

2024 Prospectus

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EUROPE



IT NATION™ Evolve

Peer Groups by



CONNECTWISE®

2024

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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Top 3 Reasons Members Join



When we talk to members before they join the community, they are asking the following questions:

- 1** As a leader, I feel isolated. Who can I talk to about my business decisions?
- 2** Who can I trust to hold me accountable to my goals?
- 3** Wouldn't it be nice to have answers to challenges other business owners are facing?



What will you get out of sponsoring IT Nation Evolve?



Meaningful and long-lasting relationships with Technology Service Providers (TSPs) within the industry community.



Industry insights from "best-in-class" TSPs according to the Service Leadership Index® (S-L Index™).*



Invaluable feedback from key client profiles in regards to products, solutions, and services.





PEER GROUP PROGRAM DESCRIPTIONS

Evolve 1*

Virtual Only offering for IT solution providers (TSPs) in the range of \$250K+ ARR with at least two full-time employees. Members joining the Evolve 1 program have a desire to grow their business to \$1M+ and are not able to commit to quarterly in-person meetings. The Evolve 1 peer group meets virtually each month.

Evolve 2

The **Evolve 2** program sets our new Evolve members of at least \$1M+ ARR on a course of maturing their businesses while instilling foundational elements of success for Evolve. Members generally spend at least one year in Evolve 2 before being placed in their Evolve 3 peer group. The Evolve 2 Peer Group meets four times in-person.

Evolve 3

Evolve 3 peer groups are comprised of technology service providers of \$2M+ ARR and up. These peer groups are designed to help leaders reach their desired growth and outcomes for both business and personal legacies. The Evolve 3 peer groups meet four times in-person.

CFO (North America Only)*

The **CFO peer group** is comprised of individuals in roles that range from bookkeeping to a true CFO. Discussions center around the financial understanding of running an MSP. Other topics of interest include invoicing, taxes, collections, reporting, and procurement related solutions. The CFO Peer Group meets four times per year in-person.

COO (North America Only)*

COO peer group members oversee all post sales activities with a heavy emphasis on budgeting and reporting. Discussion in group often centers around operational efficiency. The COO peer group meets four times in-person.

Cybersecurity*

The **Cybersecurity peer group** meets with the purpose of discussing security-related initiatives such as compliance, insurance, training, and legal advice. Members of the Cybersecurity peer groups vary in job title but share the responsibility of making security their focus. The Cybersecurity peer group meets four times in-person.

Sales Leaders*

Members of the **Sales peer group** vary from sales managers to quota-carrying individuals. Popular topics discussed include sales and marketing tools, sales reporting, QBR tools, and post-sales handoff. The Sales peer group meets twice in-person and twice virtually.

Service Leaders*

Members of the **Service peer group** vary from dispatchers to service managers. Members of this group are often tasked with sourcing and vetting solutions for their service organization. Valuable content for these groups would include solutions around service delivery, operational efficiency, reporting, and much more. The Service peer group meets twice in-person and twice virtually.



* Additional sponsorship may be required



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 maximize 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 maximize 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—NEW	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 Certified Invent integrator.	£2,500.00	x			
Event Calendar Directory—NEW	Promote your hosted events & webinars on our virtual community calendar throughout the year. 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—NEW	Includes the opportunity to submit subject matterExpert (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 & NETWORKING						
Lunch & 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 & 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 & 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, Q2, and Q4.	N/A	x	x	x	x
Community Day Quick Fire	Highlight your company one (1) time per quarter in a timed session during Community Day. Q1, Q2, and Q4.	£2,500.00	x	x		
Welcome Receptions Attendance	Join the member community for networking welcome receptions before leaving for hosted dinners. Monday & Thursday evening each quarter.	N/A	x	x	x	x
Peer Group Matching & Strategy with Evolve Leadership —NEW	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 on Wednesday nights for an opportunity to join the member community 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 on Wednesday evening.	N/A	x	x	x	x
ON-SITE BRANDING + PROMOTION						
Company Logo on IT Nation Evolve Website	Your logo featured on IT Nation Evolve 2024 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 <small>—NEW</small>	Sponsor breakfast on Wednesday during an Evolve meeting week. Sponsorship includes onsite signage. Sponsor may send branded materials and giveaways to be placed at breakfast tables. Q1, Q2, or Q4.	£7,000.00
Community Day Outing Sponsor <small>—NEW</small>	Sponsor an outing or activity on Community Day. Sponsorship includes co-branded signage leading up to the event and onsite. 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 a Certified Invent integrator.	£2,500.00
Meeting Room Drop	Soluton 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 <small>—NEW</small>	Sponsor an outing or activity during an Evolve meeting week. Sponsorship includes co-branded signage (virtual and onsite). ConnectWise to handle event logistics and contracting.	£10,000.00
Networking Welcome Reception Sponsor <small>—NEW</small>	Sponsor both nights of the Welcome Reception (Monday & Thursday evening). Includes on-site recognition and tabletop time during the reception. Sponsor may send branded materials and giveaways. Q1, Q2, or Q4.	£5,000.00
Lanyard Sponsor	Your logo featured on the event lanyard given to each attendee at every in-person APAC Evolve meeting in 2024.	£10,000.00
Registration Sponsor <small>—NEW</small>	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 <small>—NEW</small>	Your logo to be placed on stress balls included in each meeting room during the year.	£2,000.00
Sponsor Webinar Promotion <small>—NEW</small>	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



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A-LA-CARTE OPTIONS		
<small>*A-LA-CARTE OPTIONS ARE ONLY AVAILABLE AS ADD-ONS TO SPONSORSHIP PACKAGES AND ARE SUBJECT TO AVAILABILITY</small>		
SWAG Bag Sponsor —NEW	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 —NEW	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

