



UNITE

— 2017 —

Sponsorship Prospectus

Orlando, Florida | October 4th & 5th, 2017

Conference Attendee Demographics

Industry	Percentage
Software	43.4%
Business Services	19.5%
Other	7.5%
Healthcare	6.7%
Telecommunications	5.1%
Manufacturing	4.9%
Media & Internet	4.4%
Education	4.3%
Finance/Insurance	2.4%
Transportation	1.8%

Attendee Level	Percentage
Director (and above)	47%
Manager	22%
Non-Manager	31%

For more detailed attendee demographic information, please contact memberservices@aa-isp.org or call 800-604-7085 ext. 130.

Sample Agenda

Day 1 – Wednesday, October 4th

9:30 – 10:00 AM	UNITE 2017 Kickoff
10:00 – 12:00 PM	Hands-On Sales Skills Workshop
12:00 – 1:00 PM	LUNCH – Expo Time
1:00 – 1:30 PM	Keynote Presentation
1:30 – 3:30 PM	General Session Presentations
3:30 – 5:10 PM	Service Provider Demos UNITE 2017 Attendees will have the opportunity to learn from select technology and service providers around their solutions and best practices for implementation.
7:00 – 10:00 PM	UNITE 2017 AFTER PARTY

Day 2 – Thursday, October 5th

7:30 – 8:30 AM	Birds-of-a-Feather Roundtables			
8:30 – 10:15 AM	Breakouts	Breakouts	Breakouts	Breakouts
10:15 – 10:45 AM	Morning Break in the Expo			
10:45 – 11:15 AM	General Session Presentation			
11:15 – 11:45 AM	General Session Presentation			
11:45 – 12:45 PM	Lunch in the Expo			
12:45 – 3:15 PM	Breakouts	Breakouts	Breakouts	Breakouts
3:30 – 4:00 PM	Special Guest Speaker			
4:00 – 4:30 PM	UNITE CLOSING & PRIZES			

AA-ISP 2017 UNITE - Sponsorship Opportunities

Marquee Level Sponsor

- > 30-minute Presentation featured during General Session Wednesday or Thursday (session timeslot based upon contract dates and topic approval)
- > Dedicated demo room for 20-minute demo presentation
- > Featured Placement in Vendor Exhibit Area (Wi-Fi and Electric Included)
- > Co-Sponsorship of UNITE 2017 Bash (Details TBA)
- > Marketing Insert or Gift added to Attendee Welcome Bag (Insert or Gift provided by sponsor)
- > Speaker:
 - Featured on Conference Website
 - Biography printed in Attendee Guidebook (100 word limit)
- > Company:
 - Featured on Conference Website with 100-character pop-up blurb
 - Overview featured in Attendee Guidebook (175 word limit)
 - Featured logo placement on all Signage and Marketing Materials
- > Opportunity to receive 1-on-1 meeting requests from Attendees during Event Registration
 - Scheduling is sponsor's responsibility (space provided based on availability)
- > Receive Pre- and Post-Conference "Opt-In" Attendee Lists
- > Sponsor agrees to conduct a minimum of (2) outreach campaigns to support conference
- > (7) Conference Attendee Badges for Company Representatives or Guests
 - including AA-ISP Professional Level Memberships
- > Inside Sales Studio:
 - (1) 15-minute Interview recorded and promoted to Conference Attendees and Inside Sales Studio Subscribers prior to the conference.



AA-ISP 2016 UNITE - Sponsorship Opportunities

Platinum Level Sponsor

- > 45-minute Breakout Workgroup Session on Thursday, October 5th
(Session timeslot based upon contract dates and topic approval)
- > Dedicated demo room for 20-minute demo presentation
- > Co-Sponsorship of UNITE 2017 Bash (Details TBA)
- > Premium Placement in Vendor Exhibit Area (Wi-Fi and Electric Included)
- > Speaker:
 - Featured on Conference Website
 - Biography printed in Attendee Guidebook (100 word limit)
- > Company:
 - Promoted on Conference Website with 100 character pop-up bio
 - Overview printed in Attendee Guidebook (150 word limit)
 - Prominent placement on Signage and Select Meeting Materials
- > Opportunity to receive 1 on-1 meeting requests from Attendees during Event Registration
 - Scheduling sponsored by AA-ISP (space provided based on availability)
- > Receive Pre- and Post-Conference "Opt-In" Attendee List
- > Sponsor agrees to conduct a minimum of (2) outreach campaigns to support conference
- > (6) Conference Attendee Badges for Company Representatives or Guests
 - including AA-ISP Professional Level Memberships



AA-ISP 2016 UNITE - Sponsorship Opportunities

Gold Level Sponsor

- > Dedicated demo room for 20-minute demo presentation
- > Co-Sponsorship of UNITE 2017 Bash (Details TBA)
- > Preferred Placement in Vendor Exhibit Area (Wi-Fi and Electric Included)
- > Company:
 - Promoted on Conference Website with 250-character pop-up blurb
 - Overview printed in Attendee Guidebook (150 word limit)
 - Logo placement on all Signage and select Marketing Materials
- > Opportunity to receive 1-on-1 Meeting Requests from Attendees during pre-registration
 - Scheduling is sponsor's responsibility to be provided based on availability
- > Receive Pre- and Post-Conference "Opt-In" Attendee List
- > Sponsor agreement to contact a minimum of 100 outreach campaigns to promote conference
- > (6) Conference Attendee Badges to Company for presentation to Guest
 - including AA-ISP Professional Leadership Awards



AA-ISP 2016 UNITE - Sponsorship Opportunities

Silver Level Sponsor - \$3,500

- > Table in the Vendor Exhibit Area — (Wi-Fi and Electric included)
- > Attend UNITE 2017 Bash (Details TBA)
- > Company:
 - Promoted on Conference Website with 250-character pop-up blurb
 - Overview printed in Attendee Guidebook (80 word limit)
 - Logo placement on select event Signage and Marketing Materials
- > Opportunity to receive 1-on-1 Meeting Requests from Attendees during Event Registration
 - Scheduling is sponsor's responsibility (space provided based on availability)
- > Receive Post-Conference "Opt-In" Attendee List
- > Sponsor agrees to conduct a minimum of (2) outreach campaigns to support conference
- > (2) Conference Attendee Badges for Company Representatives or Guests
 - including AA-ISP Professional Level Memberships





The second annual AA-ISP UNITE Conference will bring together our community for two days of learning and networking in a celebration of our growing profession!

UNITE will include general session presentations, specialized workgroup training, and panel discussions lead by sales experts from across the globe.

The Vendor Exhibit area (or Technology Expo) will be set up adjacent to the meeting rooms and will be open at times throughout the event. Additionally, there will be an opportunity to give product demonstrations in a dedicated presentation suite, and there will be a chance for attendees to request one-on-one meetings with our sponsors.

The 2017 UNITE format is unique, as it provides an opportunity to connect with attendees in a relaxed, informal manner.

October 4th & 5th, 2017 - Orlando, FL

AA-ISP 2017 UNITE - Sponsorship Opportunities	Marquee SOLD OUT	Platinum SOLD OUT	Gold SOLD OUT	Silver
Featured 30-Minute presentation at General Session (agreed-to topic)	X			
45-Minute Breakout Workgroup Session (agreed to topic)		X		
Presentation Suite/Demo Room—20 Minutes	X	X	X	
Speaker featured on conference website	X	X		
Speaker biography included in attendee guidebook	X	X		
Receive pre-conference “opt-in” attendee list	X	X	X	
Receive post-conference “opt-in” attendee list	X	X	X	X
1-on-1 meeting offering for attendees (space provided based on availability; scheduling sponsor’s responsibility)	X	X	X	X
Table in Vendor Exhibit Area	X - Premium	X - Prominent	X - Preferred	X
Signage at all activities	X	X	X	
Marketing Insert or Gift added to Attendee Packet (insert or Gift provided by sponsor)	X			
Logo placement on select event marketing materials and on AA-ISP conference website	X Featured on all	X Prominent on all	X	X
Corporate overview in attendee guidebook	X - 175 Words	X - 150 Words	X - 150 Words	X - 80 Words
Attendee badges (Company Representatives) including AA-ISP Professional Level Memberships	7	6	6	2

Terms, conditions, and privileges are subject to change without notice.
For pricing, please contact memberservices@aa-isp.org or call 800-604-7085 ext. 130.

AA-ISP 2017 UNITE - Stand-Alone Sponsorship Opportunities

Opportunity	Description	Inventory
Media Sponsorship	<ul style="list-style-type: none"> For advertisers only Logo placement on select event marketing materials and on AA-ISP conference website Sponsorships of breaks with signage near serving area Corporate overview included in attendee conference materials (60 words) 	2
Media Sponsorship with Inserts	<ul style="list-style-type: none"> All items above Marketing materials insert included in conference agenda packet 	3
Bag Insert	<ul style="list-style-type: none"> Marketing materials insert included in conference agenda packet 	4
Conference Pens	<ul style="list-style-type: none"> Pens with company logo Exclusive sponsorship – only one sponsor logo on the pen Pens to be inserted into conference agenda packet 	1
Lanyards	<ul style="list-style-type: none"> Lanyards with company logo (2 color) Exclusive sponsorship – only one sponsor logo on the lanyard Logo placement on select conference marketing materials 	1
Entertainment for UNITE Bash	<ul style="list-style-type: none"> Appropriate signage at reception Exclusive sponsor for reception entertainment Logo placement on select conference marketing materials 	1
Last Day Suitcase Check Station	<ul style="list-style-type: none"> Signage at Luggage Check Luggage tags branded with sponsor logo 	1
Attendee Welcome Bags	<ul style="list-style-type: none"> Logo placement on attendee welcome bags Exclusive sponsorship – only one sponsor logo on bag (2 color) Logo placement on select conference marketing materials 	1

1 LEFT!

SOLD OUT

