2023 Prospectus

IT NATION Secure

cybersecurity by CONNECTWISE

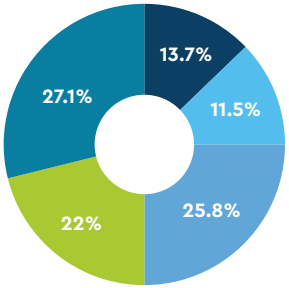
June 5–7, 2023
Orlando, Florida

IT Nation Secure is the IT industry's must-attend cybersecurity conference helping Technology Solution Providers reduce risk, transform their business, and streamline service delivery of cybersecurity. This is your chance to stand out as a security solution at a time when cybersecurity is top priority.

Looking for a targeted security-focused audience, then look no further. IT Nation Secure brings together many key decision makers, who are looking for security related technologies to secure and support their business growth.

Annual Revenue

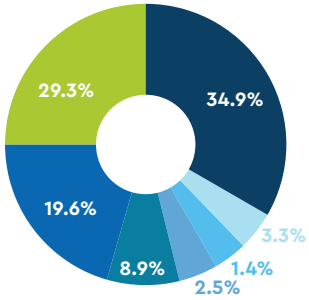
Even Split of Annual Revenue



22% $14+ Million
11.5% $7–14 Million
25.8% $3–7 Million
27.1% $1–3 Million
13.7% <$1 Million

Percent of Revenue from Security

Less than 20% of revenue from cybersecurity

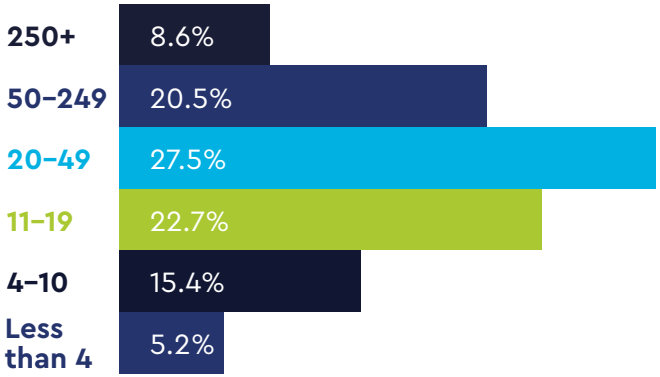


3.3% 76%+
1.4% 51–75%
2.5% 41–50%
8.9% 31–40%
19.6% 21–30%
34.9% 11–20%
29.3% Less than 10%

Top 4 Reasons for Attending

1. Industry Knowledge
2. **Solutions Pavilion**
3. Business Training
4. Networking with Peers

Number of Employees



	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	8	6	4
Lead scanner licenses	2	1	
Guaranteed rooms in conference room block (exhibitor-paid)	4	3	
Attendee full-conference passes for customers*	5	3	1
DIGITAL PROMOTION			
Company profile on IT Nation Secure exhibitor webpage	•	•	•
Exhibitor Media Marketing Kit (EMK)	•	•	•
Ad space on IT Nation Secure website	•	•	
Dedicated callout on IT Nation Secure website for two weeks	•		
Welcome Facebook post	•		
Welcome tweet on IT Nation Twitter handle	•	•	
Exhibitor profile on mobile app	•	•	•
Push notification on mobile app	•		
CONTENT + INTERACTION			
Media list provided	•	•	•
Logo featured on event signage	•	•	•
Logo on rolling slide preceding keynotes	•	•	
Dedicated email to attendees sent post event	•		
5-minute mainstage speaking spot prior to guest keynote with graphic	•		
Keynote seat drop	•		
Conference bag insert	•	•	
Quickfire Networking Session	•	•	
Breakout session	2	1	
Solutions theater presentation	•	•	
One-on-one meeting with ConnectWise CEO – **NEW**	•		
TOTAL PRICE	**$100,000** *1 Available*	**$50,000** *8 Available*	**$25,000**

*Subject to ConnectWise approval

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

CONTENT + INTERACTION	# AVAILABLE	PRICE
Networking lounge	3	$8,000
Breakout session	2	$8,000
Pub Crawl sponsorship	6	$6,000
Pre-conference workshop (half-day)	4	$5,000
Solutions theater presentation	4	$3,000

ON-SITE BRANDING	# AVAILABLE	PRICE
Lanyard sponsor	1	$10,000
Registration bag sponsor	1	$10,000
Breakout room sponsor (1 day)	6	$10,000
Charging station sponsor	1	$8,000
Welcome reception sponsor	1	$8,000
Room key sponsor	1	$8,000
Lunch sponsor	1	$6,000
Break sponsor	1	$6,000
DJ sponsor – **NEW**	1	$6,000
Breezeway window cling	4	$3,000
Flair button	4	$2,000

MESSAGE DELIVERY	# AVAILABLE	PRICE
Breakout session seat drop	2	$4,000
Bag insert	6	$3,000

DIGITAL PROMOTION	# AVAILABLE	PRICE
Mobile app sponsor	1	$6,000
Wi-Fi sponsor	1	$6,000
Feature on IT Nation Secure homepage (2 weeks)	2	$2,000
Pre-keynote slide	2	$2,000

*Limited Availability

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

CONTENT + INTERACTION

Networking Lounge

Create a cool spot for networking and connection with a dedicated, 10'x20' branded lounge area in the conference common area. One (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.

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.

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 Secure website and mobile app. One snack/beverage break will be included.

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.

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

ON-SITE BRANDING

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 and on a custom charging cable included in the registration bag given to all attendees.

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

Welcome reception sponsorship
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
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.

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.

DJ sponsor
Sponsor the DJ outside he Welcome Reception and Solutions Pavilion on opening day. Sponsorship includes signage near the DJ area, sponsor branded DJ attire (t-shirt and hat), brief sponsor announcements (60-seconds) made by the DJ every 30 minutes.

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

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

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

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.

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

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.