponsor-led sessions within the RegoU curriculum.



Exclusive **General Session** or **Keynote panel**



Inclusion in RegoU promotional videos and post-event highlights.



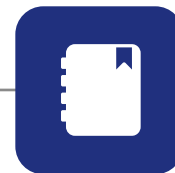
Client Access & Networking



Private **boardroom**
available for
scheduled client
meetings and
presentations.



Eight (8)
complimentary
sponsor passes
(includes meals and
event access).



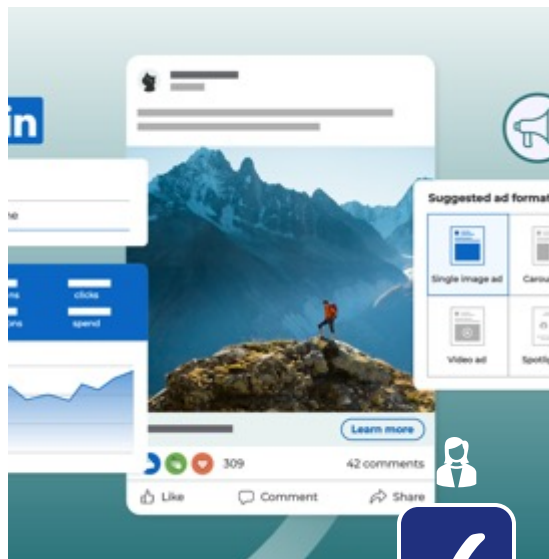
Additional spons
or passes
available at
\$500 each.



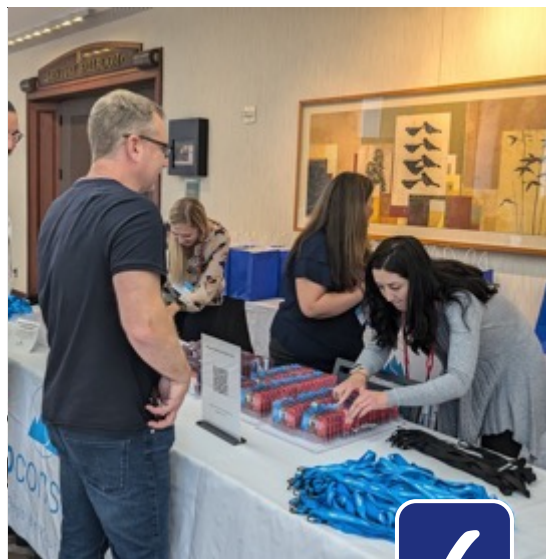
Free unlimited
passes for
attendees that
are not current
Rego clients



Marketing, Branding & Year-Round Exposure



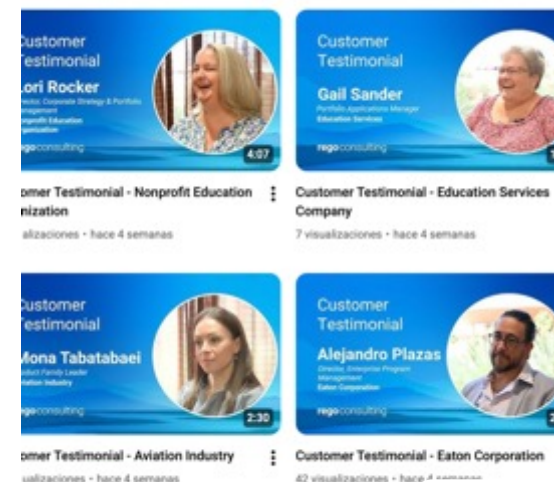
Sponsor featured in pre and post event material (blog, video highlights, social media)



Permission to provide branded SWAG or collateral in attendee welcome bags.



Inclusion in Rego newsletters, LinkedIn posts, and community communications.



Inclusion in testimonial and promo videos.



ROI & Post-Event Support



Post-event ROI summary including attendee demographics and engagement metrics.



Access to opt-in attendee list with name, company, email address, and title visibility.



Overall attendee list with company and title only.



Gold Sponsorship – \$50,000

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The Gold Sponsorship provides high visibility and engagement opportunities for partners seeking meaningful presence without the exclusivity of the top tier. Gold sponsors receive preferred exhibit space, participation in sessions, and extensive pre- and post-event promotion.

Event Visibility & Collaboration



Recognition as a **Gold Sponsor** across all digital and printed materials.



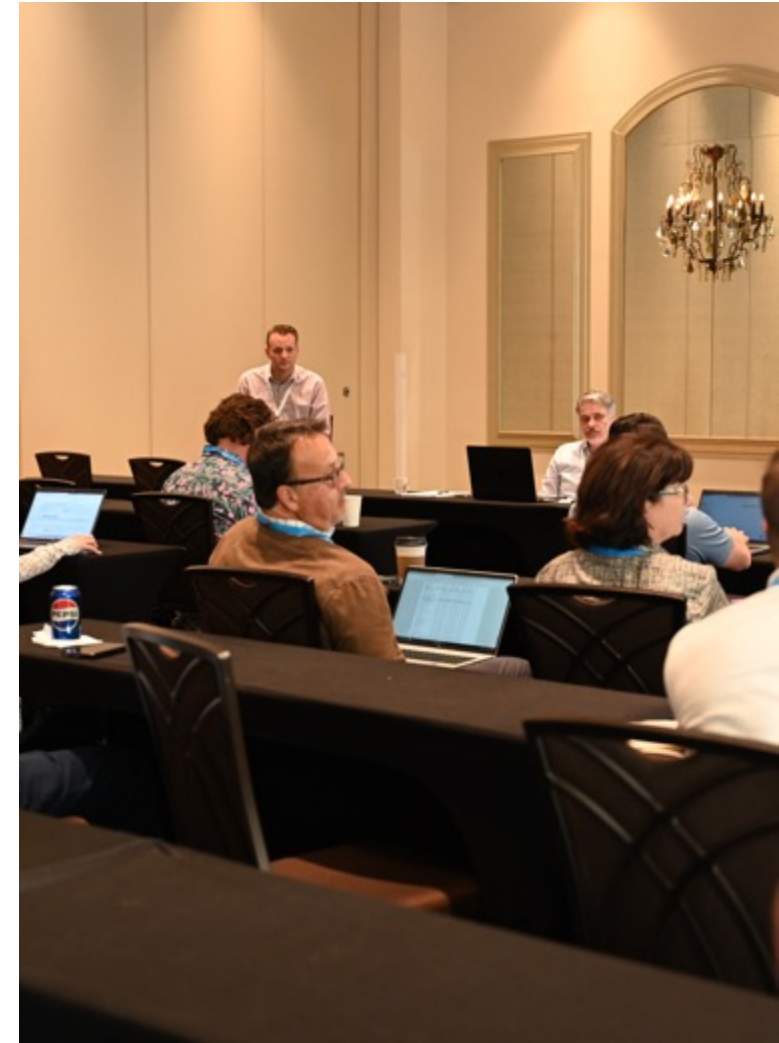
Sponsor provided signage to place around event space (2 max) in addition to the booth



Featured logo placement on signage, badges, and the Rego University website.



Preferred booth exhibit location in the conference hall.





Speaking & Session Opportunities

-  **Two sponsor-led or co-branded sessions** within the event curriculum.
-  Optional participation in one panel discussion or breakout Q&A sessions.
-  Inclusion in RegoU highlight video and social mentions.

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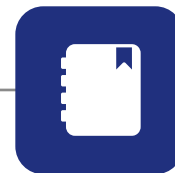
Client Access & Networking



Invitation to all
networking
receptions and
social events.



Six (6)
complimentary
sponsor passes
(includes meals and
event access).



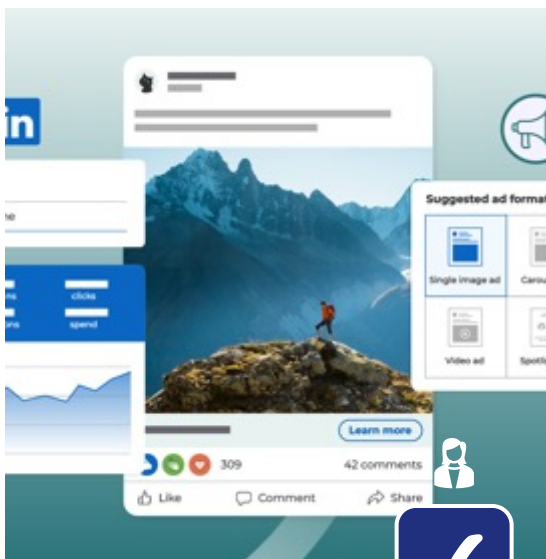
Additional spons
or passes
available at
\$500 each.



Free unlimited
passes for
attendees that
are not current
Rego clients



Marketing, Branding & Year-Round Exposure



Co-branded blog post opportunity before and post-event.



SWAG and branded inserts in attendee welcome bags.



Mention in Rego's newsletter and LinkedIn campaign promoting event sponsors.



ROI & Post-Event Support

-  Post-event ROI summary including attendee demographics and engagement metrics.
-  Access to opt-in attendee list with name, company, email address, and title visibility.
-  Overall attendee list with company and title only.



Silver Sponsorship – \$30,000



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The Silver Sponsorship offers excellent visibility for organizations looking to maintain a strong presence and network directly with IBM/Apptio and TBM practitioners in an intimate setting.

Event Visibility & Collaboration



Recognition as a **Silver Sponsor** on the event website, signage, and printed materials.



Standard booth exhibit location in the conference area.



Sponsor provided sign to place around event space (1 max) in addition to the booth.



Speaking & Session Opportunities



One sponsor-led or co-branded session within the event curriculum.



Inclusion in social media “thank you” posts before and after the event.

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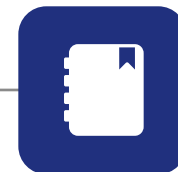
Client Access & Networking



Invitation to all networking receptions and social functions.



Three (3) complimentary sponsor passes (includes meals and event access).



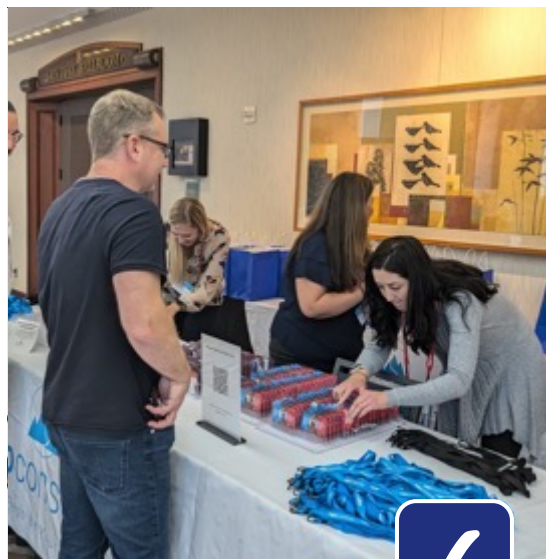
Additional sponsor passes available at **\$500 each**.



Free unlimited passes for attendees that are not current Rego clients



Marketing, Branding & Year-Round Exposure



Opportunity to include SWAG or handouts in attendee welcome bags.



Inclusion in Rego event recap emails and community updates.





ROI & Post-Event Support



Post-event ROI summary including attendee demographics and engagement metrics.



Access to opt-in attendee list with name, company, email address, and title visibility.



Overall attendee list with company and title only.



Thank You

www.regouniversity.com/apptio

