


AA-ISP
UNDERWRITER

BRAND YOURSELF IN THE COMMUNITY



The AA-ISP Underwriter is a unique partnership and sponsorship opportunity that offers the highest level of engagement and exposure at all AA-ISP functions and activities, including conferences, webinars, education forums, accreditations, website exposure, and marketing activities. In addition, the Underwriter offers exclusive opportunities to showcase your product in ways previously unavailable.

The Underwriter will be viewed by selling organizations, corporations, association members, partners, and the selling community as a premiere solution provider, but more importantly, a contributor and supporter to the advancement of the Inside Sales profession and industry. Your Underwriter status indicates you have been accepted by the AA-ISP for not only the quality and relevance of your products and services, but for your commitment to the future of Inside Sales.

The **AA-ISP Marquee Underwriter** will be on an annual basis, and is afforded the following benefits:

Conferences:

Leadership Summit 2017 - April 18th - 20th, Chicago, IL.

Marquee-level sponsorship with all associated speaking slots and privileges

- 30-minute presentation during General Sessions (topic/content to be approved by AA-ISP)
- Company Speaker invited to participate as a Panelist in a Breakout Panel
- Preferred Booth in vendor area with electric and Wi-Fi included
- Co-Sponsorship of "Happy Hour in the Expo", Tuesday & Wednesday evening
- Company and Speaker Bio included in Conference Attendee Guidebook
- (5) Attendee Passes + (5) Guest Passes
- + (2) additional passes to be used at Underwriter's discretion

3 Regional Inside Sales Conferences - Dallas 2/15 | San Francisco 6/8 | Boston 9/7

Marquee-level sponsorship with all associated speaking slots and privileges

- 30-minute presentation during General Sessions (topic/content to be approved by AA-ISP)
- Preferred Booth in vendor area
- Co-Sponsorship of all event activities, including "Happy Hour in the Expo"
- Speaker Photo on each Front Cover of the Conference Attendee Guide Book for all three events
- (3) Attendee Passes + (4) Guest Passes
- + (2) additional passes to be used at Underwriter's discretion

Invite for (1) company rep. and (1) client or guest to attend exclusive, invitation-only Executive Dinner
Introduce Keynote or Motivational Speaker at (1) Regional Inside Sales Conference

UNITE 2017 - Member Conference - October | Location TBA

Marquee-level sponsorship with all associated speaking slots and privileges

- 30-minute presentation during General Sessions (topic/content to be approved by AA-ISP)
 - (3) Attendee Passes + (4) Guest Passes
 - + (2) additional passes to be used at Underwriter's discretion
- Additional details TBA

2017 Executive Retreat - October | Location TBA

15-minute small-group roundtables with all attendees (12 to 17 participants each)

(2) Attendee Passes

Inside Sales World 2017 - November | Location TBA

ISW2017 is an optional, add-on event, not included in 2017 Underwriter sponsorship





Product Showcase

- (1) Product Offer Message
 - dedicated communication sent to the complete AA-ISP member list
 - timing and content to be agreed upon with final determination at the discretion of the AA-ISP
- (1) White Paper Message
 - dedicated communication sent to the complete AA-ISP prospect list
 - timing and content to be agreed upon with final determination at the discretion of the AA-ISP
- Underwriter may offer discount promotions/trial offers to AA-ISP Members during new member sign-up
 - offer to be determined at the sole discretion of Underwriter, pending approval from the AA-ISP

Global Chapter Program

- Company logo Included on all Chapter webpages, at least one email invite per Chapter meeting, and on Chapter-related marketing materials (well over 1 million impressions)
- Participation or Representation at up to (4) Chapter Meetings in 2017 + Chapter Introduction
 - up to 5-minute Chapter Introduction and Overview Presentation by company or representative
 - locations and dates to be coordinated with regional Chapter Presidents
 - \$500/meeting for the year (\$2,000 total of sponsorship funds) may be allocated to sponsor meetings

General

- Prominent support, exposure, and visibility as the Underwriter of the AA-ISP
- Chair on AA-ISP Advisory Board for 2017
 - chair member must be Executive (VP level or above)
- Sponsorship of (1) AA-ISP Annual Scholarship
 - present scholarship at Summit Annual Awards Banquet
- (2) Webinars
 - scheduled within 2017 or one year of signing
 - topic/content must be approved by AA-ISP
- (2) Training Tuesdays
 - scheduled within 2017 or one year of signing
 - topic/content must be approved by AA-ISP
- (2) Executive Interviews for the Inside Sales Studio
 - agreed to topics and dates
- (4) Monday Morning Sales Minute Tips for the Inside Sales Studio
 - agreed to topics and dates
- Platinum Site Sponsorship with Premium Directory Listing
- Company Logo inclusion in all appropriate member communications
- (100) AA-ISP Professional Level memberships to use as customer or prospect perks
- (10) Submissions to the Knowledge Center resources library per year
- (1) AA-ISP professionally designed logo and tag line describing Underwriter status for marketing use
- (1) Press Release
 - AA-ISP to author press release announcing Underwriter partnership for marketing use



Phone: 1.800.604.7085
Web: www.aa-isp.org
Email: info@aa-isp.org

AA-ISP 2017 Marquee Underwriter Sponsorship Agreement

Instructions: To become a Sponsor, please complete, sign, and fax to the AA-ISP at 1-800-604-7085 or scan and email to billing@aa-isp.org. If you have any questions, or need assistance, please contact AA-ISP Member Services at 1-800-604-7085 ext: 130 or email info@aa-isp.org.

Sponsor Information:

Company Name: _____

Contact Name: _____ Title: _____

Phone: _____ Email: _____

Address: _____ City: _____

State: _____ Zip: _____

Payment Information: Check Number _____ Amount \$ _____

Summary of Terms: Includes all sponsorship privileges, events, investment and payment details as described in Attachment 1 and as advertised in event specific materials.

Terms of Payment: The required deposit amount as listed in Attachment 1 - Investment Analysis, is due upon signing. The remaining balance will be divided evenly in (4) quarterly payments of _____ due by the 15th of the 1st month of each quarter. All payments are due by check. The annual program is non-cancellable and non-refundable. NOTE: this agreement does not include any events or activities that may be added during the course of the year, however, said Underwriter will receive first access and right of refusal for any added events.

Please make checks payable to the *American Association of Inside Sales Professionals* and remit to 1593 112th Court W, Inver Grove Heights, MN 55077.

_____ I acknowledge I have read and accept the terms and conditions stated above and in the relevant attachments. By accepting the terms and conditions, I hereby agree to and understand the above cancellation policy.

Signature: _____

Date: _____

Print Name: _____

Title: _____

For more Information contact Ashley Becker, 1-800-604-7085 x 120 or ashley@aa-isp.org