



ISA SALESWERKS

KNOWLEDGE ♦ PROCESS ♦ PERFORMANCE

2021 Virtual Summit Sponsorship Prospectus

November 30 – December 1, 2021

About ISA

Founded in 1902, The Industrial Supply Association is channel association for the Industrial MROP industry – Leading The Channel Forward®. ISA provides the strategies, tools and education for companies to stay relevant throughout industry change. The members of ISA are Industrial Manufacturer, Distributor and Independent Manufacturer Representative companies.

About SalesWerks 21

The only conference of its kind that provides leading industrial Manufacturers and Independent Rep Firms with the latest education, tools, tips and technology needed to remain relevant in the industrial channel. Designed for your entire Sales & Marketing organization, SalesWerks provides the knowledge and processes needed to deliver on performance. Bring your entire team and elevate your organization at once, network with your peers, firm up your annual business plans and get ready to hit the ground running in 2022. SalesWerks 2021 - Knowledge. Process. Performance!

When: November 30 - December 1, 2021

Where: Virtual Event

About the Target Audience Profile

This event is exclusively for employees of Industrial Manufacturer and Independent Manufacturer Representative companies. Attending will be the top decision makers from the company and their sales team. We have developed a program that provides tremendous value across company types and employment levels within the company. The anticipated audience size is 300 individuals representing roughly 100 of the top companies in the channel (50 Manufacturer and 50 IMR).

Some examples of companies potentially participating are:



Master Fluid Solutions™
—Cutting Edge Metalworking Solutions™—



CUTLER
SALES



FULLERTON
TOOL COMPANY



PACESETTER
SALES & ASSOCIATES



KENNAMETAL®



LINEDRIVE™
MAKING POWERFUL CONNECTIONS



3M



DUPONT™



StanleyBlack&Decker



NORTON®

SAINT-GOBAIN

Is SalesWerks right for your company?

If you see value in generating brand awareness for your company in the Industrial Supply Channel specifically for Manufacturers and Independent Reps, you should consider being a sponsor for SalesWerks 2021!

Video Commercials are a great way to stand out from the pack

Grab the attention of a captive and engaged audience and share your company's story!

Opening Keynote Commercial

1 Available
\$2,500

30-45 second commercial played at the beginning of the opening session.

Commercials subject to ISA approval

Education Session Commercial

5 Available
\$2,000 – Day 1

30-45 second commercial played at the beginning of an education session.

Commercials subject to ISA approval

Sponsorship Options

Place Your Company Logo Strategically

Keynote Logo Placement

3 Available
\$1000 each

Company logo displayed at the beginning of the Opening Keynote Session

Education Session Logo Placement

8 Available
\$750 each

Company logo displayed and verbal recognition of sponsorship at the beginning of the Education Session

Pulse Survey Sponsor

2 Available
\$750 each

Your logo placed on SalesWerks pre-event survey sent to all current ISA Manufacturer and IMR Company principles.
~350 companies

Email Logo Sponsor

4 Available
\$1000 each

Company logo displayed at the bottom of 4 event registration emails
5000+ distribution list

Happy Hour Sponsor

2 Available
\$750 each

Verbal recognition of sponsorship at the beginning of the Happy Hour

SalesWerks Patron

Unlimited
\$500 each

Your logo placed on SalesWerks event website and event platform. Includes post event contact list*

All sponsorships include a post-event excel contact listing (name, title, company, email) of all individuals registered for SalesWerks 21.
Individual registrations have the option of opting out of appearing in this list.

Contact

If interested in being a sponsor, please contact:



Brendan Breen
Vice President of Strategic Initiatives

bbreen@isapartners.org

Mobile: 202.997.8212

Make an appointment here - <https://calendly.com/bbreen-1/sw21>