2024 Prospectus

NORTH AMERICA

IT NATION™
Connect

November 6–8, 2024 | Rosen Shingle Creek Orlando & Virtual
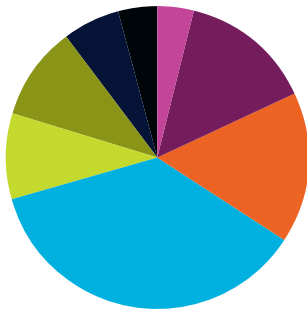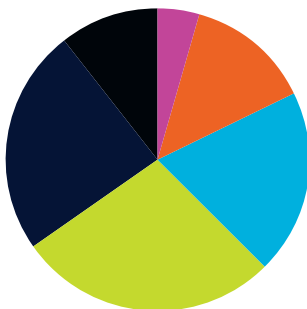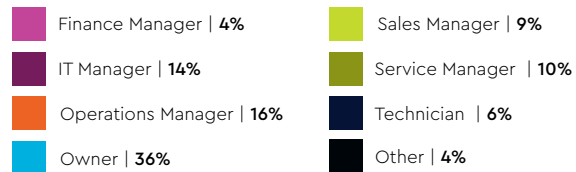
2023 Attendee Stats

"Seamless experience from pre-event to onsite execution to post-event. I've been doing this for 12+ years and I have maybe one or two other events that I feel fall into this superior execution category. "
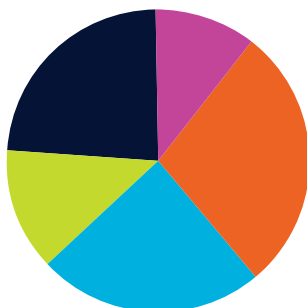
- Past Exhibitor

Top 4 Reasons

1 Industry Knowledge **24%**

2 Solutions Pavilion **20%**

3 Network with Peers **20%**

4 Business Training **16%**

Roles

- Finance Manager | **4%**
- IT Manager | **14%**
- Operations Manager | **16%**
- Owner | **36%**
- Sales Manager | **9%**
- Service Manager | **10%**
- Technician | **6%**
- Other | **4%**

Employee Count

- Less than 4 | **4.6%**
- 4–10 | **13.3%**
- 11–19 | **19.7%**
- 20–49 | **27.7%**
- 50–249 | **24.2%**
- 250+ | **10.5%**

Company Size by Revenue

- < 1 Million USD | **10.9%**
- 1–3 Million USD | **29.5%**
- 3–7 Million USD | **24.7%**
- 7–4 Million USD | **13.6%**
- 14+ Million USD | **24.5%**
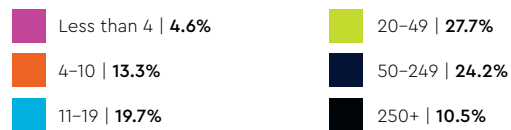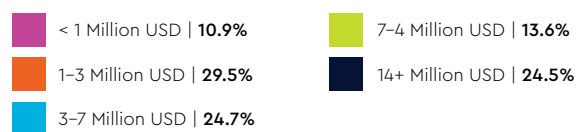
Top 3 Challenges of 2023 Attendees

Finding, Hiring and Retaining Talent

Keeping Up with the Customer Demand

Protecting Ourselves and Clients from Increased Cybersecurity Threats

IT Nation Connect by the Numbers

3000
TSP In-Person Attendees
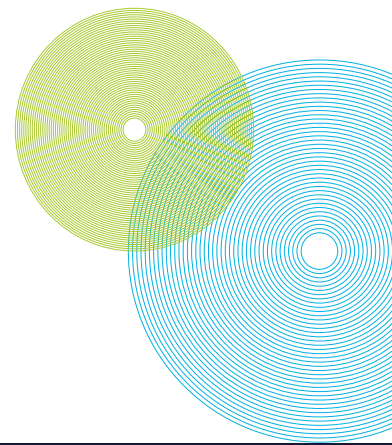
1000
Virtual TSP Attendees

1400
Unique Companies

20
Countries Around the Globe

Package Levels

We provide turnkey, customizable booths for all in-person exhibitors. Exhibitors are required to provide graphics for their booth directly to Freeman and also have the option to purchase additional graphics directly from Freeman.

	DIAMOND	PLATINUM	GOLD	SILVER
BOOTH & CONFERENCE ACCESS				
Booth Size	20×20 Turnkey Island	10×20 Turnkey Booth	10×10 Turnkey Booth	8×8 Turnkey Booth
Carpet	•	•	•	
32" Monitor	2	2	1	1
Wireless Connectivity and Electric Connection	•	•	•	•
Full-conference Exhibitor Passes	12	10	6	4
Lead Scanner Licenses	4	2	1	
Guaranteed Rooms in the Rosen Shingle Creek (exhibitor-paid)	10	5		
Attendee Full-conference Passes for Customers*	6	4		
Hanging Banner in Solutions Pavilion*	•			
Ability to Upload On-demand Content and Videos to a Virtual Exhibitor Page on the Virtual Platform. Includes In-bound Lead Collection Form.	•	•	•	•
DIGITAL PROMOTION				
Company Profile on IT Nation Connect Exhibitor Webpage	•	•	•	•
Callout on IT Nation Connect Exhibitor Page in Pre and Post Event Emails	•	•	•	•
Diamond Recognition in Pre-event Recruitment Email	•			
Exhibitor Marketing Kit (EMK)	•	•	•	•
Ad Space on IT Nation Connect Website	•	•		
Dedicated Callout on IT Nation Connect Website for Two Weeks	•			
Dedicated Social Media Post on IT Nation Facebook and X Accounts	•			
Exhibitor Profile on Mobile App	•	•	•	•

Package Levels

CONTENT & INTERACTION	DIAMOND	PLATINUM	GOLD	SILVER
Logo Featured on Event Signage	•	•	•	•
Logo on Rolling Slide Preceding Keynotes	•	•	•	
One-on-one Meeting Onsite with ConnectWise CEO	•			
Pre-event Strategy Call with IT Nation Leadership – NEW	•			
Dedicated Post-Event Email Sent to Attendees	•			
Conference Bag Insert	•	•		
30-Second Video Ad on Digital Signage			•	
Vendor Quickfire Presentation	•	•	•	
30-minute Mainstage Keynote – NEW	•			
Keynote Seat Drop	•			
Breakout Session During Exhibitor Round	•	•		
10-Minute Marketplace Showcase Presentation in Solutions Pavilion			•	
Media List Provided	•	•	•	•
Private Meeting Room (Thursday and Friday)	•	•		
TOTAL PRICE	**$245,000**	**$125,000**	**$90,000**	**$40,000**
	1 Available	10 Available	10 Available	

Marketing Package Options*

No matter what your marketing goals are for IT Nation Connect, we can help you reach them and maximize your investment with these carefully crafted packages. **Marketing packages are only available as add-ons to sponsorship packages.**

Brand Exposure	Lead Generation	Thought Leadership
Looking to get your brand recognized and in front of as many attendees as possible? This package will give you high visibility and continuous brand exposure throughout the entire event.	If gathering leads is your biggest priority, this package will help get you there. Maximize your face time with attendees at IT Nation Connect and meet with as many prospective partners as possible.	Have something impactful to share with attendees? This package gives you multiple speaking opportunities across different platforms to reach many attendees. What are you waiting for—get your word out there!
Feature on IT Nation Connect Homepage for 1 Week Your company profile highlighted on the IT Nation Connect homepage for one week. Timing of feature determined by ConnectWise.	**1 Lead Scanner License** This license allows you to download the Cvent LeadCapture app on your personal device and scan attendee badges at this year's event.	**Breakout Session** Present a breakout session during the exhibitor round of sessions. Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Breakout session will be listed on the IT Nation Connect website and mobile app. Post-conference, you'll receive the list of attendees to your breakout session.
Lunch Sponsor Your logo featured on co-branded signage throughout the dining area during lunch on Thursday and Friday.	**Pub Crawl Stop at Booth** One beer stop at your booth during the Pub Crawl. Your logo featured on koozies given to every attendee and on event signage. Booth location with beer stop will be called out on the on-site Solutions Pavilion map.	**On-demand Breakout Session Hosted on Virtual Platform – NEW** Pre-record a 30–60 minute breakout session that will be hosted on the IT Nation Connect virtual platform and available to all attendees, both in-person and virtual.
Floor Clings Your custom design printed and displayed on 5 co-branded floor clings throughout the event space.	**Push Notification to Attendees** Send attendees a push notification through our event mobile app. Encourage attendees to stop by your booth and notify them of your promotions and offers. Timing of push notification to be selected by ConnectWise.	**10-Minute Solutions Theater Presentation** Present in our Marketplace Showcase in the Solutions Pavilion for 10 minutes. Session will be listed on Marketplace Showcase schedule in mobile app. Exhibitor responsible for scanning attendee badges at presentation.
LinkedIn Live Event – NEW Participate in a LinkedIn Live interview before IT Nation Connect with a member of the ConnectWise Team	**10-Minute Marketplace Showcase Presentation** Present in our Marketplace Showcase in the Solutions Pavilion for 10 minutes. Session will be listed on Marketplace Showcase schedule in the event mobile app. Exhibitor responsible for scanning attendee badges at presentation.	**Featured Speaker Post on Social Media** A post on IT Nation social media will feature your speaker. This is a great opportunity to advertise and create buzz around your speaking spots!
30-Second Ad Provide a 30-second video to be featured on the digital streaming area.	**Vendor Quickfire** Participate in a fun, fast-paced session that will give attendees a chance to learn, win prizes, laugh, and vote for their favorite vendor pitch! Each vendor will have up to 2 minutes to wow the crowd and pitch their product.	**2-Full Conference Exhibitor Passes – NEW** Additional full conference exhibitor passes for your speakers.
Feature on Mobile App Exhibitor Page Your logo featured on the official IT Nation event mobile app	**Map Call Out** Your booth called out on the on-site Solution Pavillion map so attendees can easily locate your space.	**Map Call Out** Your booth called out on the on-site Solution Pavillion map so attendees can easily locate your space.
Elevator Cling Your logo featured on the co-branded elevator cling in the event space.	**Priority Booth Selection** Move to the top of the list by choosing your booth in the first round of booth selection.	**Priority Booth Selection** Move to the top of the list by choosing your booth in the first round of booth selection.
Map Call Out Your booth called out on the on-site Solution Pavillion map so attendees can easily locate your space.		
Select Your Booth Space Secure your booth's location to maximize exposure to attendees in the Solutions Pavilion.		
$20,000 3 Available	**$25,000** 3 Available	**$30,000** 3 Available

*First come, first served based on signing date

À La Carte

These options are only available as add-ons to sponsorship packages.

CONTENT + INTERACTION	# AVAILABLE	PRICE
Solutions Keynote (30-mins)* – NEW	1	$100,000
Guest Keynote Sponsorship*	3	$30,000
Breakout Session	14	$15,000
Break Sponsor with Speaking Spot – NEW	4	$10,000
Pub Crawl Sponsorship	7	$10,000
Pre-Conference Workshop (Half-Day)	8	$10,000
Conference Hospitality Suite (3-days)	4	$10,000
IT Nation Gives Sponsorship	5	$5,000
Wellness Activity Sponsor – NEW	MULTIPLE	$3,000
Social Media Takeover (30-mins) – NEW	3	$10,000
Social Media Livestream – NEW	10	$5,000
Lunch and Learn – NEW	2	$20,000
Private Meeting Space (1-day) – NEW		$10,000
Women in IT Meetup – NEW	1	$15,000
IT Nation Connect Additional Exhibitor Pass		$1,499
ON-SITE BRANDING	**# AVAILABLE**	**PRICE**
Breakout Room Sponsor (1-day)	8	$15,000
Lanyard Sponsor	1	$12,000
Registration Bag Sponsor	1	$10,000
Welcome Reception Sponsor	1	$10,000
Carpet Squares (10 Per Sponsorship)	4	$10,000
Room Key Sponsor	1	$10,000
Break Sponsor	1	$8,000
Flair Button	4	$3,000
Elevator Co-Branded Cling – NEW	2	$2,000
Escalator Co-Branded Cling – NEW	2	$8,000
Stairwell Co-Branded Cling (Set) – NEW	1	$20,000
Rotunda Stairwell Co-Branded Cling – NEW	1	$15,000
Column Wrap Co-Branded Cling – NEW	2	$10,000
Hallway DJ Sponsor	1	$15,000

À La Carte

These options are only available as add-ons to sponsorship packages.

MESSAGE DELIVERY	# AVAILABLE	PRICE
Breakout Session Seat Drop	4	$7,000
Conference Bag Insert	10	$5,000
Attendee Room Drop	2	Starting at $15,000
Attendee Door Hangers	2	Starting at $15,000
DIGITAL PROMOTION	**# AVAILABLE**	**PRICE**
Mobile App Sponsor	1	$10,000
Wi-Fi Sponsor	1	$10,000
Push Notification on Mobile App	2	$5,000
Digital Promotion Slide	10	$1,000
Digital Ad Bundle	2	$15,000
Mobile App Splash Page Ad (1-day) – NEW	3	$8,000
Feature on Mobile App Exhibitor Page – NEW	3	$5,000

LOUNGES*	PRICE
Charging Lounge	$30,000
Bow Wow Lounge	$20,000
Hangover Lounge	$20,000
Relaxation Lounge	$20,000
Game Lounge	$15,000
Caricature Lounge	$15,000
Custom Networking Lounge	$15,000

*Invite only

À La Carte Descriptions

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 Friday 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.

Breakout Session
Present a breakout session during the exhibitor round of sessions.
Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Breakout session will be listed on the IT Nation Connect website and mobile app. Post-conference, you'll receive the list of attendees to your breakout session.

Break Sponsor with Speaking Spot
Gain prime exposure during refreshment breaks at the impactful video wall in the main session hallway. Package includes co-branded signage at the refreshment stations during one of the conference breaks, a 10-minute presentation at the content wall in the break area, and a static image on the content wall (no slide decks). This sponsorship offers a unique opportunity to showcase your brand, network effectively, and leave a lasting impression.

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 the on-site Solutions Pavilion map.

Pre-Conference Workshop (Half-Day)
Present a half-day workshop on Wednesday (AM or PM Session).
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 Connect website and mobile app. One snack/beverage break will be included.

Hospitality Conference Suite (3 Days)
Reserve 3 days at the Rosen Shingle Creek 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.

IT Nation Gives Sponsorship
Your sponsorship includes 2 charity event attendee to participate onsite at the project. Your logo featured on event signage, and website.

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.

Lunch & Learn
Host a 60-minute lunch & learn style session over the conference lunch break. Room will be set in rounds. Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Lunch can be listed on the IT Nation Connect website and mobile app or may be private. Regular conference buffet lunch will be provided. Up to 50 attendees.

Private Meeting Space
Private meeting space at the Rosen Shingle Creek for Thursday or Friday.

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 Connect Additional Exhibitor Pass
Add another exhibitor attendee to ensure you have enough staff at IT Nation Connect to interact with attendees!

ON-SITE BRANDING

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

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

À La Carte Descriptions

Carpet Squares (10 Per Sponsorship)
Your custom design printed and displayed on 10 co-branded carpet squares throughout the event space.

Room Key
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, beverage napkins, and coffee sleeves at every break during the event.

Flair Button
Your custom design printed on a flair button, available to all attendees alongside IT Nation flair.

Elevator Co-Branded Cling
Your logo featured on the co-branded elevator cling in the event space.

Escalator Co-Branded Cling
Your logo co-branded will be displayed prominently on escalator in conference area.

Stairwell Co-Branded Cling (Set)
Your logo co-branded will be displayed prominently on two stairways located in conference area.

Rotunda Stairwell Co-Branded Cling
Your logo co-branded will be displayed prominently on the rotunda stairwell: main conference entrance.

Column Wrap
Your logo displayed on column in main rotunda area.

Hallway DJ Branding
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 30-minutes

MESSAGE DELIVERY

Breakout Session Seat Drop
Provide 1 small item to be dropped on each seat in each breakout session room before the first round of session before the first round of sessions on Thursday or Friday morning.

Conference Bag Insert
Provide 1 collateral piece or small promotional item to be placed in each registration bag.

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 Rosen Shingle Creek Hotel.

Door Hangers
Remind attendees staying at the Rosen Shingle Creek 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 its own expense. Only available to attendees staying at the Rosen Shingle Creek Hotel.

DIGITAL PROMOTION

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.

Digital Ad Bundle
Your logo or promo ad featured on digital signage in the conference center public spaces throughout duration of event.

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

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.

LOUNGES*

Charging Lounge
Your custom designed charging lounge and signage located outside the Solutions Pavilion. Lounge description on the IT Nation Connect website and mobile app. Includes furniture and structure for lounge space. Power from the venue will be provided for charging stations. Additional electric, AV, and furniture not included and must be purchased by the sponsor through the Freeman exhibitor kit.

Bow Wow Lounge
What attracts people more than puppies?! Lounge includes 10×20 structure with brandable tower and carpet located outside the Solutions Pavilion, lounge description on IT Nation Connect website and mobile app. Dogs provided by a local rescue group (hours are TBD). Electric, AV and/or additional furniture are not included and may be purchased by the sponsor through the Freeman exhibitor kit.

Hangover Lounge

At IT Nation Connect, we work hard and play hard...sometimes too hard. Help attendees perk up at your hangover bar. Lounge includes 10×20 structure with brandable towers and carpet located outside the Solutions Pavilion, lounge description on IT Nation Connect website and mobile app, and branded oxygen bar on Thursday and Friday. Electric, AV and/or additional furniture are not included and may be purchased by the sponsor through the Freeman exhibitor kit.

Relaxation Lounge

Treat attendees to a relaxing way to unwind and take a break from the conference. Lounge includes 10×20 structure with brandable towers and carpet located outside the Solutions Pavilion, lounge description on IT Nation Connect website and mobile app and 16 hours with 3 chair masseuses spread throughout the conference. Electric, AV and/or additional furniture are not included and may be purchased by the sponsor through the Freeman exhibitor kit.

Game Lounge

Attract attendees (and leads) with fun party games. Choose from oversized jenga, basketball, skeeball, putting greens and more. Lounge includes 10×20 structure with brandable towers and carpet located outside the Solutions Pavilion, lounge description on IT Nation Connect website and mobile app. Additional electric, AV and/or additional furniture are not included and may be purchased by the sponsor through the Freeman exhibitor kit.

*Limited Availability

Caricature Lounge

Attract attendees (and leads) with a live caricature artist capturing attendees on branded paper with your logo. Lounge includes 10×10 structure with brandable towers and carpet located outside the Solutions Pavilion, lounge description on IT Nation Connect website and mobile app and caricature artist for select hours on Wednesday, Thursday and Friday. Electric, AV and/or additional furniture are not included and may be purchased by the sponsor through the Freeman exhibitor kit.

Custom Networking Lounge

Do you have a creative idea for your own custom lounge? This is your chance to highlight your creative side. Lounge includes 10×20 structure with brandable towers and carpet located outside the Solutions Pavilion, lounge description on IT Nation Connect website and mobile app. Lounge theme must be approved prior to purchase. Electric, AV and/or additional furniture are not included and may be purchased by the sponsor through the Freeman exhibitor kit.