



# Sponsorship Prospectus

**April 20-22, 2021**  
**A Virtual Event**

# About ISA

Founded in 1902, The Industrial Supply Association is channel association for the Industrial MROP industry – Leading The Channel Forward<sup>®</sup>. 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 ISA 21

At ISA 21, you'll attend in the ways that best fit you. With educational sessions based on the industry's drivers of success and 6 different types of networking opportunities, you'll have the ability to tailor your ISA experience based on your company's needs.

# Attendee Profile

This event is companies that make up the Industrial MROP Supply Channel (Manufacturers, Distributors and Independent Manufacturers Representatives). The program for ISA 21 is designed with the entire organization in mind...all functional areas like Sales, Marketing, HR, IT, Finance, C-Suite and more. We are also encouraging companies to consider leveraging this event as a way to develop their next-gen talent (future channel leaders). The anticipated audience size is 2,500 individuals representing roughly 450 of the top companies in the channel.

*Some examples of companies potentially participating are:*





# Is ISA 21 right for your company?

If you see value in generating brand awareness and/or displaying channel leadership for your company in the Industrial Supply Channel, you should strongly consider being a sponsor for ISA 21!

## Sponsorship Options

# ISA Patron

The easiest way to give your brand a boost and connect with the channel.

### **Manufacturers, Distributors & IMRs**

*\$500*

#### What's Included

- Your company placed on the ISA Website and the Event Platform
- Your logo included in all sponsor shout-outs
- An excel list of all attendees with contact info (name, title, company and email)\*

### **Service Providers**

*\$995 for ISA Members  
\$1,495 for Non-Members*

#### What's Included

- Two Exhibit Hall Only passes
- One Virtual Booth
- Your company placed on the ISA Website and the Event Platform
- Your logo included in all sponsor shout-outs
- An excel list of all attendees with contact info (name, title, company and email)\*

\* Attendees have option to opt-out of list

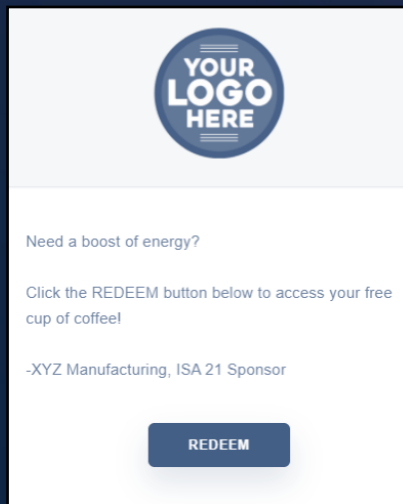
# Sponsorship Options—\$2,000 Virtual Swag

Send the attendees a gift card during ISA 21!

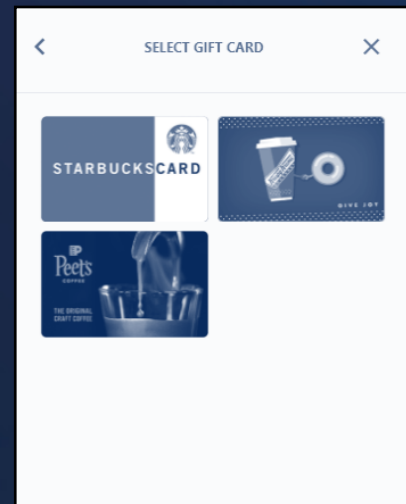


## Here's How it Works:

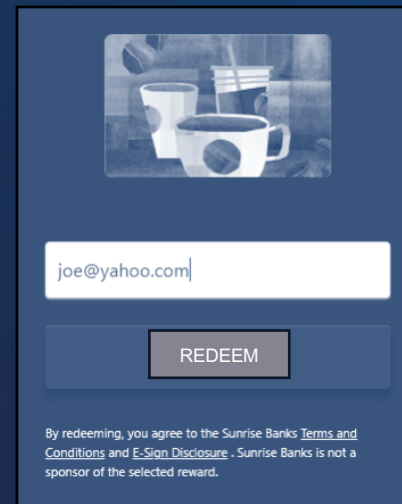
1. Email Sent to Attendee



2. Attendee Chooses



3. Lead Gen Form



4. Gift Delivered via Email

Recipients are then redirected to your streaming video or your website URL

\* ISA Management will send the gift card for you

\*\* 3 Virtual Gift Card Sponsorships available - 1 for each day of ISA 21

\*\*\* Sponsor responsible for the purchase of gift cards. Credit Card or Bank Account # required



Sponsorship Options—\$2,500

# Launchpad

LAUNCHPAD

## For ISA Members Only

Take the stage for 15 uninterrupted minutes to tell the industry about your company...

Share exciting updates

Announce new products or innovations

Launch Your Company Forward

## Launchpad Sponsorship Includes:

- Your company's session listed in the official ISA 21 Agenda
- The first opportunity in Association History to take over the main stage and speak directly to the audience
- Detailed engagement analytics from your session – AWESOME LEAD GEN!



Sponsorship Options—\$5,000

# Keynote Sponsor

## For ISA Members Only

Display channel leadership in front of the largest audience at ISA 21.

Includes logo displayed and verbal recognition during keynote introduction\*.



**Pascal Finette**  
be radical  
Co-Founder  
Topic: Exponential Disruption



**Erik Gershwind**  
MSC  
President & CEO  
Topic: Business Transformation



**Alan Beaulieu**  
ITR Economics  
President  
Topic: Economic Outlook Update

\* 4 sponsorships available during each keynote

Sponsorship Options—\$8,000

# Video Commercial

## For ISA Members Only

Capture the full attention of the keynote audience and play a video\* commercial during keynote introduction\*\*.



**Pascal Finette**  
be radical  
Co-Founder  
Topic: Exponential Disruption



**Erik Gershwind**  
MSC  
President & CEO  
Topic: Business Transformation



**Alan Beaulieu**  
ITR Economics  
President  
Topic: Economic Outlook Update

\* commercial produced at the expense of the sponsor. Final video due April 1 and is subject to ISA approval.

\*\* 1 sponsorships available during each keynote

# Sponsorship Options

## Custom Packages

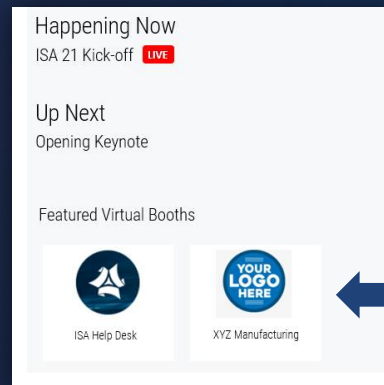
### Email Marketing Sponsor

Have your logo displayed on ISA 21 marketing emails (8,000+ recipients; 4 emails included)



### Featured Booth Sponsor

Have your company prominently displayed on the event homepage as a featured booth.



### Pre-Convention Attendee\* Email List\*\*

Get a head start and make your connections and set yourself up for success before the event begins.

List includes Name, Title, Company and Verified Email



\* Attendees have option to opt-out of list

\*\* List will be provided on 4/13



## Sponsorship Options

# Custom Packages

### Sponsor an Agenda Item

Position your company strategically around the agenda for maximum exposure



Happy Hour



Attendee Break



Education Session



Round Table Discussion

\* Attendees have option to opt-out of list

\*\* List will be provided on 4/13



# Sponsorship Pricing Summary

Choose the BEST option for your company.

## ISA 21 Patron

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\$500—for Manufacturers,  
Distributors and IMRs

\$995—for ISA Service  
Provider Members

\$1,495—for Non-Member  
Service Providers

## Virtual Swag

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\$2,000—for ISA Members Only

## Launchpad

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\$2,500—for ISA Members Only

## Keynote

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\$5,000—for ISA Members Only

## Video Commercial

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\$8,000—for ISA Members Only

## Channel Leader

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**Contact for Pricing**  
Fully Customized Package is  
available to ISA Members Only

**If interested in  
being a sponsor,  
please contact:**



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