



ISA

SALESWERKS 2020

KNOWLEDGE ♦ PROCESS ♦ PERFORMANCE

Sponsorship Prospectus

December 1-2, 2020
A Virtual Event

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 2020

SalesWerks 2020 is the only conference of its kind in our space. This event provides the leading Manufacturers and Independent Rep Firms with the latest education, tools, tips and technology needed to remain relevant in a channel experiencing unprecedented and accelerated changes. Designed for the entire Sales & Marketing organization, SalesWerks provides the knowledge and processes needed to deliver on performance. Companies will bring the entire team and elevate their organization at once, network with peers, firm up annual business plans and get ready to hit the ground running in 2021. SalesWerks 2020 - Knowledge . Process . Performance!

Attendee 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

RUST-OLEUM

PACESETTER
SALES & ASSOCIATES

LINEDRIVE™
MAKING POWERFUL CONNECTIONS

FULLERTON
TOOL COMPANY

WIDIA

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 2020!

Sponsorship Options

In a virtual world – Video is the standard!

Give your company maximum exposure by playing a 30 or 60 second commercial during the event for the whole audience to see.

See pricing for video placement and length options.



The screenshot shows the ISA SalesWerks 2020 website. At the top, the logo and tagline 'KNOWLEDGE • PROCESS • PERFORMANCE' are visible. Below the logo, there are navigation links: 'My Event', 'All Sessions', 'Exhibitors', and 'Sponsors'. The main content area features a video player with a play button overlay. The video is titled 'SALESWERKS 2020 Day 1 Kick-Off!' and is hosted on 'THE CHANNEL'. Below the video player, there is a description: 'Join your SalesWerks Chairs, Craig Lindsay and Patrick Curry, as they kick-off SalesWerks 2020. You will learn the vision and purpose behind SalesWerks, what to expect over the next day and half, how to maximize your engagement and get the most out of your experience. Top off your coffee and get ready for a value added jam packed agenda and virtual experience! SalesWerks 2020 - Knowledge. Process. Performance!'

Sponsorship Options

Question - What is the best place to place your logo?

Answer – Where the right people are looking!

Lots of great options available for logo placement that will satisfy your companies goals and budget.



The screenshot shows the ISA SALESWERKS 2020 website. The header includes the logo and navigation links: My Event, All Sessions, Exhibitors, and Sponsors. A dark blue banner for a session titled "SALESWERKS 2020 Day 1 Kick-Off!" features the text "Thanks to this Sessions Sponsors" and three placeholder logos: a red circle with "YOUR LOGO HERE", a grey rounded rectangle with "YOUR LOGO HERE", and a red circle with "YOUR LOGO HERE". Below the banner, the session details are provided: "Join your SalesWerks Chairs, Craig Lindsay and Patrick Curry, as they kick-off SalesWerks 2020. You will learn the vision and purpose behind SalesWerks, what to expect over the next day and half, how to maximize your engagement and get the most out of your experience. Top off your coffee and get ready for a value added jam packed agenda and virtual experience! SalesWerks 2020 - Knowledge. Process. Performance!"

Pricing

	Event Patron (\$300)	Silver Sponsor (\$750)	Gold Sponsor (\$1,100)	Platinum Sponsor (\$1,250)	Diamond Sponsor (\$2,000)
Basic Logo Placement Logo on registration site, list of sponsors during event and social media post thanking sponsors	X	X	X	X	X
Logo Placement During One (1) Session At the beginning of the session, the moderator/speaker will thank the speakers while a slide with your logo is displayed alongside other session sponsors (6 max per session). Additional logo placements are \$200 per additional session.		X	X	X	X
Logo Placement During All Sessions See details for Logo Placement During One (1) Session					X
30-60 Second Commercial at End of One (1) Session Commercial played immediately at the conclusion of one (1) session. ISA reserves the right to review, accept or reject any commercial played during the event. Additional commercial placements are \$300 per session)			X		
Post Event Attendee List Immediately following the event, a excel list of all participating attendees will be provided including name, company, title, and email address.	X	X	X	X	X
30-60 Second Commercial Just Prior to the start of One (1) Session Commercial played immediately prior to the beginning of one (1) session (If session starts at 1PM, commercial starts at 12:59). ISA reserves the right to review, accept or reject any commercial played during the event. Additional commercial placements are \$300 per session)				X	
30-60 Second Commercial at the Beginning of One (1) Session Commercial played at the beginning of one (1) session (If session starts at 1PM, commercial starts at 1:00PM). ISA reserves the right to review, accept or reject any commercial played during the event. Additional commercial placements are \$500 per session)					X

Contact

If interested in being a sponsor, please contact:



Brendan Breen
Vice President of Strategic Initiatives
bbreen@isapartners.org
Mobile: 202.997.8212