

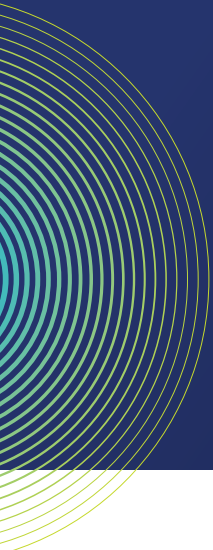
2024 Prospectus



IT NATION SECURE



IT NATIONTM
Secure



June 3-5, 2024 | Gaylord Palms Resort & Convention Center | Orlando



Demographics



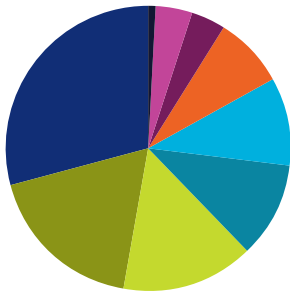
2023 Attendee Stats

"Great mix of owners and technical leaders which really lends itself to some great conversations around the future of cybersecurity."

- 2023 Exhibitor

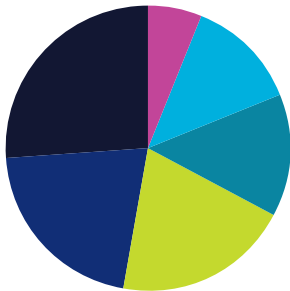
Top 4 Reasons For Attending

- 1 Industry Knowledge **27%**
- 2 Solutions Pavilion **22%**
- 3 Business Training **16%**
- 4 Network with Peers **15%**



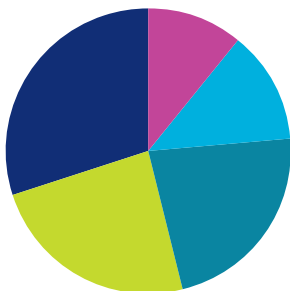
Roles

- Marketing | 1%
- Sales Manager | 4%
- Service Manager | 4%
- Other | 8%
- Technician | 10%
- Operations Manager | 11%
- IT Manager | 15%
- Cybersecurity | 18%
- Owner | 29%



Company Size

- Less than 4 | 6.2%
- 250+ | 12.7%
- 4-10 | 13.9%
- 11-19 | 21%
- 20-49 | 26%
- 50-249 | 20.2%



Company Size by Revenue

- <1 Million USD | 10.9%
- 7-14 Million USD | 12.7%
- 3-7 Million USD | 22.5%
- 14+ Million USD | 24%
- 1-3 Million USD | 29.8%

Top 3 Challenges Of 2023 Attendees



Keeping pace with
the threat landscape



Finding the right
vendors and tools



Pricing and
packaging

IT Secure By The Numbers



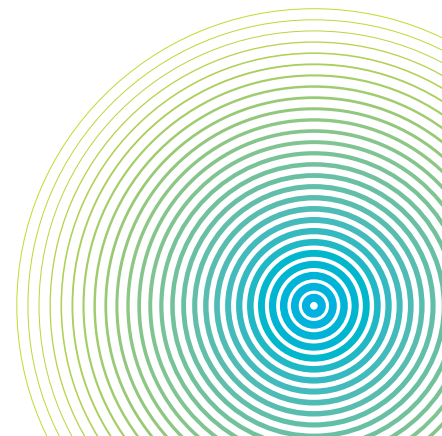
757
MSP Attendees



450
Unique Companies



1300+
Onsite



Package Levels

	DIAMOND	PLATINUM	GOLD
BOOTH & CONFERENCE ACCESS			
Booth Space	10'x20' Turnkey Island	10'x20'	10'x10'
Carpet	•		
32" Monitor	2		
Wireless Connectivity	•	•	•
Electric Connection	•		
Full Conference Exhibitor Passes	6	4	3
Lead Scanner Licenses	2	1	
Guaranteed Rooms In Conference Room Block (Exhibitor-Paid)	3	2	
Attendee Full-Conference Passes For Customers*	3	2	
DIGITAL PROMOTION			
Company Profile On IT Nation Secure Exhibitor Webpage	•	•	•
Exhibitor Marketing Kit (EMK)	•	•	•
Callout To Exhibitor Page: Pre & Post-Event	•	•	•
Ad Space On IT Nation Secure Website	•	•	
Diamond Recognition In Pre-Event Recruitment Email	•		
Dedicated Callout On IT Nation Secure Website For Two Weeks	•		
Welcome Social Media Post	•		
Welcome Tweet On IT Nation X (Formerly Twitter) Handle	•	•	
Exhibitor Profile On Mobile App	•	•	•
Push Notification On Mobile App	•		





Package Levels

	DIAMOND	PLATINUM	GOLD
CONTENT & INTERACTION			
Logo Featured On Event Signage	•	•	•
Logo On Rolling Slide Preceding Keynotes	•	•	
One-On-One Meeting Onsite With Connectwise CEO	•		
Strategy With IT Nation Leadership Event Prep Call— NEW	•		
Dedicated Email To Attendees Sent Post-Event	•		
Conference Bag Insert	•	•	
Vendor Quickfire	•	•	
5-Minute Mainstage Speaking Spot Prior To Guest Keynote With Graphic	•		
Keynote Seat Drop	•		
Breakout Session	2	1	
10-Minute Marketplace Showcase Theater Presentation In Solutions Pavilion	•	•	
Media List Provided	•	•	•
Private Meeting Room (Tuesday and Wednesday)	•		
TOTAL PRICE	\$125,000	\$65,000	\$35,000
	1 Available	8 Available	

*Must be approved by ConnectWise





War Games Sponsorship Package \$25,000 – 4 Available

Opportunity To Build A Competition Team And Show Your Skills Against 3 Other Teams To Capture The Flag.

PRE-EVENT

- Dedicated Social Media Post On Facebook, X (Formerly Twitter), LinkedIn, And Instagram, Promoting Participation On The Official IT Nation Handle
- Logo Featured On Monday Night's Pre-Keynote Ads
- Logo Featured On Hotel Digital Signage
- Logo Featured On Event Description On Website
- Logo Featured In Email To Registered Attendees
- Mention In Dedicated Blog Promoting Event
- Up To 4 Free Passes To IT Nation Connect For Your Competition Team
- Social Media Live To Build Excitement With Teams
- Team Featured During Keynote

DURING EVENT

- Push Notification On Mobile App
- Logo Featured On Digital Signage Inside Event Room
- 2-Minute Speaking Spot Before War Games Or Interview With Competition Team
- Logo Featured On Beverage Napkins
- Dedicated Swag Table
- Awards For Winning Team

DURING EVENT

- Logo Of Winner Featured On Hotel Digital Signage
- Logo Of Winner Featured On Next Morning's Pre-Keynote Ads
- Dedicated Social Media Post For The Winner On Facebook, X (Formerly Twitter), LinkedIn, And Instagram On The Official IT Nation Handle
- Mention In The Official Post-Event Blog/Communications
- Post Game Interview With Winning Team



À La Carte

CONTENT + INTERACTION	# AVAILABLE	PRICE (US\$)
Solutions Keynote (30-Mins)*—NEW	1	\$75,000
Guest Keynote Sponsorship*	2	\$25,000
Networking Lounge	3	\$10,000
Breakout Session	2	\$12,000
10-Minute Marketplace Showcase Theater Presentation In Solutions Pavilion	4	\$6,000
Pub Crawl Sponsorship	6	\$8,000
Vendor Quickfire	3	\$6,000
Pre-Conference Workshop (Half-Day)	4	\$10,000
Conference Hospitality Suite (3-Days)	4	\$10,000
Wellness Activity Sponsor—NEW	Multiple	\$3,000
Social Media Takeover (30-Mins)—NEW	3	\$10,000
Social Media Livestream—NEW	10	\$5,000
Women In IT Meetup—NEW	1	\$15,000
IT Nation Secure Additional Exhibitor Pass		\$1,299
ON-SITE BRANDING	# AVAILABLE	PRICE (US\$)
Breakout Room Sponsor	6	\$10,000
Lanyard Sponsor	1	\$12,000
Charging Station Sponsor	1	\$8,000
Registration Bag Sponsor	1	\$12,000
Welcome Reception Sponsor	1	\$10,000
Lunch Sponsor	1	\$6,000
Room Key Sponsor	1	\$10,000
Break Sponsor	1	\$6,000
Flair Button	4	\$3,000
DJ Sponsor	1	\$6,000
Breezeway Window Cling	4	\$3,000



+

+

À La Carte

MESSAGE DELIVERY	# AVAILABLE	PRICE (US\$)
Breakout Session Seat Drop	2	\$5,000
Bag Insert	6	\$5,000
Room Drop	2	Starting at \$15,000
Door Hangers	2	Starting at \$15,000
DIGITAL PROMOTION	# AVAILABLE	PRICE (US\$)
Mobile App Sponsor	1	\$8,000
Wi-Fi Sponsor	1	\$8,000
Push Notification On Mobile App	2	\$5,000
Digital Promotion Slide	10	\$1,000
Feature On IT Nation Secure Homepage (2-Weeks)	2	\$2,000
Pre Keynote Slide	2	\$3,000
Mobile App Splash Page Ad—NEW	3	\$6,000
Feature On Mobile App Exhibitor Page—NEW	2	\$3,000

+

+

À La Carte Descriptions



A-la-carte deliverables are only available as add-ons to sponsorship packages

CONTENT + INTERACTION

Solutions Keynote (30-Mins)*

30-minute presentation in General Session. Exhibitor recognition on event signage, website, mobile app, and digital signage during the session. Speaker and content must be approved by ConnectWise.

Guest Keynote Sponsorship

Your chance to be featured on the mainstage! Kickoff the guest keynote session with a 5-minute speaking spot prior to our guest keynote. You will also have the opportunity to provide one small item to be placed on each seat prior to the session. Exhibitor recognition on event signage, website, mobile app, and digital signage during the session. Speaker and content must be approved by ConnectWise.

Networking Lounge

Create a cool spot for networking and connection with a dedicated, 10'x20' branded lounge area in the conference common area. 1 high-top table and stool will be provided. Open whenever you want it to be! Includes a 75-word lounge description on the IT Nation Secure website and mobile app.



Breakout Session

Present a breakout session to IT Nation Secure attendees. Submit your own topic relevant to cybersecurity that must be approved by ConnectWise. Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Breakout session will be listed on the IT Nation Secure website and mobile app. Post-event, you'll receive the list of attendees to your breakout session.

10-Minute Marketplace Showcase Theater

Present in our Solutions Theater in the Solutions Pavilion for 10-minutes. Session will be listed on Solution Theater schedule in mobile app. Exhibitor responsible for scanning attendee badges at presentation.

Pub Crawl Sponsorship

One beer stop at your booth during the pub crawl. Your logo featured on koozies given to attendees and event signage. Booth location with beer stop will be called out on Solutions Pavilion map.

Vendor Quickfire

Participate in an exclusive networking session with a select group of attendees. You will get a chance to give a brief company and solutions pitch to these attendees.

Pre-conference Workshop (Half-Day)

Present a half-day workshop on Monday (AM or PM Session). Room will be set classroom style. Co-branded signage to be provided outside of room. Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Workshop will be listed on the IT Nation Secure website and mobile app. One snack/beverage break will be included.

Hospitality Conference Suite (3-Days)

Reserve 3 days at the event venue in a hospitality conference suite. This is a nonsleeping room with a seating area, dining area, and wet bar. No large gatherings are permitted during conference hours. Incidentals are the responsibility of the exhibitor.

Wellness Activity Sponsor

Provide 1 collateral piece or small promotional item to be distributed to wellness activity participants. Item must be approved by ConnectWise.

Social Media Takeover (30-Mins)

Reserve time to takeover a ConnectWise social media channel and share live updates happening at the event from your perspective. Use this time to reach ConnectWise networks and audience to promote your products, services, and highlight your booth.

Social Media Livestream

Reserve time to takeover a ConnectWise social media channel and share live updates happening at the event from your perspective. Use this time to reach ConnectWise networks and audience to promote your products, services, and highlight your booth.

Women In IT Meet Up

Get in front of one of our most enthusiastic interest groups by sponsoring our Women in IT meal. You'll have the opportunity to provide a seat drop or giveaway to attendees and also have a 5-minute speaking spot during the meal.

IT Nation Secure Additional Exhibitor Pass

Add another exhibitor attendee to ensure you have enough staff at IT Nation Secure to interact with attendees!

ON-SITE BRANDING

Breakout Room Sponsor (1-Day)

Sponsor a Breakout Room for one day of sessions. These are the largest breakout rooms where we place the highest value session. Sponsorship includes branding on stage, recognition on mobile app, 2-minute live or recorded intro before each session (excluding vendor round).

Lanyard Sponsor

Your logo featured on the co-branded event lanyard given to each attendee.

Charging Station Sponsor

Your logo featured on co-branded signage at charging stations located throughout the event space.





À La Carte Descriptions

Registration Bag Sponsor

Your logo featured on the co-branded event bag given to attendees at registration.

Welcome Reception Sponsor

Your logo featured on co-branded signage and beverage napkins at the Welcome Reception. Will also be included in descriptions of Welcome Reception on website and mobile app.

Lunch Sponsor

Your logo featured on co-branded signage throughout the dining area during lunch on Tuesday and Wednesday.

Room Key Sponsor

Your custom design printed on back of room keys at conference hotel as permitted by hotel policy. Front of key will be IT Nation branded.

Break Sponsor

Your logo featured on co-branded signage and beverage napkins at every break during the event.

Flair Button

Your custom design printed on a flair button, available to all attendees alongside ConnectWise flair.

DJ Sponsor

Sponsorship includes signage near the DJ area, sponsor permitted to provide branded DJ attire (t-shirt and hat), brief sponsor announcements (30-seconds) made by the DJ every 60-minutes

Breezeway Window Cling

Your logo featured on the co-branded window of the breezeway to event space.

MESSAGE DELIVERY

Breakout Session Seat Drop

Provide one small item to be dropped on each seat, in each breakout session room, before the first round of sessions. Item must be approved by ConnectWise.

Bag Insert

Provide one collateral piece or small promotional item to be placed in every registration bag. Item must be approved by ConnectWise.

Room Drop

Provide 1 collateral piece or small promotional item to be placed in each attendee guestroom. Item must be approved by ConnectWise. Additional cost by the venue is at own expense. Only available to attendees staying at the main event venue.

Door Hangers

Remind attendees staying at the main event venue to visit your booth with a personal touch left on their hotel door. Branding must be approved by ConnectWise and specs provided by the venue. Additional cost by the venue is at own expense. Only available to attendees staying at the main event venue.

DIGITAL PROMOTION

Mobile App Sponsor

Your logo featured on event signage and a banner ad in the mobile app that links to a URL.

Wi-Fi Sponsor

Your logo featured on event signage and carpet squares. Your choice of password for the attendee Wi-Fi. Must fit password requirements and be approved by ConnectWise.

Push Notification

Send attendees a push notification through our event mobile app. Encourage attendees to stop by your booth and/or notify them of your promotions and offers. Timing of push notification to be selected by ConnectWise.

Digital Promotion Slide

One slide featured on digital streaming area.

Feature on IT Nation Secure Homepage (2-Weeks)

Your company profile highlighted on the IT Nation Secure homepage for two weeks. Timing selected by ConnectWise.

Pre Keynote Slide

Provide one slide to be included in rolling slides preceding the keynote.

Mobile App Splash Page Ad

Make a big splash with your logo or custom artwork, front and center! Logo will be the first thing attendees see upon opening the event app. Available for 1 day of the conference. Artwork must be approved by ConnectWise.

Feature On Mobile App Exhibitor Page

Be visible in the app. Your logo featured on the IT Nation mobile app Exhibitor page with company website linked.

