

2023 Prospectus

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ORLANDO

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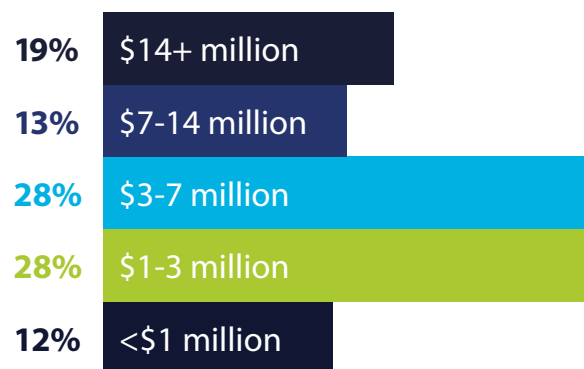
IT NATIONTM

IT conference by  CONNECTWISETM

November 8-10, 2023

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Connect with Revenue-Driven Companies

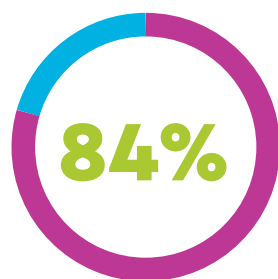


Top 3 Reasons for Attending

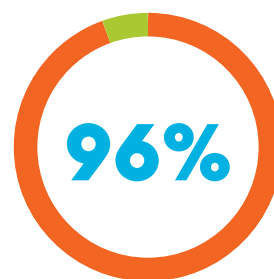
- 1 Industry Knowledge
- 2 Business Training
- 3 Explore new tech/meet Exhibitors in Solutions Pavilion



said the content met or exceeded their expectations



said the value of IT Nation Orlando is above average as compared to other industry events



rated the event excellent or good



said IT Nation Orlando will contribute to their future success

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. The silver package does not include carpeting, but it may be purchased directly from Freeman.

	DIAMOND	PLATINUM	GOLD	SILVER
BOOTH + CONFERENCE ACCESS				
Booth size	20'x20' Turnkey Island	10'x20' Turnkey Booth	10'x10' Turnkey Booth	8'x8' 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 conference room block (exhibitor-paid)	10	5		
Attendee full-conference passes for customers*	6	4	2	1
Hanging banner in Solutions Pavilion*	•			
DIGITAL PROMOTION				
Company profile on IT Nation exhibitor webpage	•	•	•	•
Exhibitor Marketing Kit (EMK)	•	•	•	•
Ad space on IT Nation website	•	•		
Dedicated callout on IT Nation website for two weeks	•			
Welcome Facebook post	•			
Welcome tweet on IT Nation Twitter handle	•	•		
Exhibitor profile on mobile app	•	•	•	•

*Subject to ConnectWise approval



	DIAMOND	PLATINUM	GOLD	SILVER
CONTENT + INTERACTION				
Logo featured on event signage	•	•	•	•
Logo on rolling slide preceding keynotes	•	•	•	
One-on-one meeting with ConnectWise CEO – NEW	•			
Dedicated post-event email sent to attendees	•			
Conference bag insert	•	•		
30-Second video ad on digital signage			•	
Speed networking session	•	•	•	
5-Minute mainstage speaking spot prior to guest keynote*	•			
Keynote seat drop	•			
Breakout session during exhibitor round	•	•		
10-minute Solutions Theater presentation in Solutions Pavilion			•	
Media list provided	•	•	•	•
Private meeting room (Thursday and Friday)	•	•		
TOTAL PRICE	\$195,000 1 Available	\$100,000 10 Available	\$80,000 10 Available	\$35,000

*Subject to ConnectWise approval





No matter what your marketing goals are for IT Nation, 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.**

<h2>Brand Exposure</h2> <p>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.</p>	<h2>Lead Generation</h2> <p>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.</p>	<h2>Thought Leadership</h2> <p>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!</p>
<p>Feature on IT Nation homepage for 1 week Your company profile highlighted on the IT Nation homepage for one week. Timing of feature determined by ConnectWise.</p>	<p>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.</p>	<p>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 website and mobile app. Post-conference, you'll receive the list of attendees to your breakout session.</p>
<p>Lunch sponsor Your logo featured on co-branded signage throughout the dining area during lunch on Thursday and Friday.</p>	<p>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.</p>	<p>On-Demand breakout session hosted on virtual platform Pre-record a 30–60 minute breakout session that will be hosted on the IT Nation virtual platform.</p>
<p>5 Carpet squares Your custom design printed and displayed on 5 co-branded carpet squares throughout the event space.</p>	<p>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.</p>	<p>10 Minute Solutions Theater presentation 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.</p>





Brand Exposure	Lead Generation	Thought Leadership
30-Second ad Provide a 30-second video to be featured on the digital streaming area.	10-minute Solutions Theater presentation Present in our Solutions Theater in the Solutions Pavilion for 10 minutes. Session will be listed on Solution Theater 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!
Elevator cling Your logo featured on the co-branded elevator cling in the event space.	Speed networking session 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.	2 Full conference exhibitor passes Additional full conference exhibitor passes for your speakers.
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.	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. <i>*First come first serve based on signing date</i>	Select your booth space Secure your booth's location to maximize exposure to attendees in the Solutions Pavilion. <i>*First come first serve based on signing date</i>	Select your booth space Secure your booth's location to maximize exposure to attendees in the Solutions Pavilion. <i>*First come first serve based on signing date</i>
\$20,000 3 Available	\$25,000 3 Available	\$30,000 3 Available

Marketing packages are only available as add-ons to sponsorship packages.





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



CONTENT + INTERACTION	# AVAILABLE	PRICE
Guest keynote sponsorship	1	\$30,000
Breakout session	7	\$12,000
Pub Crawl sponsorship	6	\$10,000
Pre-conference workshop (half-day)	10	\$10,000
Conference hospitality suite (3 days)	4	\$10,000
IT Nation Gives sponsorship	5	\$2,000
Breakout room sponsor (1 day)	8	\$15,000
ON-SITE BRANDING	# AVAILABLE	PRICE
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 cling	1	\$2,000

MESSAGE DELIVERY	# AVAILABLE	PRICE
Breakout session seat drop	2	\$7,000
Bag insert	3	\$5,000
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
LOUNGES*		PRICE
Charging Lounge		\$30,000
Bow Wow Lounge		\$20,000
Relaxation Lounge		\$20,000
Game Lounge		\$15,000
Caricature Lounge		\$15,000
Custom Networking Lounge		\$15,000

*Limited Availability



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

CONTENT + INTERACTION

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 website and mobile app. Post-conference, you'll receive the list of attendees to your breakout session.

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). 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 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 1 charity event attendee to participate onsite at the project. Your logo featured on event signage, website, and t-shirts.

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), sessions streamed to the digital streaming area, and on-site co-branding in and around breakout session room.

Lanyard sponsor

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

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. Sponsor recognition in descriptions of Welcome Reception on the event website and mobile app.

Carpet squares (10 per sponsorship)

Your custom design printed and displayed on 10 co-branded carpet squares throughout the event space.

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, 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 cling

Your logo featured on the co-branded elevator cling in the event space.



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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.

Bag insert

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

DIGITAL PROMOTION

Mobile app sponsor

Your logo featured on event signage, carpet squares, and a banner ad in the mobile app.

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.





LOUNGES*

Charging Lounge

Your custom designed charging lounge and signage located outside the Solutions Pavilion. Lounge description on the IT Nation 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 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.

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 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 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.

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 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 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.

*Limited Availability



IT Nation Orlando is the premier IT industry event that boasts the largest, most engaged audience in the channel. This event is your opportunity to meet with technology industry leaders from around the world to network, build brand awareness, and make valuable connections to help expand your partner base.

Attendees are serious about their business, established, and looking for solutions and services to grow. Reach quality, mature MSP business owners and key decision makers at IT Nation Orlando 2023.