

# SPONSORSHIP PROSPECTUS

Get Your Brand in Front of a Targeted Audience  
of Industrial Supply Channel Decision-Makers.

THE BEST  
NETWORKING  
EVENT IN THE  
INDUSTRY

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**ISA** 23

April 17-19, 2023 | Phoenix, AZ

# ABOUT ISA

The Industrial Supply Association (ISA) is the channel association for the industrial MROP industry and represents Distributors, Manufacturers, Independent Manufacturer Representatives (IMRs), and companies that provide relevant business solutions. As the only trade association that connects all partners within the industrial supply chain, ISA provides the networking opportunities, education, strategies, analytics, and tools for companies to stay relevant – and competitive – throughout industry change all while better serving the End User and strengthening the channel as a whole.

# ABOUT ISA23

This is the best networking event in the industry where **all the right people from our channel** come to do business, build relationships, and grow their network. ISA23 is where relationships are built, ideas are ignited, and the **industry comes together** to learn, grow, and strengthen the future of the industrial supply channel.

## → Attendee Profile

ISA's annual convention attracts a wide range of decision-makers from C-suite, E-suite, and Leadership Executives to Sales & Marketing teams, HR professionals, IT leaders, and more. Attendees represent the diverse makeup of *all* companies within the industrial supply channel including Distributors, Manufacturers, Industrial Manufacturers' Representatives (IMRs), and Service Providers around the globe.

## → About Hotel & Convention Center

Attendees of ISA23 will stay at the Sheraton Phoenix Downtown situated in the heart of downtown with a first-rate location near the Phoenix Convention Center. Education sessions and networking receptions will take place at the hotel. The Exhibit Hall and exciting engagement activities (like a fun golf simulator, ISA LIVE, and more) will take place in the Phoenix Convention Center which is just 1 block, a less than 3-minute walk, from the hotel.

# PREMIUM SPONSORSHIP PACKAGES WITH EXHIBIT BOOTH

Want to make a big splash at the premier networking event for the industrial supply channel? Choose a Premium Sponsorship Package below which includes exhibits, sponsorships, registrations and/or Charity Golf Outing sponsorship.

## Diamond Level Sponsor (Three Available)

**\$25,000**

- Island 20' x 20' exhibit booth in Superior location.
- Three full conference registrations, including meals, networking events, and education sessions.
- Exclusive sponsorship of one ISA breakout education session. \*Education sessions chosen by sponsor on a first come, first served basis.
- Exclusive opportunity to introduce the breakout education speaker.
- Company sponsored video/commercial (1-2 min) played at the beginning of the session.
- Reserved table at Networking Luncheon (April 19) with exclusive opportunity to pre-select table guests from "opt-in" attendees. \*New this year, ISA23 will host a Networking Luncheon with assigned seating (with OPT-IN participants) which encourages new connections through this fabulous networking opportunity.
- Participation in fun traffic driver "Exhibit Hall Passport Game" (Exhibitor Add-On).
- One "Push" notification sent out via conference app to visit sponsor's booth during the event to all conference attendees.
- Exclusive sponsor of one bar at the Opening Night Reception (April 17). Sponsorship includes logo/branding on signage and cocktail napkins. \*ISA will cover cost of branded items, but quantity and price limit exist. Bars will be assigned on a first come, first served basis. Full bars and specialty bars exist and are available upon request.
- Exclusive sponsorship of one ISA social media post on 3 channels (Facebook, LinkedIn, and Twitter) promoting your company's participation in ISA23.
- Your company's logo on pre-conference promotional e-blasts for ISA23. \*Logo placement on ISA23 e-blasts is an exclusive opportunity for Premium Sponsorship Packages.
- "Top Tier" placement of logo/branding within the sponsor section on all pages of the ISA23 website.
- "Top Tier" sponsor recognition throughout the conference, including top placement of logo/branding on digital promotions, event signage, onstage slideshow presentations and acknowledgements through conference speakers' scripts.

# PREMIUM SPONSORSHIP PACKAGES WITH EXHIBIT BOOTH

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## Emerald Level Sponsor (Limited Availability)

**\$15,000**

- 10' x 20' exhibit booth in Premium location.
- Two full conference registrations, including meals, networking events, and education sessions.
- Sponsorship of one golf hole at ISA23's Charity Golf Outing (April 17). \*Sponsorship includes signage at sponsored hole.
- Participation in fun traffic driver "Exhibit Hall Passport Game" (Exhibitor Add-On).
- Exclusive sponsorship of one ISA social media post on 3 channels (Facebook, LinkedIn, and Twitter) promoting your company's participation in ISA23.
- Your company's logo on pre-conference promotional e-blasts for ISA23. \*Logo placement on ISA23 e-blasts is an exclusive opportunity for Premium Sponsorship Packages.
- "Top Tier" placement of logo/branding within the sponsor section on all pages of the ISA23 website.
- "Top Tier" sponsor recognition throughout the conference, including top placement of logo/branding on digital promotions, event signage, onstage slideshow presentations and acknowledgements through conference speakers' scripts.

## Ruby Level Sponsor (Limited Availability)

**\$7,500**

- 10' x 10' exhibit booth in Premium location.
- One full conference registration, including meals, networking events, and educational sessions
- Participation in fun traffic driver "Exhibit Hall Passport Game" (Exhibitor Add-On).
- "Second Tier" placement of logo/branding within the sponsor section on all pages of the ISA23 website.
- "Second Tier" sponsor recognition throughout the conference, including top placement of logo/branding on digital promotions, event signage, onstage slideshow presentations and acknowledgements through conference speakers' scripts.

# PREMIUM SPONSORSHIP PACKAGES WITHOUT EXHIBIT BOOTH

ISA23 is dedicated to making networking the central focus of this year's conference experience. By choosing one of the sponsorship packages below, you are putting your company in the right place at the right time to meet with decision-makers within the industrial supply industry and make connections.

## ISA23 Exhibit Hall Networking Lounge Sponsor (One Available)

**\$20,000**

- Exclusive sponsor of the Networking Lounge centered in the middle of the Exhibit Hall where attendees can grab a coffee, practice their swing the golf simulator experience, visit the ISA LIVE set, and mingle with industry peers. \*ISA covers the cost of the golf simulator; golf simulator to be operated by ISA staff.
- Two full conference registrations, including meals, networking events, and education sessions.
- Opportunity to have sponsor "Host" space, welcome guests, and facilitate activities that are open for attendee participation.
- Sponsorship of Putting Green open for attendee participation. \*ISA covers the cost of the Putting Green. Sponsorship includes branded signage at Putting Green.
- Sponsorship of coffee/drink stations in the Networking Lounge which include logo/branding on signage and branded logoed napkins. \*ISA covers the cost of branded items, but quantity and price limit exist.
- Opportunity for 6-foot table for branded sponsor items or other giveaways \*Size of table may vary due to availability of space. Sponsor is responsible for providing giveaways. Golf related branded items would be a big hit!
- Two "Push" notifications sent out via conference app to visit Networking Lounge during the event to all conference attendees.
- Exclusive sponsorship of one ISA social media post on 3 channels (Facebook, LinkedIn, and Twitter) promoting your company's participation in ISA23.
- Your company's logo on pre-conference promotional e-blasts for ISA23. \*Logo placement on ISA23 e-blasts is an exclusive opportunity for Premium Sponsorship Packages.
- "Top Tier" placement of logo/branding within the sponsor section on all pages of the ISA23 website.
- "Top Tier" sponsor recognition throughout the conference, including top placement of logo/branding on digital promotions, event signage, onstage slideshow presentations and acknowledgements through conference speakers' scripts.

# PREMIUM SPONSORSHIP PACKAGES WITHOUT EXHIBIT BOOTH

ISA23 is dedicated to making networking the central focus of this year's conference experience. By choosing one of the sponsorship packages below, you are putting your company in the right place at the right time to meet with decision-makers within the industrial supply industry and make connections.

## ISA23 Keynote Sponsorship (Two Available)

**\$10,000**

- Exclusive sponsorship of one general session keynote speaker. \*Sponsor to select preferred keynote on a first come, first served basis after contract initiated.
- Opportunity to do live, on-stage introduction of general session keynote speaker.
- Opportunity to have company sponsored video/commercial (1-2 min) played at the beginning of the session as sponsor representative approaches stage for introduction.
- Sponsor logo/branding on signage at general session, on stage and in pre-session on-screen slide show.
- Two reserved tables at sponsored general session in front row.
- Exclusive sponsorship of one ISA social media post on 3 channels (Facebook, LinkedIn, and Twitter) promoting your company's participation in ISA23.
- One "Push" notification sent out via conference app to attend the Keynote. Notification sent out during event to all conference attendees will include sponsor recognition.
- "Second Tier" placement of logo/branding within the sponsor section on all pages of the ISA23 website.
- "Second Tier" sponsor recognition throughout the conference, including second to top placement of logo/branding on digital promotions, event signage, onstage slideshow presentations and acknowledgements through conference speakers' scripts.

## Keynote Speakers

### Opening Keynote

#### Bill Walton

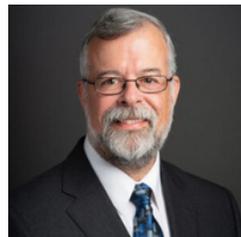
Basketball Legend, Broadcaster & Humanitarian



### Closing Keynote

#### Alan Beaulieu

President of ITR Economics, Chief Economist & Acclaimed Speaker



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Purchase an À La Carte sponsorship for a cost effective and specific promotional opportunity.

\*These opportunities do not include exhibit booths.

## Education and Events

### Networking Luncheon Sponsor | \$5,000

New this year, ISA23 will be encouraging new connections and providing an additional networking opportunity by assigning seating during this luncheon on April 18. By assigning seats, ISA is providing an additional networking opportunity to connect with new ISA member companies and first-time ISA convention attendees with other members that "OPT-IN" for this fun experience. Sponsorship of this session includes an opportunity to give the luncheon attendees a brief "Welcome" as the luncheon begins and logo/branding featured on event signage.

\*Sponsor is encouraged to provide ISA with branded items to place on tables (pens, notepads, other branded items).

### First-Timers Reception Sponsor | \$5,000

All welcome! Grab a cocktail on the show floor at the conclusion of exhibiting on April 18. Sponsor this reception and host first-time ISA convention attendees for a meet and greet with ISA members. Sponsorship includes logo on signage and branded cocktail napkins.

\*ISA will cover cost of branded items, but quantity and price limit exist. Sponsor is welcome to provide additional promotional items for use.

### Women in Industry Reception Sponsor | \$5,000

Support women in the industry and ISA's Women in Industry Network! Mix and mingle with peers and partners while making new connections as you enjoy an open bar and passed hors d'oeuvres. Sponsorship includes logo on signage, opportunity to give the group a brief "Welcome Address" and sponsor branded cocktail napkins.

\*ISA will cover cost of branded items, but quantity and price limit exist.

### IMR Reception Sponsor | \$5,000

Connect with partners and old friends while building new relationships and enjoying an open beer and wine bar. Support IMRs and the ISA SalesWerks Network with this sponsorship of the IMR Reception. Sponsorship includes logo on signage, opportunity to give the group a brief "Welcome Address" and sponsor branded cocktail napkins.

\*ISA will cover cost of branded items, but quantity and price limit exist.

### 5K Fun Run & Walk Sponsor | \$5,000

Sponsor the 5K Fun Run & Walk and join fellow runners, joggers, and walkers bright and early on April 18! Sponsorship includes opportunity to give the participants a brief "Welcome" and sponsor will receive exclusive sponsored logo branding (along with ISA) on a t-shirt given to every 5K participant.

\*ISA will cover cost of branded t-shirt; Sponsor is welcome to provide additional promotional items for participants (branded water bottles, caps, etc.).

### Breakout Education Sponsor | \$4,000

Be the exclusive sponsor of one Breakout Education Session which includes the opportunity to introduce the speaker, play a sponsored video/commercial (1 min) at the beginning of the session, and have your company's logo/branding featured on event signage.

\*Education sessions chosen by sponsor on a first come, first served basis.

### Pre-Conference Workshop Sponsor | \$2,000 (2 Available)

Be the exclusive sponsor of one ISA Pre-Conference Workshop on April 17. These interactive bootcamp offerings held prior to the kickoff of ISA23 surround these two topics: Industrial Sales & Marketing and Next-Gen Talent Acquisition. This opportunity includes a speaker introduction, opportunity to play a sponsored video/commercial (1 min) at the beginning of the session, and your company's logo/branding featured on event signage.

\*Education sessions chosen by sponsor on a first come, first served basis.

### Exhibit Hall Passport Game Sponsor | \$1,000

Participate in the Exhibit Hall Passport Game to drive more traffic to your booth! Your company logo is included on the sponsor passport card, which is provided to all conference attendees. To participate, attendees complete a scavenger hunt by visiting the companies on the passport card to be entered into a raffle for a GRAND PRIZE. Let the competition begin!

\*Must have purchased an exhibit booth to use this add-on.

Interested in creating a custom sponsorship package for your company? We can do that!

Please contact Joby Strobo at (512)810-7619 or [jstrobo@isapartners.org](mailto:jstrobo@isapartners.org)

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Purchase an À La Carte sponsorship for a cost effective and specific promotional opportunity.

\*These opportunities do not include exhibit booths.

## Company Branding

### Lanyard Sponsor | \$6,000

Exclusive sponsor of the ISA23 lanyard which includes your company logo with ISA branding featured on each lanyard given to all attendees.

\*ISA will cover cost of lanyards, but price limit exists.

### Coffee Sponsor | \$5,000

Exclusive sponsorship of coffee stations located at hotel through entire event which includes logo/branding on signage and paper coffee cups.

\*ISA will cover cost of branded items, but quantity and price limit exist. Sponsor is welcome to provide additional promotional items for use, if interested.

### Conference Luncheon Sponsor | \$3,000

Feed your fellow attendees! Your company logo displayed on signage throughout the ISA23 lunch area on April 18.

### Bar Sponsor at Opening Night Reception | \$2,500 (Limited Availability)

Bring on the networking! Invite ISA23 attendees to join you with this exclusive sponsorship of one bar at the Opening Night Reception for on April 17. Sponsorship includes logo/branding on signage and cocktail napkins.

\*ISA will cover cost of branded items, but quantity and price limit exist. Bars will be assigned on a first come, first served basis. Full bars and specialty bars exist and are available upon request.

### ISA Supporter Sponsorship | \$2,000

Show your support of ISA's mission, Leading the Channel Forward®, and your support of ISA's strategic initiatives by purchasing this sponsorship. Recognition of this support includes sponsor logo/branding on event signage.

## Advertising

### Registration Confirmation Email Sponsor | \$6,500

Be the exclusive sponsor of ISA23 Registration Confirmation Emails and reach 750+ attendees when they receive a registration email confirmation with your company's electronic banner hyperlinked to your company's website. Every attendee will receive a registration confirmation prior to attending the event.

\*To ensure that your banner is seen by the most attendees possible, please purchase this opportunity by January 1, 2023.

### Sponsored Blog Post (Promoted by Email & Social) | \$2,500 (4 Available)

Have a lot to share? Consider a sponsored blog post! Promote your booth number, company, product or service to ISA's website, social and email audience. Your blog post will be posted to the News page of the main ISA website & promoted pre-event via email and social media. Includes (1) blog post and inclusion in (1) email and (1) social media post.

### Sponsored Social Post | \$1,500 (Limited Availability)

Gain additional brand recognition and drive traffic to your booth. Promote your company, products, or services via sponsored video or sponsored graphic post through ISA's social media channels (Facebook, LinkedIn & Twitter).

\*ISA must approve the text/graphic. Social post will be scheduled and launched by ISA.

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# CHARITY GOLF OUTING SPONSORSHIPS

Sponsor the golf outing at the beautiful Lookout Mountain Golf Club followed by an afternoon reception and awards on April 17.

## **Lunch & Reception Sponsor | \$4,500**

Be the exclusive sponsor of the Golf Luncheon, reception and awards that will conclude the Charity Golf Outing. Sponsorship includes branded signage and opportunity to say a few brief words to the golfers and giveaway prizes to winners.

\*Sponsor is welcome to provide prizes or additional golf related promotional items for use.

## **Beverage Cart Sponsor | \$2,000 (2 Available)**

Sponsor a beverage cart and hydrate the golfers. Sponsorship includes branded cocktail napkins and signage on cart.

\*ISA will cover cost of branded napkins, but quantity and price limit exist. Sponsor is welcome to provide additional golf or beverage related promotional items for use (koozies would be great!).

## **Breakfast Sponsor | \$1,500**

Sponsor the grab-and-go breakfast and fuel the day! Sponsorship includes branded napkins, logos on takeaways, and logo on signage.

\*ISA will cover cost of branded items, but quantity and price limit exist. Sponsor is welcome to provide additional golf related promotional items for use.

## **Hole Sponsorship | \$1,000 (18 Available)**

Sponsor a hole at ISA23's exciting new golf outing and show your support for the industry and its partners.

\*Sponsorship includes signage at sponsored hole.

## **Lookout Mountain Golf Club**



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Please contact Joby Strobo at (512)810-7619 or [jstrobo@isapartners.org](mailto:jstrobo@isapartners.org)