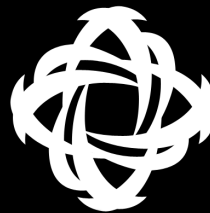


is
2017

Inside Sales

Conference Series

Dallas | San Francisco | Boston



AA-ISP

Sponsorship Program



Inside Sales Conference 2017 Overview

The Inside Sales 2017 - Frontline Conference Series continues to bring together regional Inside Sales Professionals for a day of learning, sharing, and networking. As the only conference series dedicated to Inside Sales Professionals in the frontlines, Inside Sales 2017 provides a unique opportunity to meet with a highly targeted audience of frontline contributors and management teams. The conference includes general session presentations, breakout training, and panel discussions lead by sales experts.

The Vendor Exhibit area (or Technology Expo) will be set up adjacent to the meeting rooms and will be open all day. Following a closing speaker is a networking reception. This is a unique opportunity for attendees to meet with our speakers and special guests. This format provides an opportunity to connect with attendees in a relaxed, informal manner.

The only conference dedicated to the frontlines of Inside Sales.

Attendee Information

Approximately 40% of attendees will be frontline users who's day-to-day success is dependent on their skills, tools, and processes. In this role they directly and significantly influence the products and services their organizations invest in.

Attendee Titles Include:

- Inside Sales Manager
- Inside Sales Representative
- Inside Sales Directors
- Inside Sales Supervisor
- Inside Sales Team Leader and Sr. Rep
- Vice President of Inside Sales

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- CRM Tools
 - Sales and Productivity Tools
 - Leadership and Personal Development
 - Sales Training
 - Marketing Tools and Services
 - Lead Generation Services and Skills
 - Personnel Recruitment
 - Outsourcing and Consulting Services

Companies that may be represented:

| | | |
|---------------------------|---------------------------|----------------------------|
| Argo Inc. | HighJump TrueCommerce EDI | Regis Technologies |
| argyle executive forum | Highmark | Rehearsal |
| ARI Network Services | HighQ Solutions Ltd | Rehmann |
| Ariat International | Highspot | REK Consulting |
| Ariba | Hippo USA, Inc. | RelateRocket |
| Ariens | HireRight | Relayware |
| Aries TCO, Inc. | HireStrategy | Relyco |
| Arizant Healthcare | HireTech | Remington Products |
| Ark Age Media/NewsPak | HireVue | Renaissance Learning |
| Arkadin | HNB Assurance | Renew Financial |
| Arkansas Democrat-Gazette | Hobson Associates | rent.com |
| Armanino | Hoffmaster | RentJuice |
| Armstrong | HollisterStier Allergy | Rentpath |
| Arrow | HomeChoice Plans | RepairPal.com |
| ART Corporate Solutions | Homeland Healthcare | Repeat Returns |
| Art Walk News | Homesteaders Life Company | ReplyStream |
| Artesian Solutions | HON Company | RepTivity |
| Arthur J. Gallagher | Honeywell | Republic Services |
| Ascend Sportswear LLC | Hoopla | Reputation.com |
| ASD, Inc | HootSuite Media Inc. | Research In Motion |
| ASG Software Solutions | Horizon | ResMed Corp |
| Ashworth Bros., Inc. | Hortonworks | Resolute Forest Products |
| Aslan | Host Analytics | Restaurant.com |
| Aspect Software | HostDime.com, Inc. | Restruction Corporation |
| Aspen | Houghton Mifflin | Results Base Seminars |
| AssetPoint | Houston Wire and Cable | RetailNext |
| AssureSign | Houzz | Retzner Oil Co. |
| AstraZeneca | Howard | Revana |
| Asurea | HP | Revation |
| AT&T | HP ESP | Reveal Global Intelligence |
| AteraPrime | HR Plus | ReveFunnel |
| ATG | HS Designs | Revenue Performance Group |
| Athena Investments | HUB International | ReviewTrackers |
| Atiim Software | Hubert Co. | Revinat |

[Click here](#) for a full list of companies using AA-ISP to improve the performance of their Inside Sales teams.

Marquee Level Sponsor - \$12,500.00

- Sponsor to introduce Keynote or Motivational Speaker
- Featured 30-minute presentation at General Session (agreed-to topic)
- Co-Sponsorship of evening Networking Reception
- Speaker's picture on attendee guidebook cover
- Receive pre- and post-conference "opt-in" attendee list
- 1x1 Meeting offering for attendees — meeting space provided on availability basis
Scheduling is responsibility of sponsor
- Signage at all activities
- Premium location in Vendor Exhibit area — 6' table (power and internet not included)
- Marketing materials insert included in conference agenda packet
- Additional gift or "swag" included in attendee welcome bag
- Prominent placement of logo on all event marketing materials and on website
- Corporate overview included in attendee conference materials (Limit 125 words)
- 3 Attendee Badges for Company Representatives
- 4 Guest Badges
- 5 - 1-year AA-ISP Professional Level Memberships



Platinum - \$10,000.00

- Featured 30-minute presentation at General Session (agreed-to topic)
- Co-Sponsorship of evening Networking Reception
- Receive pre- and post-conference “opt-in” attendee list
- Signage at all activities
- 1x1 Meeting offering for attendees — meeting space provided on availability basis
Scheduling is responsibility of sponsor
- Premium location in Vendor Exhibit area — 6' table (power and internet not included)
- Marketing materials insert included in conference agenda packet
- Prominent placement of logo on all event marketing materials and on website
- Corporate overview included in attendee conference materials (Limit 125 words)
- 3 Attendee Badges for Company Representatives
- 2 Guest Badges
- 5 - 1-year AA-ISP Professional Level Memberships



Gold - \$7,500.00

- 45-minute Breakout Session in breakout tracks (agreed-to topic)
- Receive pre- and post-conference “opt-in” attendee list
- 1x1 Meeting offering for attendees — meeting space not provided
Scheduling is responsibility of sponsor
- Sponsorship of Lunch
- Premium signage near buffet and seating area
- Attend evening Networking Reception
- Preferred location in Vendor Exhibit area — 6’ table and chairs and internet not included)
- Logo placement on select event marketing materials and AA-ISP website
- Corporate overview included in attendee conference materials (Limit 100 words)
- 3 Attendee Badges for Company representatives
- 2 Guest Badges
- 5 - 1-year AA-ISP Professional Level Membership



Silver - \$5,000.00

- Vendor Exhibit area — 6' table (power and internet not included)
- 1x1 Meeting offering for Attendees — meeting space not provided
Scheduling is responsibility of sponsor
- Sponsor of Breakfast and signage near buffet area
- Attend evening Networking Reception
- Logo placement on select event marketing materials and on AA-ISP website
- Corporate overview included in attendee conference materials (Limit 80 words)
- Receive post-conference “opt-in” attendee list
- 2 Attendee Badges for Company Representatives
- 2 - 1-year AA-ISP Professional Level Memberships



| | Marquee | Platinum | Gold | Silver |
|------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------------|----------|
| Price | \$12,500 | \$10,000 | SOLD OUT | \$5,000 |
| Exclusive Keynote or Motivational Speaker sponsor | X | | | |
| Featured 30-minute presentation at General Session (agreed-to topic) | X | X | | |
| Morning Slot | | | | |
| 45-minute Breakout Session (agreed-to topic) | | | X | |
| Co-Sponsorship of evening Networking Reception | X | X | | |
| Speaker picture on cover of attendee guidebook | X | | | |
| Speaker featured on Conference Website | X | X | | |
| Speaker biography included in attendee guidebook | X | X | X | |
| Receive pre-conference "opt-in" attendee list | X | X | X | |
| Receive post-conference "opt-in" attendee list | X | X | X | |
| 1x1 Meeting offering for attendees with meeting space provided based on availability (Scheduling is sponsors responsibility) | X | X | X | X |
| 1 – 6' table Vendor Exhibit area | X | X | X | X |
| Premium | | Prominent | Preferred | |
| Signage at all activities | X | X | | |
| Marketing materials insert included in conference agenda packet | X | X | | |
| Additional gift or "swag" included in the attendee welcome bag | X | | | |
| Sponsorship of Lunch | X | X | X | |
| Sponsorship of Breakfast | X | X | X | X |
| Logo placement on select event marketing materials and on AA-ISP website | X | X | X | X |
| Prominent | | | | |
| Corporate Overview in attendee guidebook | X | X | X | X |
| 125 Words | | 125 Words | 100 Words | 80 Words |
| Attendee Badges (Company Representatives) | 3 | 3 | 3 | 2 |
| Guest Badges | 4 | 2 | 2 | 0 |
| AA-ISP Professional Level Memberships | 5 | 5 | 5 | 2 |

| Opportunity | Description | Inventory | Price |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------|
| Media Sponsorship | <ul style="list-style-type: none"> For advertisers only Logo placed on select event marketing materials and on AA-ISP website Sponsorships of breaks with signage near serving area Corporate overview included in attendee conference materials (60 words) | 2 | \$500 |
| Media Sponsorship with Inserts | <ul style="list-style-type: none"> All items above Marketing materials insert included in conference agenda packet | 3 | \$1000 |
| Conference Pens | <ul style="list-style-type: none"> Pens to be inserted into conference agenda packet Exclusive sponsorship Sponsor Logo on Pens | 1 | \$500 |
| Lanyards | <ul style="list-style-type: none"> Lanyards with company logo (2 color) Exclusivity – only your logo on the lanyard Logo on select conference marketing materials | 1 | \$1,000 |
| Entertainment for Networking Reception | <ul style="list-style-type: none"> Appropriate signage at reception Exclusive sponsor for reception entertainment Logo on select conference marketing materials | 1 | \$800 |
| Coffee Sponsor | <ul style="list-style-type: none"> Appropriate signage near coffee stands Branded coffee cups/holders to be used during the event Logo on select conference marketing materials Corporate overview included in attendee conference materials (60 words) | 1 | \$1000 |
| Drink Station Sponsor | <ul style="list-style-type: none"> Exclusive sponsorships of all drink stations throughout the conference Branded cups to be used for the duration of the conference Logo on select conference marketing materials Corporate overview included in attendee conference materials (60 words) | 1 | \$1500 |
| Stand Alone - Bag Insert | <ul style="list-style-type: none"> Marketing materials are inserted into attendee welcome bags | 2 | \$800 |
| Attendee Welcome Bags | <ul style="list-style-type: none"> Logo bag for attendee welcome package Gift in bag Exclusivity – only your logo on the welcome bag (2 color) Logo on select conference marketing materials | 1 | \$1,000 |



AA-ISP Inside Sales 2017 – Frontline Series

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

Sponsor Agreement

Instructions: To become a sponsor, please complete, sign, and fax to the AA-ISP at 1-800-604-7085 or scan and e-mail 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 e-mail info@aa-isp.org.

Sponsor Information:

Company Name: _____ Phone: _____

Name: _____ Title: _____

Address: _____ E-mail address: _____

Select Sponsor Level

_____ Silver : \$5,000.00
_____ Gold : \$7,500.00
_____ Platinum: \$10,000.00
_____ Marquee: \$12,500.00
_____ Special Options : _____

Terms: General details are referenced in Attachment 1 and 2. All presentations are on an agreed-to topic. The Vendor Exhibit Area will be open from 7am - 7:30pm. Setup time will start at 6:00 AM on the day of the event. Sponsorship includes access to all conference activities and meals for sponsor representatives. Up to 2 additional sponsor representatives above the sponsorship level are welcomed at \$175.00 per person. Additional sponsor attendees are welcomed and will receive a 25% discount on member rates. Sponsorship does not include hotel or any other associated expenses.

Terms of Payment: Balance due on signing (Net 30) by check or credit card. Any payments over 30 days past due will incur a 1.5% per month late fee. Cancellations must be submitted in writing to the AA-ISP via billing@aa-isp.org. Requests for refunds received 45 days prior to event will receive a credit of 50%. Within 45 days of conference, no credit will be given. No refund available on down payments.

Please make checks payable to the *American Association of Inside Sales Professionals* and remit to 1593 112th Court W, Inver Grove Heights, MN 55077. By accepting the terms and conditions, I hereby agree to and understand the above cancellation policy.

_____ I acknowledge that I have read and accept the terms and conditions stated above.

Payment Information:

Amount: \$ _____ Due Date: On Signing

Card Type: _____ Exp. _____

Name: _____

Number: _____

Signature: _____

Date: _____

Print Name: _____

Title: _____

Company: _____