

2025 Prospectus

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EUROPE



IT NATION Evolve™

Peer Groups by



CONNECTWISE®

2025

IT Nation Evolve is an annual membership program designed to help leaders navigate their business journey through peer group interactions. Our members are among the highest in growth and have the largest profitability percentages in the industry. With different peer groups designed to fit their schedule and meet their business needs, we are here to help them succeed in their personal and professional life.

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Current stats

650 TSP companies

MSPs
 VARs

Approx. 2000

individual members globally

Average revenue: \$9.1M

Median revenue: \$7.1M

Program Health

NPS (Q2 2024 Global)

Evolve 2/3 Owners: **85** All programs: **83**

Approx. 25

new companies per quarter

66 new memberships per quarter

(memberships = Owner, COO, CFO, Service, Sales, Cyber)

Annual Retention—
Evolve2/3 Owners: **85%**

Annual Retention—
Including Role-Based: **75%**

Member Growth

| S-L INDEX DATA | 2022 | 2023 | 2024 |
|-----------------|--------|--------|--------|
| Average revenue | \$6.0M | \$7.8M | \$9.1M |
| Median revenue | \$5.6M | \$6.4M | \$7.1M |

Quotes from current Solution Partners



Lori Berry
MSP CFO

"Evolve brings together MSPs committed to improving their businesses. The results show that being part of Evolve leads to stronger MSPs, thanks to its effective four plans. The Go-Giver mentality means MSPs pour into one another, helping each other reach their goals. What I love about Evolve is how MSPs and Solution Partners work together as a community. MSPs offer us valuable feedback to help us grow, just as we support their success."



Becky Teal
Huntress

"The Evolve community is the absolute best way to engage with the most mature MSPs in the industry. The members are laser focused on growing successful businesses and are engaged with their trusted vendors in true partnerships. The format allows for in-depth conversations that provide constructive feedback, allowing us to make our offerings better for the entire MSP community. I would recommend the Evolve community to any MSP looking to mature their business, and to any vendor looking to engage with the top MSPs in the channel."





| PROGRAM | COMPANY SIZE (ANNUAL REVENUE) | MEMBER ROLE | WHY MEMBERS JOIN (PAIN POINTS) |
|--------------------------|-------------------------------|--|---|
| Evolve 2/3 Owners | \$1M-\$100M+ | Owner, Executive, Managing Director, General Manager | <ul style="list-style-type: none"> • Leadership isolation – looking for accountability and community • Unaware of industry best-in-class metrics – want to know “what good looks like” • Need guidance to solve problems, grow, and lead • Most-requested topics: Sales, marketing, AI, Leadership, Developing Leaders, M&A |
| Service | \$1M-\$100M+ | *Service Mgr, Help Desk Mgr, Project Mgr | <ul style="list-style-type: none"> • Developing leadership skills • Lack KPIs and processes • Alignment with owners |
| Sales | \$1M-\$100M+ | *Sales team leaders | <ul style="list-style-type: none"> • Isolated in their role • Needing to generate more leads and close deals • Unsure how to build, structure, and manage a sales team |
| Cybersecurity | \$1M-\$100M+ | *Cybersecurity practitioners | <ul style="list-style-type: none"> • Isolated in their role • Need guidance to navigate a rapidly changing sector |
| COO | \$1M-\$100M+ | COO, Operations Dir. | <ul style="list-style-type: none"> • Isolated in their role • Need help taking leadership skills to next level • Working effectively with other leaders to implement business strategy |
| CFO | \$1M-\$100M+ | CFO, Controller, Finance Dir. | <ul style="list-style-type: none"> • Isolated in their role • Don't know how to be a strategic financial leader |





| DELIVERABLE | DESCRIPTION | PRICE | DIAMOND + Only available to Certified Integration partners | DIAMOND | PLATINUM | GOLD |
|--|--|-----------|---|-------------|-------------|-------------|
| | | | £30,000.00 | £20,000.00 | £15,000.00 | £10,000.00 |
| YEARLY DELIVERABLES | | | 1 AVAILABLE | 2 AVAILABLE | 4 AVAILABLE | 5 AVAILABLE |
| Onboarding | Initial meeting with your sponsorship manager to collaborate and understand deliverables. Be prepared to provide information in effort to maximise your sponsorship ROI. Expect to leave the onboarding meeting with a deeper understanding of the IT Nation Evolve community. | N/A | x | x | x | x |
| Virtual Solution Partner JumpStart | Gain a deeper understanding of your deliverables and how to maximise your sponsorship building relationships in the IT Nation Evolve community. | N/A | x | x | x | x |
| Quarterly Evolve Meeting Attendance | Bring your team to attend each quarterly event. Additional attendee passes are available for purchase. | N/A | 4 | 3 | 2 | 1 |
| Additional Meeting Attendee Fee | A maximum of two (2) additional attendees is allowed per sponsor, per quarter. | £1,000.00 | | | | |
| Solution Partner Newsletter | Stay current with observations from the channel, including insights into member trends and issues each quarter. Task reminders and upcoming event information will also be shared. | N/A | x | x | x | x |
| Solution Partner Directory | Online directory of all IT Nation Evolve solution partners. Directory is accessible for Evolve members to learn about your offerings including links to your website and contact information. | N/A | x | x | x | x |
| Solution Partner Directory Updates | Provide monthly updates to be shared on the solution partner directory throughout the year. Subject to ConnectWise approval. | N/A | x | x | x | x |
| Company Spotlight in Evolve Member Newsletter | Highlight your company in (1) Evolve member newsletter. Sponsor to provide copy and images for spotlight. Must be approved by ConnectWise. Click and open rate data to be provided to solution partner upon request. Must be a ConnectWise Invent™ certified integrator. | £2,500.00 | x | | | |
| Event Calendar Directory | Promote your hosted events and webinars on our ConnectWise Virtual Community™ calendar annually. Subject to ConnectWise approval. | Exclusive | x | | | |
| Exhibitor Marketing Kit | Exhibitor marketing kit (EMK) includes a video library and various tools to help you be successful at Evolve meetings. | N/A | x | x | x | x |
| Member Data Updates | Quarterly member data delivered as summary benchmarking reports, prepared by Service Leadership Inc. | Exclusive | x | | | |
| Subject Matter Expert Eligibility | Includes the opportunity to submit subject matter expert (SME) session topics to be shared as thought-leadership with Evolve peer groups. SME sessions are not guaranteed and are subject to peer group request. | N/A | x | x | x | |





| | | | DIAMOND + | DIAMOND | PLATINUM | GOLD |
|--|--|-----------|------------|------------|------------|------------|
| DELIVERABLE | DESCRIPTION | PRICE | £30,000.00 | £20,000.00 | £15,000.00 | £10,000.00 |
| CONTENT INTERACTIONS AND NETWORKING | | | | | | |
| Lunch and Learn with Evolve 2 or 3 | Interaction with an IT Nation Evolve peer group to share subject matter expertise and educate group about products and offerings. Includes the opportunity to connect with peer group members at a social dinner or fun outing the evening prior. Feedback survey results will be provided post-event. Hosted peer group evening out subject to availability. Sponsor maintains responsibility for payment, planning, and travel. | £5,000.00 | 6 | 4 | 3 | 1 |
| Lunch and Learn with Role-Based Peer Group | Interaction with a role-based peer group of your choice to share subject matter expertise and educate group on product offerings. Includes the opportunity to connect with peer group members at a social dinner or fun outing the evening prior. Feedback survey results will be provided post-event. Hosted peer group evening out subject to availability. Sponsor maintains responsibility for payment, planning and travel. Dates and locations vary by peer group. | £5,000.00 | 2 | 1 | | |
| Community Day Sessions Attendance | Each quarter, attend our Evolve Community Day (Wednesday) for thought leadership and business maturity sessions. Q1, Q3, and Q4. | N/A | x | x | x | x |
| Community Day Quick Fire | Highlight your company in one (1) of the timed sessions, during Community Day. Choose which quarter, based on availability. | £2,500.00 | x | x | | |
| Welcome Receptions Attendance | Join the member community for networking welcome receptions before leaving for hosted dinners. Monday and Thursday evening each quarter. | N/A | x | x | x | x |
| Peer Group Matching and Strategy with Evolve Leadership | Develop a plan with IT Nation Evolve leadership to strategically engage with specific groups and group profiles in the Evolve community. Sponsorship includes a virtual 1-hour meeting each quarter. | Custom | x | | | |
| Community Day Networking Events | Join us and the member community on Wednesday nights for an evening of food, fun, and networking. | N/A | x | x | x | x |
| Tabletop Networking Event | Attend a networking event and meet the members in a social, relaxed setting two (2) times per year. Includes tabletop exhibit time and on-site signage. | N/A | x | x | x | x |

| ON-SITE BRANDING + PROMOTION | | | | | | |
|---|--|-----|---|---|---|---|
| Company Logo on IT Nation Evolve Website | Your logo featured on IT Nation Evolve 2025 Sponsors website with pop-up company description and link to a website of your choice. | N/A | x | x | x | x |
| Company Logo on Event Signage | Your company logo will be featured on IT Nation Evolve on-site signage. | N/A | x | x | x | x |





| DELIVERABLE | DESCRIPTION | PRICE |
|--|--|------------|
| A-LA-CARTE OPTIONS | | |
| <small>*A-LA-CARTE OPTIONS ARE ONLY AVAILABLE AS ADD-ONS TO SPONSORSHIP PACKAGES AND ARE SUBJECT TO AVAILABILITY</small> | | |
| Additional Meeting Attendee Fee | A maximum of (2) additional attendees is allowed per sponsor, per quarter. | £1,000.00 |
| Community Day Breakfast Sponsor | Sponsor breakfast on Wednesday during an Evolve meeting week. Sponsorship includes on-site signage. Sponsor may send branded materials and giveaways to be placed at breakfast tables. Q1, Q3, or Q4. | £7,000.00 |
| Community Day Outing Sponsor | Sponsor an outing or activity on Community Day. Sponsorship includes co-branded signage leading up to the event and on-site. ConnectWise to handle event logistics and contracting. | £10,000.00 |
| Community Day Quick Fire | Highlight your company one (1) time during a quarterly meeting with a timed session during Community Day. | £2,500.00 |
| Company Spotlight in Evolve Member Newsletter | Highlight your company in (1) Evolve member newsletter. Sponsor to provide copy and images for spotlight. Must be approved by ConnectWise. Click and open rate data to be provided to solution partner upon request. Must be an Invent certified integrator. | £2,500.00 |
| Meeting Room Drop | Solution partner provides a branded item or giveaway to be placed in each peer group meeting room at one (1) quarterly meeting of your choice. Items must be approved by ConnectWise. | £2,500.00 |
| Networking Outing Sponsor | Sponsor an outing or activity during an Evolve meeting week. Sponsorship includes co-branded signage (virtual and on-site). ConnectWise to handle event logistics and contracting. | £10,000.00 |
| Networking Welcome Reception Sponsor | Sponsor both nights of the Welcome Reception (Monday and Thursday evening). Includes on-site recognition and tabletop time during the reception. Sponsor may send branded materials and giveaways. Q1, Q2, Q3, or Q4. | £5,000.00 |
| Lanyard Sponsor | Your logo featured on the event lanyard given to each attendee at every in-person Europe Evolve meeting in 2025. | £10,000.00 |
| Registration Sponsor | Sponsorship includes co-branding on registration page leading up to one (1) quarterly event, as well as on-site digital signage at check-in. Sponsor may send branded materials and giveaways to be passed out at registration. Must be approved by ConnectWise. | £10,000.00 |
| Stress Ball Sponsor | Your logo to be placed on stress balls included in each meeting room during the year. | £2,000.00 |
| Sponsor Webinar Promotion | Promotion of sponsor-hosted webinar included in Evolve member newsletter and our upcoming webinars directory within the virtual community. Solution partner manages the registration process, hosts, and presents the webinar. Click and open rate data to be provided to solution partner upon request. | £2,500.00 |



| DELIVERABLE | DESCRIPTION | PRICE |
|--|---|-----------|
| A-LA-CARTE OPTIONS *A-LA-CARTE OPTIONS ARE ONLY AVAILABLE AS ADD-ONS TO SPONSORSHIP PACKAGES AND ARE SUBJECT TO AVAILABILITY | | |
| SWAG Bag Sponsor | Send prepared swag bags for IT Nation Evolve to distribute to all members in their meeting rooms during one (1) quarterly meeting. Items and bag must be approved by ConnectWise. | £2,500.00 |
| Tabletop Networking Bag Sponsor | Your logo featured on the co-branded event bag given to attendees during the tabletop networking event. Sponsor has option to have a small collateral piece or promotional item to be placed in every registration bag. Item must be approved by ConnectWise. | £2,500.00 |

