



AA-ISP

2017 Site Sponsorship Opportunities



About the AA-ISP

The AA-ISP is the only organization dedicated to the profession of Inside Sales. It serves as a authoritative, trusted resource for the Inside Sales community. The AA-ISP hosts an active membership and conducts a wide range of activities and events including International Conferences, Webinars, Regional Workshops, Regional Chapter Groups and more. The AA-ISP aggressively promotes these activities through both the website and a range of communications to both the member and non-member sales community. As a result of these activities, the AA-ISP offers a unique marketing opportunity to connect with a highly targeted group of Inside Sales Professionals, many of which have purchasing and other decision making responsibilities for their organizations. The AA-ISP offers a variety of ways to get involved – full details are below.

AA-ISP Activities and Events

A summary of the AA-ISP activities and events are described below.

Website

The AA-ISP drives web traffic for both members and non-members in a variety of ways including weekly newsletters, email campaigns, webinars, press releases, articles, blogs, and social networking sites. Members also visit regularly to take advantage of the many member privileges.

Webinars

The AA-ISP will conduct a series of monthly webinars. Marketing outreach activities will be conducted for each webinar and include members and non-members.

Inside Sales Conferences

The AA-ISP will conduct conferences throughout the year. Marketing outreach activities will be conducted for each and include members and non-members. Events will also be promoted via the AA-ISP website as well as email campaigns and member communications. More details available on our website under “events.”

Member Communications

AA-ISP Members receive weekly member updates, invitations for special events (such as webinars, workshops, and conferences), and content-related communications.

Chapter Meetings

The AA-ISP will conduct Regional Chapter meetings over the next 12 months. Marketing outreach activities will be conducted for each and include members and non-members.

AA-ISP Activities and Events Continued...

AA-ISP 2017 Site Sponsor Program

The AA-ISP 2017 Site Sponsor Program includes the Service Provider Directory, which will connect User's with Service/Product Providers, and the Service Provider Recognition Program, which recognizes vendors that deliver service excellence. The Recognition Program features the AA-ISP Seal of Service Excellence and the AA-ISP Annual Service Provider of the Year Awards. The programs and how to participate are described in detail below.

AA-ISP Service Provider Directory "SPD"

The AA-ISP Service Provider Directory ("SPD") is a directory for vendors who provide products and/or services to the Inside Sales Community. Listings include corporate information, service/product overview, and logo with link. Premium listings are also available and allow for video and marketing attachments. The SPD is open and accessible to both AA-ISP members and non-members via the AA-ISP website. The SPD is divided into service categories which can be searched accordingly. In addition to the listing, the SPD also features an AA-ISP members only, rating and comment system which allows the community to view, rate, and post comments. The rating system provides the foundation of the AAP Service Provider Recognition Program. All Service Providers listed in the Directory are automatically included in the Recognition Program.

In addition, for each category, the Service Provider that achieves the highest overall annual ranking, from **4/1/16 to 3/31/17**, will be recognized with the AA-ISP Service Provider of the Year Award. Service Providers rankings will be based on a minimum 6-month rating's period and Providers must have a minimum of 5 ratings to be eligible. Winners will be announced, and awards will be presented, at the Leadership Summit 2017 Awards Banquet.

Service Provider Directory Posting Policy: The intention of the SPD is for our members to share insight and feedback on service providers with fellow members in an open, constructive and professional manner. The AA-ISP reviews each comment prior to posting. Malicious, vulgar, and/or un-professional comments will not be posted and the author will be asked to re-phrase their comments. Please note, we allow names only to be listed. The AA-ISP reserves all rights and can, at their sole discretion, remove any content without notice at any time. Also, full disclosure is made that the SPD is a paid-for listing and does not constitute a recommendation or endorsement from the AA-ISP.

Who Should Participate

If you provide any products or services to organizations that have Inside Sales groups or Tele-based departments, you should consider sponsorship opportunities with the AA-ISP.

Services of interest include:

- Training and Education
- CRM and SAAS
- Productivity Tools
- Computer Hardware
- Telephony and VOIP Equipment
- Personnel Recruitment
- Consulting Services
- Marketing Tools
- List/Data Services
- Lead Generation Services
- Outsourcing Services
- Performance Management

AA-ISP Membership Diversity

Executive, VP & Above 27%

Director 24%

Manager 30%

Companies currently represented in AA-ISP Membership—a full list can be viewed here: <http://www.aa-isp.org/who-uses-aaisp.php>

Actifio	GA Foods	Plateau
Active International	GAF	PlayhouseSquare
Acton Software	Gaf Solar	PlayWorks Group, LLC
Acuity Brands Lighting	Gale/Cengage Learning	Plex Systems
Acxiom	Galeton	PLM Trailer Leasing
Ad Art	Gallagher Affinity	PLS Logistics
Adalis	Game Plan Selling	Plum Lending
Adaptive Insights	GamEffective	Pluralsight
Adept Technology, Inc.	Gamivation	Plymouth Tube Company
ADI Group	GAN Integrity	PM Solutions
Aditro AB	Gannett	Pod Pack Int.
Adlib Software	Garden of Life	podl
Admiral metals	Garmin Intl	POIM Consulting Group
Adobe Systems	Gatehouse Media	Point N Time Software
ADP	Gather	POLITICO
ADP Dealer Services	GBTA	Polycom
ADP EUROPE	GE	PolyOne Corporation
ADP Insurance Services	GE Capital Retail Finance	Poo-Pourri
ADP/AdvancedMD	GE HealthCare	POS Portal
Adrian Logan Limited	GE Intelligent Platforms	Posiba
AdRoll	GE Lighting	Positive Promotions
Adtech Systems	Gem Gravure Co. Inc.	Possoro Capital LLC
Advanced Assembly	Gemini Duplication, Inc.	Postcode Anywhere
ADVISERS INDIA	Gemline	Power/mation
Advocate Capital	Genalyte, Inc	PRA International
AERO RUBBER CO INC	Gendex	Practical Law
Aerohive Networks	General Electric	Praetorian Group
Aerrotek	Genesys	Pre-emo.com
Aesynt	Genius.com	Precise Leads
Aetna	GenSourc	Predictive Group
Affinity Marketing Group	Genworth Financial	Preferred Warranties Inc
Affymetrix	Georgia-Pacific	Premier Logic
Affiliis USA, Inc.	Gerflor USA	Prescott Sales Pilots
AFLAC	GetSalesNow.com	PresenceLearning, Inc.
AFS, LLC	GFS Chemicals	Presidio
AFSI Technologies	Gibraltar Capital Advance	Prestige Risk
AG Adjustments	Gifting Forward	Pricebaba.com

AA- ISP Sponsorship Opportunities—Service Provider Directory

Basic Directory Listing **\$ 750 /year**

- Member privileges for 1 User, Standard Listing with Company Overview, Logo, and Link

Premium Directory Listing **\$ 900 /year**

- Includes Basic Directory Listing, plus:
 - Featured position in user searches
 - Included in Highlighted Provider Section
 - Ability to attach marketing download and/or company/product video

AA- ISP Sponsorship Opportunities—Site Sponsor Program with Service Provider Directory**Silver Sponsor: \$ 1500 / year**

- Service Provider Directory - Basic Listing
- Placement of hyperlinked logo on all website pages
- Hyperlinked logo included in select AA-ISP Member Updates
- Member privileges for 2 Users

Silver Sponsor: \$ 1650 / year

- Service Provider Directory - Premium Listing
- Placement of hyperlinked logo on all website pages
- Hyperlinked logo included in select AA-ISP Member Updates
- Member privileges for 2 Users

Gold Sponsor: \$ 4000 / year

- Service Provider Directory - Premium Listing
- Prominent placement of hyperlinked logo on all website pages
- Hyperlinked logo included in select AA-ISP Member Updates
- Early access to AA-ISP Conference, Workshop, and Webinar sponsorships with 5% discount
- Featured in 1 topic- or technology-oriented session in the AA-ISP Webinar Series per year
AA-ISP will market to members and non-members with supporting emails and website coverage
- Member privileges for 3 Users

Platinum Sponsor: \$ 7500 / year

- Service Provider Directory - Premium Listing
- Featured placement of hyperlinked logo on all website pages
- Logo placement on all appropriate AA-ISP Marketing Materials
- Featured/Logo in Weekly Member Communications a minimum of 2x's per quarter
- Early access to AA-ISP Conference, Workshop, and Webinar sponsorships with 10% discount
- Featured in 1 topic- or technology-oriented session in the AA-ISP Webinar Series per year
AA-ISP will market to members and non-members with supporting emails and website coverage
- Featured in 1 Training Tuesday or Frontline Friday training session
Sessions held monthly on 2nd Tuesday and 3rd Friday of every month @ 1pm ET
AA-ISP will market to members with supporting emails and website coverage
- Eligible to participate in Member Discount Program
- Member privileges for 3 Users

Terms and Conditions: All Programs are annual. Payments are due on signing, payable by check or credit card. Sponsorships are non-refundable. For more information and to register, visit www.aa-isp.org or contact Ashley Becker, Senior Director of Member Services: ashley@aa-isp.org / 800-604-7085 x 120