

## SPONSORSHIP PROSPECTUS · 2027

### MAXCON™ 2027

*The world's first Maximo & TRIRIGA conference — held at sea. A community-led experience built for the professionals who actually run these systems.*

#### DATES

**Apr 5–9, 2027**

#### SHIP

**Utopia of the Seas**

#### DEPARTURE

**Port Canaveral, FL**

#### CAPACITY

**300 seats**

### THE OPPORTUNITY

**A working session**, not a trade show.

MAXCON™ 2027 is a community-led professional conference for the Maximo and TRIRIGA community — held entirely aboard a single ship. **Every session, every meal, every shared moment is designed to move work forward.** Four days. One venue. No fragmented schedules, no exhibit hall, and no easy pull back to the inbox.

FORMAT	CAPACITY	AUDIENCE	VENDOR BOOTHS
<b>4 days at sea</b> Royal Caribbean · Utopia of the Seas	<b>300 attendees</b> Hard cap, no overflow rooms	<b>Professionals</b> Practitioners, partners, IBMers	<b>Zero</b> By design — meaningful conversations only

### Practitioner-led

Sessions delivered by the people who actually run

### Hands-on programming

Real labs, real environments.  
Includes Maximo Certification

### One contained venue

No commuting, no competing agendas, no easy pull back to

Maximo & TRIRIGA in production – not vendor marketing.

Prep Workshop, Roadmap, FCA, Digital Twin, and more.

day-to-day work. Four days of undivided attention.

### WHO YOU'LL BE IN FRONT OF

**300 Maximo & TRIRIGA professionals**, no walk-up traffic.

Every seat at MAXCON™ is a deliberate registration – a Maximo or TRIRIGA professional who chose to spend four uninterrupted days with the community. There is no exhibit hall and no day-pass tier. **Everyone you meet bought their seat to be there.**

### ROLES IN ATTENDANCE

Maximo Administrators

Asset Management Leaders

Reliability Practitioners

Supply Chain

Facilities Managers

Technical Experts

End Users

Decision-Makers / Funders

### DECISION ROLES

Decision-Makers

Influencers

Technical Recommenders

### Why this audience matters to your business

**01**

#### High-intent practitioners & partners

Every attendee uses, leads, or implements Maximo & TRIRIGA – plus the partners who serve them. Real authority over

**02**

#### Four days of genuine access

Shared meals, shared activities, shared deck space. Conversations happen naturally – and continue all week. No "5pm-and-done" exit problem.

expansions, services, and complementary tools.

**03**

### **No competing booths**

Without an exhibit hall, your visibility isn't fighting for attention against hundreds of other vendors. Brand presence is integrated into the experience, not interrupting it.

**04**

### **Year-round community visibility**

Sponsorship doesn't end at the gangway. Continued presence in MAXCON's newsletter, social channels, and content programming well beyond April 2027.

## SPONSORSHIP TIERS

# Three tiers. Capped on purpose.

All tiers include the full MAXCON™ experience: cabin, meals, Wi-Fi, sessions, and networking. Custom partnerships available for specific objectives.

1 SPOT

### Title Partner

TOP TIER · EXCLUSIVE

#### INVESTMENT

**\$ 29,000 USD**

- ✓ 5 MAXCON attendee passes
- ✓ Keynote / thought-leadership slot (30 min)
- ✓ Co-host of welcome reception
- ✓ Swag Bag Insert
- ✓ Branded Post-MAXCON 2027 Webinar Spot (30 minutes)
- ✓ Recognition in pre-event comms
- ✓ Recognition in opening session
- ✓ 1 – two-hour Deep-Dive or Lab Session

### Featured Partner

MID TIER · PREMIUM ACCESS

#### INVESTMENT

**\$ 17,000 USD**

- ✓ 3 MAXCON attendee passes
- ✓ Breakout session slot (30 min)
- ✓ Swag Bag Insert
- ✓ Branded Post-MAXCON 2027 Webinar Spot (30 minutes)
- ✓ Recognition in pre-event comms
- ✓ Recognition in opening session
- ✓ 1 – two-hour Deep-Dive or Lab Session

### Community Partner

ENTRY TIER · BRAND PRESENCE

#### INVESTMENT

**\$ 10,000 USD**

- ✓ 2 MAXCON attendee passes
- ✓ Swag Bag Insert
- ✓ Recognition in opening session
- ✓ Recognition in pre-event comms

Pricing detail and tier-specific seat counts available in the downloadable prospectus PDF, or by request.

FOR SOLUTION PROVIDERS & IMPLEMENTATION PARTNERS

**Bring your team.** Bring your clients.

If full sponsorship isn't the right fit, the **Team Pass** package gives Maximo & TRIRIGA solution providers and implementation partners a discounted bulk-seat option — perfect for bringing client champions, key engineers, and decision-makers.

**TEAM PASS · PARTNER-CHANNEL OFFER**

**5 or more attendees, one transaction.**

Reserved for IBM Maximo & TRIRIGA implementation partners and solution providers. Each seat is a full registration — cabin, meals, sessions, Wi-Fi, networking. Use them to send your team, host your top accounts, or both.

**PER-SEAT  
INVESTMENT**

**\$ 3,250 USD**

**MINIMUM SEATS**

**5 attendees**

**RECOGNITION**

**Listed as Partner**

**À LA CARTE SPONSORSHIPS**

**Build the** sponsorship that fits.

À la carte options stand alone or stack onto any tier. Slots are filled on a first come, first served basis. Design the activation that aligns to your brand strategy.

**Branded networking  
dinner (1 slot)**

Host a Private VIP dinner with curated guest list for you and up to 115 of your favorite guests. Includes Steakhouse buy-out, branding opportunities and your team in the room.

**\$ 26,000 USD**

**\$ 750 USD**

<b>Dining room table signage (3 slots)</b>	Your company name and logo featured on table cards at every dining table for one evening.	
<b>Welcome bag inclusion (10 slots)</b>	Branded item or collateral in every attendee's welcome bag at check-in.	<b>\$ 750 USD</b>
<b>Custom workshop slot (4 slots)</b>	90-minute hands-on workshop in a dedicated session room. Limited availability.	<b>\$ 1,500 USD</b>
<b>Meeting Breaks Sponsorship (4 slots)</b>	Coffee and pastries during a scheduled session break. Table cards featuring your company name and logo at every refreshment station.	<b>\$ 5,000 USD</b>
<b>Branded Power Banks (1 slot)</b>	Take-home items attendees will actually use. Power banks strong enough to fully charge a laptop – throughout the event and beyond, featuring your company's logo.	<b>\$ 18,000 USD</b>
<b>MAXIMO Trivia Sponsor (1 slot)</b>	Host a custom-themed trivia night with questions of your choosing – entertainment, MAXIMO-focused, or a custom mix.	<b>\$ 1,000 USD</b>

### RESERVE YOUR TIER

**Tiers filled** on a first-come, first-served basis.

Title and Featured tiers are limited. Custom partnerships are available for organizations with strategic objectives that don't fit a standard tier.

**STEP 1 · THIS WEEK**

**Discovery call**

**STEP 2 · WITHIN 1 WEEK**

**Tailored proposal**

**STEP 3 · ON  
CONFIRMATION**

**Lock in your spot**

30-minute call to walk through your goals, understand your audience, and align on which tier fits best.

Written proposal with your specific tier, package details, and any custom elements we've discussed.

Signed agreement secures your tier. Your team starts coordinating logistics, content, and activations with us immediately.

**Let's talk. No pressure, no pitch.**

The fastest way to know if MAXCON™ is the right fit for your organization is a quick conversation. Pick a time that works for you — we'll do the rest.

Or email us directly at [maxcon@liquidenterprise.com](mailto:maxcon@liquidenterprise.com) · More at [liquidenterprise.com/maxcon](https://liquidenterprise.com/maxcon)

**LIQUID ENTERPRISE · CONFERENCE BETTER.**

MAXCON™ 2027 · April 5–9, 2027 · Royal Caribbean · Utopia of the Seas

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