



INSIDE SALES
WORLD
— 2017 —

Croke Park Stadium
Dublin, Ireland
14th November, 2017



AA-ISP



Conference Overview

The 3rd Annual AA-ISP Inside Sales World conference will be held on 14th November in Dublin, Ireland at Croke Park. Inside Sales Professionals from across the globe will come together to learn, share, and network. As the only international conference dedicated to Inside Sales Leadership, the Inside Sales World provides a unique opportunity to meet with a highly-targeted executive level audience.

The Conference includes general session presentations, breakout training, and executive panel discussions. A vendor exhibit area will be set up adjacent to the meeting rooms and dining/break areas and will be open during the Conference.

In addition, the first day general session will conclude with a special motivational speaker. A networking pub event will follow and allow for the opportunity to connect with attendees in a relaxed, informal setting.

The 3rd Annual AA-ISP Inside Sales World

Attendee Information

Approximately 90% of attendees will be decision makers who are directly responsible for the products and services their organizations invest in.

Attendee Titles Include:

- CEO, President
- Executive and Senior Vice President
- Vice President of Inside Sales
- Director - Inside Sales
- National / Regional Sales Directors
- Inside Sales Managers, Supervisors

Attendee Interests Include:

- CRM Tools
- Lead Generation Services
- Sales Training
- Personnel Recruitment
- Leadership Development
- Outsourcing and Consulting Services
- Sales and Productivity Tools
- Employee Motivation
- Telephony and VOIP Equipment
- Leadership and Coaching
- Marketing Tools and Services
- Consulting Services



AA-ISP Inside Sales World 2017 - Sponsorship Opportunities

Marquee Level Sponsorship - \$15,000

- o Sponsor to introduce Keynote or Motivational Speaker
- o Featured 30 minute presentation at General Session (agreed-to topic)
- o Speaker picture on cover of conference guidebook
- o Speaker featured on conference website
- o Speaker biography included in attendee guidebook
- o Signage at all activities
- o Receive pre and post conference "opt in" attendee list
- o 1-on-1 meeting offering for attendees with meeting space provided based on availability
Scheduling is sponsors responsibility
- o Select location in Vendor Exhibit Area (power and internet not included)
- o One page marketing materials may be inserted in conference agenda packet
- o Corporate overview in attendee guidebook (175 word limit)
- o Prominent placement of logo on all event marketing materials and on website
- o Sponsor agrees to conduct a minimum of 2 outreach campaigns to promote conference
- o 3 Guest Attendee Badges
- o 4 Badges for Company Representatives
- o 5 - 1 year AA-ISP Professional Level Memberships



To become a sponsor or for more Information contact: Ashley Becker, 1-800-604-7085 x 120 or ashley@aa-isp.org

AA-ISP Inside Sales World 2017 - Sponsorship Opportunities

Platinum Sponsorship - \$12,500

- o 30 minute presentation at General Session (content related, agreed-to topic)
- o Co-Sponsorship of Lunch
- o Speaker featured on conference website
- o Speaker biography included in attendee guidebook
- o Signage at all activities
- o Receive post conference "opt in" attendee list
- o 1-on-1 meeting offering for attendees with meeting space provided based on availability
Scheduling is sponsors responsibility
- o Select location in Vendor Exhibit Area (power and internet not included)
- o Corporate overview in attendee guide book (150 word limit)
- o Prominent placement of logo on all event marketing materials and on website
- o Sponsor agrees to conduct a minimum of 2 outreach campaigns to promote conference
- o 3 Attendee Badges for Company Representatives
- o 3 Guest Attendee Badges
- o 5 - 1 year AA-ISP Professional Level Memberships



AA-ISP Inside Sales World 2017 - Sponsorship Opportunities

Gold Sponsorship - \$10,000.00

- o 45 minute Breakout Session in Conference breakout tracks (agreed-to topic)
- o Speaker featured on conference website
- o Speaker biography included in attendee guidebook
- o Sponsorship of Tuesday lunch events
 - o Premium signage near buffet and seating area
- o Receive post conference "opt in" attendee list
- o 1-on-1 meeting offering for attendees with meeting space provided based on availability
 - Scheduling is sponsors responsibility
- o Preferred location in Vendor Exhibit Area (power and internet not included)
- o Corporate overview in attendee guide book (125 word limit)
- o Logo placement on select event marketing materials and on AA-ISP website
- o Sponsor agrees to conduct a minimum of 2 outreach campaigns to promote conference
- o 2 Attendee Badges for Company Representatives
- o 2 Guest Attendee Badges
- o 4 - 1 year AA-ISP Professional Level Memberships



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AA-ISP Inside Sales World 2017 - Sponsorship Opportunities

Silver Sponsorship - \$7,500

- o Table in Vendor Exhibit Area (power and internet not included)
- o Sponsorship of breakfast events
 - o Premium signage near buffet and seating area
- o 1-on-1 meeting offering for attendees with meeting space provided based on availability
Scheduling is sponsors responsibility
- o Corporate overview in attendee guide book (100 word limit)
- o Logo placement on select event marketing materials and on AA-ISP website
- o Sponsor agrees to conduct a minimum of 2 outreach campaigns to promote conference
- o 2 Attendee Badges for Company Representatives
- o 2 Guest Attendee Badges
- o 3 - 1 year AA-ISP Professional Level Memberships



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AA-ISP Inside Sales World - Sponsorship Opportunities

	Marquee	Platinum	Gold	Silver
Price	\$15,000	\$12,500	\$10,000	\$7,500
Availability	1	5	5	12
	SOLD OUT			
Featured 30 minute presentation at General Session (agreed-to topic)	X Guaranteed AM Slot	X		
45 Minute Breakout Session (agreed-to topic)			X	
Speaker picture on cover of attendee guidebook	X			
Speaker biography included in attendee guidebook	X	X	X	
Speaker featured on conference website	X	X	X	
Receive pre conference "opt in" attendee list	X			
Receive post conference "opt in" attendee list	X	X	X	
1-on-1 meeting offering for attendees with meeting space provided based on availability (Scheduling is sponsors responsibility)	X	X	X	X
1 – Tall Round Vendor Exhibit Area– Open during workshops & during ISW	X Select	X Premium	X Preferred	X
Signage at all Conference activities	X	X		
Co-Sponsorship of Networking Reception	X	X		
Sponsorship of lunch events w/signage near buffet	X	X	X	
Sponsorship of breakfast w/signage near buffet	X	X		X
Logo placement on select event marketing materials and on AA-ISP web-site	X Prominent	X Prominent	X	
Corporate overview in attendee guidebook	X 175 Words	X 150 Words	X 125 Words	X 100 Words
Attendee Badges (Company Representatives)	3	3	2	2
Guest Badges	4	3	2	2
1 year AA-ISP Professional Level Memberships	5	5	4	3

AA-ISP Inside Sales World - Sponsorship Opportunities

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 w/signage near serving area Corporate overview included in attendee conference materials (60 words) 	2	\$800
Lanyards	<ul style="list-style-type: none"> Inside Sales World 2017 lanyards with company logo (2 color) Exclusivity – only your logo on the lanyard Logo on select Conference marketing materials 	1	\$1,000
Pens	<ul style="list-style-type: none"> Exclusivity - only your logo on the conference pens AA-ISP orders and packs pens with conference materials for all attendees 	1	\$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 ISW 2017 Conference marketing materials AA-ISP orders bags and uses for conference attendee materials 	1	\$800



AA-ISP Inside Sales World 2017

Sponsor Agreement

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

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 : \$7,500
_____ Gold : \$10,000
_____ Platinum: \$12,500
_____ Marquee: \$15,000
_____ Special Options : _____

Terms: General details are referenced in attachments. All presentations are on an agreed-to topic. The Vendor Exhibit Area will be open from 7:30am –5:30PM (timing may change). Sponsorship includes access to all conference activities and meals for sponsor representatives and associated guest attendees. Up to 2 additional sponsor representatives above the sponsorship level are welcomed at \$175.00 per person and any additional sponsor attendees are welcomed and receive a 25% discount on member rates. Sponsorship does not include hotel or any other associated expenses.

Terms of Payment: Balance due on signing by check or credit card. Cancellations must be submitting in writing to the AA-ISP via billing@aa-isp.org. Requests for refunds received 45 days prior to show will receive a refund of 50%. Within 45 days of conference, no refunds will be given. 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 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: _____