



WHERE
BUSINESS
GETS
DONE

**Charlotte
Convention Center**
April 15-17, 2024
Charlotte, NC

SPONSORSHIP PROSPECTUS

Get Your Brand in Front of a Targeted Audience
of Industrial Supply Industry Decision-Makers

ABOUT ISA

The Industrial Supply Association (ISA) is the channel association for the industrial MROP industry and represents Distributors, Manufacturers, Independent Manufacturer Representatives (IMRs), and companies that provide relevant business solutions. As the only trade association that connects all partners within the industrial supply chain, ISA provides the networking opportunities, education, strategies, analytics, and tools for companies to stay relevant – and competitive – throughout industry change all while better serving the End User and strengthening the channel as a whole.

ABOUT ISA24

ISA's annual convention is the best networking event in the industry where all the right people come to do business, build relationships, and grow their network. It's where business gets done, ideas are ignited, and megatrends affecting the channel are unpacked. It's where the industry comes together to learn, grow their companies, and help shape, and strengthen, the future of the industrial supply channel.

ATTENDEE PROFILE

ISA24 is for decision-makers and anyone – at any level – looking to network, do business, learn, and connect with channel peers and partners. The event is geared toward C-suite, E-suite, Leadership Executives, Directors, Sales and Marketing staff, and HR personnel at Distributor, Manufacturer, and IMR companies around the globe.

HOTEL & CONVENTION CENTER

ISA24 attendees will enjoy their stay at the modern Westin Charlotte Downtown, perfectly positioned in the city's vibrant heart, just steps away from the Charlotte Convention Center. With all of ISA24's educational sessions, networking activities, and the exhibit hall located at the Convention Center, navigating the event is seamless and convenient.

PREMIUM SPONSORSHIP PACKAGES

For more information on premium sponsorship packages, contact Joby Strobo, Senior Director of Business Development at ISA, at jstrobo@isapartners.org.

- Opening Party Sponsor at the NASCAR Hall of Fame
- Exhibit Hall Networking Lounge Sponsor
- Keynote Sponsor
- Legislative Update and Luncheon Sponsor
- Business Solutions Showcase Breakout Session Sponsor
- Interactive Networking Lunch Sponsor

INTERACTIVE SPONSORSHIPS

Toss & Toast: Happy Hour + Cornhole Tournament Sponsor | \$6,000

Sponsor the Toss & Toast Happy Hour for a unique blend of competition and camaraderie! Held conveniently on the exhibit hall show floor, "Toss & Toast" promises an evening brimming with excitement (Tuesday, April 16). Hosted by ISA IMRs, this event invites you to test your cornhole skills while enjoying an open bar. Sponsorship includes logo on signage, the opportunity to give the group a brief "Welcome Address" and branded cocktail napkins.

**ISA will cover the cost of branded items, but quantity and price limit exist.*

Women in Industry Reception Sponsor | \$6,000

Support women within our industry by sponsoring this evening dedicated to the brilliant women powering the industrial world. Held at the chic JP Charlotte at The Westin Hotel (Tuesday, April 16), this event offers both the ambiance of a sophisticated restaurant and the relaxed vibes of an outdoor patio. Mix and mingle with peers while making new connections as you enjoy an open bar and passed hors d'oeuvres. Sponsorship includes logo on signage, the opportunity to give the group a brief "Welcome Address" and branded cocktail napkins.

**ISA will cover the cost of branded items, but quantity and price limit exist.*

Charity 5K Fun Run/Walk Sponsor | \$5,000

Sponsor the 5K Fun Run & Walk and join fellow runners, joggers, and walkers bright and early (Tuesday, April 16). Sponsorship includes opportunity to give the participants a brief "Welcome." Sponsor will also receive exclusive sponsored logo branding (along with ISA) on a t-shirt given to every 5K participant. The 5K proceeds benefit the Ronald McDonald House- Greater CLT Area.

**ISA will cover the cost of branded t-shirt. Sponsor is welcome to provide additional promotional items (branded water bottles, caps, etc.).*

Breakout Education Session Sponsor | \$4,000 (Limited Availability)

Be the exclusive sponsor of one Breakout Education Session which includes the opportunity to introduce the speaker, play a sponsored video/commercial (1 min) at the beginning of the session, and have your company's logo/branding featured on event signage.

**Sessions chosen by sponsor on a first come, first served basis.*

Pre-Conference Workshop Sponsor | \$2,000 (3 Available)

Be the exclusive sponsor of one ISA Pre-Conference Workshop (Monday, April 15). These interactive offerings held prior to the kickoff of ISA24 give participants a deep dive of industry related topics. This opportunity includes a complimentary registration to the pre-conference workshop (\$695 in value), a speaker introduction, and your company's logo/branding featured on event signage.

**Workshops chosen by sponsor on a first come, first served basis.*

Interested in creating a custom sponsorship package for your company? We can do that!
Please contact Joby Strobo at (512)810-7619 or jstrobo@isapartners.org.

COMPANY BRANDING SPONSORSHIPS

Lanyard Sponsor | \$6,000

Exclusive sponsor of the ISA24 lanyard which includes your company logo with ISA branding featured on each lanyard given to all attendees.

**ISA will cover the cost of lanyards, but price limit exist.*

Escalator Cling Sponsor | \$5,000

Exclusive sponsor of branded escalator cling on main entrance escalator that all attendees will use to enter the ISA24 Exhibit Hall.

**ISA will cover the cost of cling, but price limit exists.*

Exhibit Hall Snack Sponsor | \$4,000

Sponsor snacks for all attendees on the show floor and fuel the day! Sponsorship includes branded napkins, logos on takeaways, and logo on signage.

**ISA will cover the cost of branded items, but quantity and price limit exist. Sponsor is welcome to provide additional promotional items for use or giveaways.*

ISA Supporter Sponsorship | \$2,000

Show your support of ISA's mission, Leading the Channel Forward®, and your support of ISA's strategic initiatives by purchasing this sponsorship. Recognition of this support includes sponsor logo/branding on event signage.

ADVERTISING AND DIGITAL SPONSORSHIPS

ISA24 Mobile App and Official Meeting Scheduler Sponsor | \$6,500

Exclusive sponsorship of the ISA24 mobile app and official meeting scheduler which all attendees use to set meetings, look up other people at the event, see event agenda, and more. Sponsorship includes a right-side banner ad and exclusive sponsored video on scheduler homepage (website version), a top banner ad on the attendee list page (mobile view), and a footer banner ad on the event agenda page (mobile view).

"Next Steps" Registration Confirmation Email Sponsor | \$5,000

Exclusive sponsor of ISA24 "Next Steps" Registration Confirmation Emails and reach 800+ attendees when they receive a registration confirmation email with your company's electronic banner hyperlinked to your company's website.

**To ensure that your banner is seen by the most attendees possible, please purchase this opportunity by January 1, 2024.*

ISA24 Website Digital Banner Ad Sponsor | \$2,000 (3 available)

Be the exclusive sponsor of a digital banner ad on the highly trafficked ISA24 website. Banner ad locations include Home Page, Agenda Page, Registration Page, or Hotel Info Page. Sponsorship includes banner ad (728 px wide by 90 px high) with link to website of sponsor's choosing.

**To ensure that your banner is seen by the most attendees possible, please purchase this opportunity by January 1, 2024.*

ISA24 Daily Digest Email Sponsor | \$2,000 (3 available)

Be the exclusive sponsor of a daily email sent to all ISA24 attendees with the daily event agenda highlighting exciting happenings and reminders of the day. Sponsorship includes email hero banner (700 px wide x 300 px high), sponsor logo, and links to website of sponsor's choosing.

Sponsored Social Post | \$1,500 (limited availability)

Gain additional brand recognition and drive traffic to your booth. Promote your company, products, or services via sponsored video or sponsored graphic post through ISA's social media channels and ask attendees to stop by your booth # (Facebook, LinkedIn, and Twitter).

**ISA must approve the text/graphic. Social post will be scheduled and launched by ISA.*

Interested in creating a custom sponsorship package for your company? We can do that!
Please contact Joby Strobo at (512)810-7619 or jstrobo@isapartners.org.

CHARITY GOLF OUTING SPONSORSHIPS

Sponsor the golf outing at the beautiful Ballantyne Country Club followed by an afternoon reception and awards (Monday, April 15).

Sponsored Hole Game or Activation Station | \$4,500 (Limited Availability)

Host a fun and engaging game or activity for golf tournament participants on your sponsored hole! Sponsor will host the players that engage in activity and provide prizes. (Examples of game include: Putting contest, Black Jack, Bingo, etc.) Sponsor is welcome to provide additional golf related promotional items for giveaways.

Lunch and Awards Presentation Sponsor | \$3,500

Be the sponsor of the Golf Luncheon, reception and awards that will conclude the tournament. Sponsorship includes branded signage and opportunity to say a few brief words to the golfers and giveaway prizes to winners. Sponsor is welcome to provide prizes or additional golf related promotional items for use.

Beverage Carts Sponsor | \$3,000

Sponsor the beverage carts and hydrate the golfers. Sponsorship includes branded cocktail napkins and signage on carts.

**ISA will cover the cost of branded napkins, but quantity and price limit exist. Sponsor is welcome to provide additional golf or beverage related promotional items for use (koozies would be great).*

Morning Kick – Mimosa and Bloody Mary Station Sponsor | \$2,500

Sponsor the Morning Kick Mimosa and Bloody Mary Stations which will be open as golfers arrive and warm up. Sponsorship includes branded cocktail napkins and signage on carts.

**ISA will cover the cost of branded napkins, but quantity and price limit exist. Sponsor is welcome to provide additional golf or beverage related promotional items for use (koozies would be great).*

Closest to the Pin Game Sponsor | \$2,000

Sponsor a classic golf tournament game, Closest to the Pin. During the day, the tournament organizers will track which player has gotten closest to the pin! Sponsorship includes logo recognition on signage and pre-conference promotions. Sponsor is welcome to provide additional golf related promotional items for giveaways.

Longest Drive Game Sponsor | \$2,000

Sponsor a classic golf tournament game, Longest Drive. During the day, the tournament organizers will track which player hits the longest drive! Sponsorship includes logo recognition on signage and pre-conference promotions.

Sponsor is welcome to provide additional golf related promotional items for giveaways.

Breakfast Sponsor | \$1,500

Sponsor the grab-and-go breakfast and fuel the day! Sponsorship includes branded napkins, logos on takeaways, and logo on signage.

**ISA will cover the cost of branded items, but quantity and price limit exist. Sponsor is welcome to provide additional golf related promotional items for use.*

Hole Sponsorship | \$1,000 (18 Available)

Sponsor a hole at ISA24's exciting golf outing and show your support for the industry and its partners.

**Sponsorship includes signage at sponsored hole.*

If you're interested in a full sponsor BUY OUT of the Charity Golf Tournament please contact Joby Strobo, Senior Director of Business Development at ISA, at jstrobo@isapartners.org.