2020 Virtual Sponsorship Opportunities
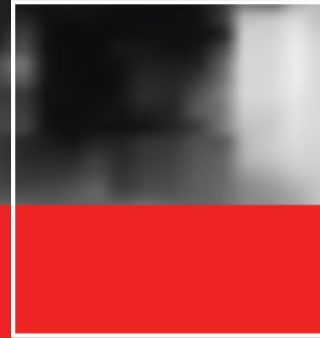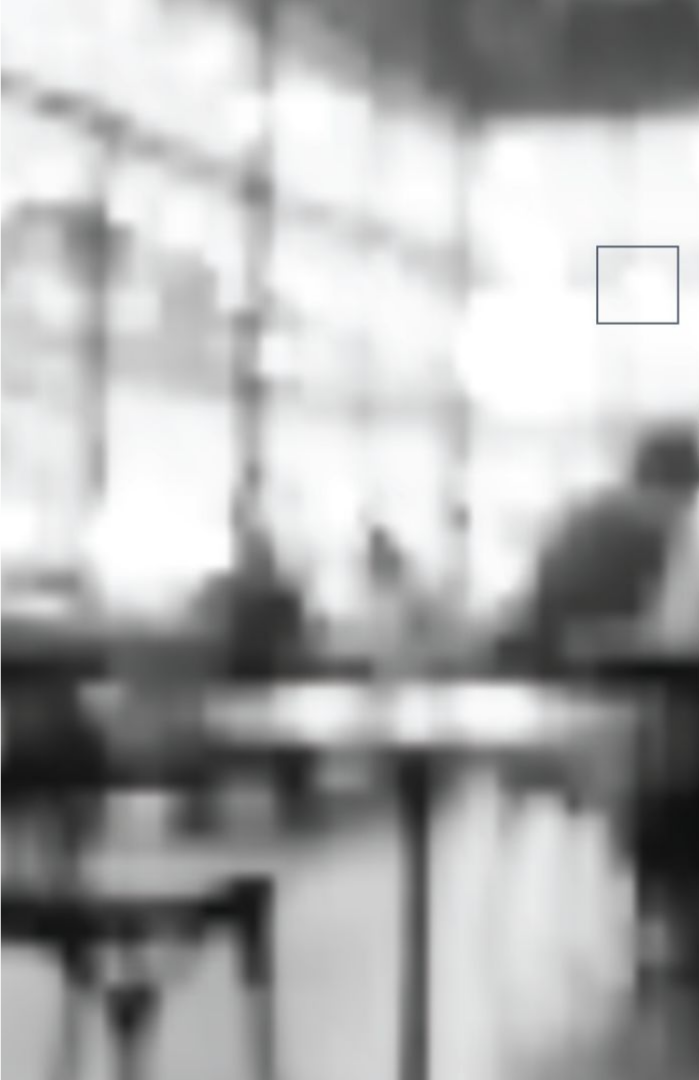
About the AA-ISP

The AA-ISP is the only organization dedicated to the profession of Virtual Sales. It serves as a authoritative, trusted resource for the Sales community.

The AA-ISP hosts an active membership and conducts a wide range of activities and events including **Virtual Webinar & Workshops, International Conferences**, **Regional & Virtual Chapter Groups** and more. The AA-ISP aggressively promotes these activities through both the website and a range of communications to both the member and non-member sales community.

As a result of these activities, the AA-ISP offers a unique marketing opportunity to connect with a highly targeted group of Inside Sales Professionals, many of which have purchasing and other decision making responsibilities for their organizations.
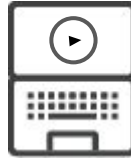
The AA-ISP offers a variety of ways to get involved – full details are on the next few pages!

AA-ISP Activities and Events

WEBSITE
The AA-ISP drives web traffic for both members and non-members in a variety of ways including weekly content updates, email and social campaigns, webinars, press releases, articles, blogs, and social networking sites. Members also visit regularly to take advantage of the many member privileges.

WEBINARS/WORKSHOPS
The AA-ISP will conduct a series of monthly webinars. Marketing outreach activities will be conducted for each webinar and include members and non-members.

IN-PERSON CONFERENCE
The AA-ISP will conduct conferences throughout the year. Marketing outreach activities will be conducted for each and include members and non-members. Events will also be promoted via the AA-ISP website as well as email campaigns and member communications. More details available on our website under "events."

AA-ISP Activities and Events

MEMBER COMMUNICATIONS
AA-ISP Members and non-members who have opt-in receive weekly member updates, invitations for special events (such as webinars, workshops, and conferences), and content-related communications.
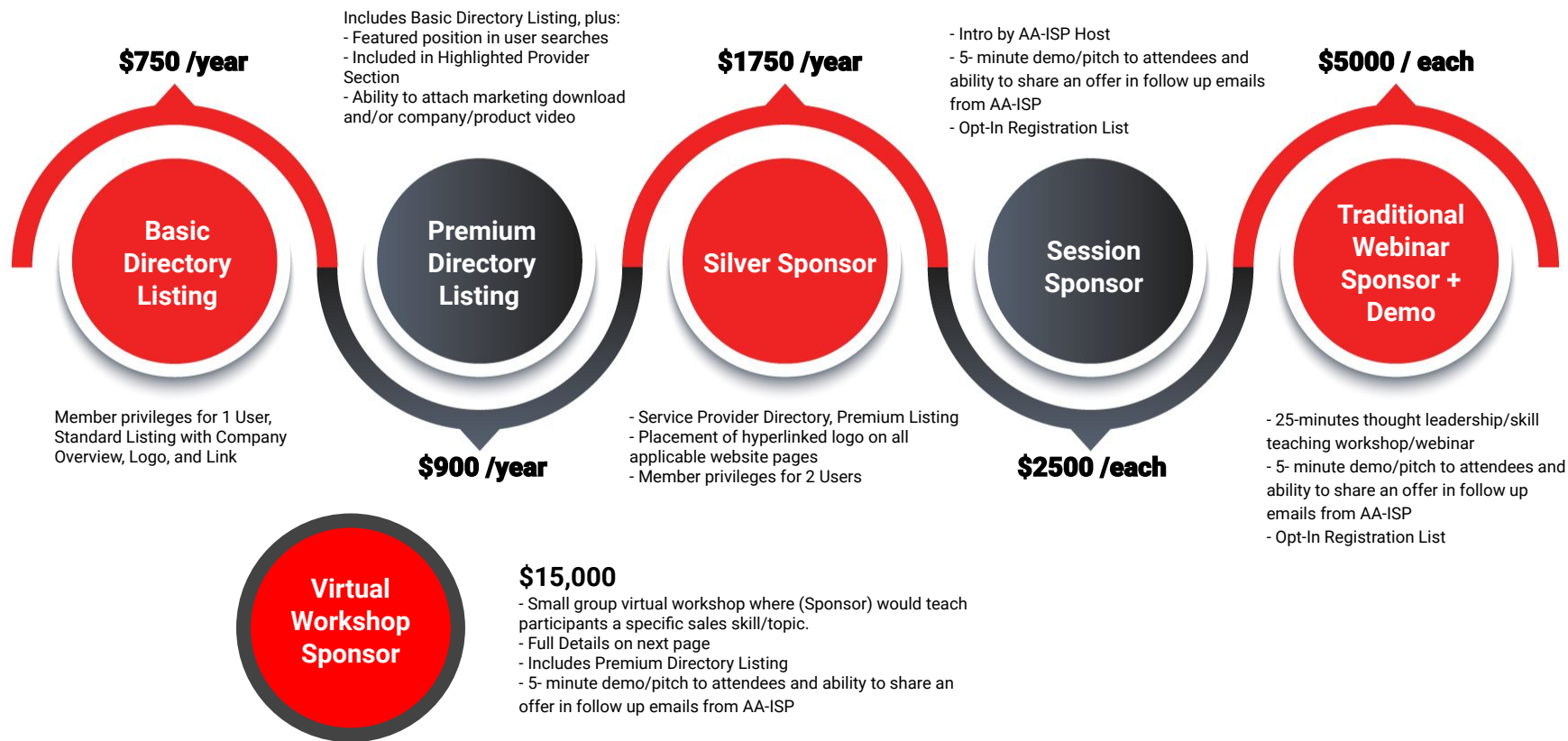
CHAPTER MEETINGS
The AA-ISP will conduct Regional & Virtual Chapter meetings throughout the year. Marketing outreach activities will be conducted for each and include members and non-members.

AA-ISP MEMBER COMMUNITY
The AA-ISP community is made up of members from all size companies and industries. A full list of member companies can be found here: *www.aa-isp.org/who-uses-aaisp.php*

$750 /year

Basic Directory Listing

Member privileges for 1 User, Standard Listing with Company Overview, Logo, and Link

Includes Basic Directory Listing, plus:
- Featured position in user searches
- Included in Highlighted Provider Section
- Ability to attach marketing download and/or company/product video

Premium Directory Listing

$900 /year

$1750 /year

Silver Sponsor

- Service Provider Directory, Premium Listing
- Placement of hyperlinked logo on all applicable website pages
- Member privileges for 2 Users

- Intro by AA-ISP Host
- 5- minute demo/pitch to attendees and ability to share an offer in follow up emails from AA-ISP
- Opt-In Registration List

Session Sponsor

$2500 /each

$5000 / each

Traditional Webinar Sponsor + Demo

- 25-minutes thought leadership/skill teaching workshop/webinar
- 5- minute demo/pitch to attendees and ability to share an offer in follow up emails from AA-ISP
- Opt-In Registration List

Virtual Workshop Sponsor

$15,000
- Small group virtual workshop where (Sponsor) would teach participants a specific sales skill/topic.
- Full Details on next page
- Includes Premium Directory Listing
- 5- minute demo/pitch to attendees and ability to share an offer in follow up emails from AA-ISP

AA-ISP 2020 Site Sponsor Program

The AA-ISP 2020 Site Sponsor Program includes the Service Provider Directory, which will connect User's with Service/Product Providers, and the Service Provider Recognition Program, which recognizes service and technology vendors that deliver service excellence. The Recognition Program features the AA-ISP Annual Service Provider of the Year Awards. The programs and how to participate are described in detail to the right.

AA-ISP Service Provider Directory "SPD" Listings

The AA-ISP Service Provider Directory ("SPD") is a directory for vendors who provide products and/or services to the Sales Community. Listings include corporate information, service/product overview, and logo with link. Premium listings are also available and allow for video and marketing attachments. The SPD is open and accessible to both AA-ISP members and non-members via the AA-ISP website. The SPD is divided into service categories which can be searched accordingly. In addition to the listing, the SPD also features a rating and comment system which allows the community to view, rate, and post comments. The rating system provides the foundation of the AAP Service Provider Recognition Program. All Service Providers listed in the Directory are automatically eligible for the Recognition Program.

In addition, for select categories, the Service Provider that achieves the highest overall annual ranking, from 4/1/19 to 5/31/20, will be recognized with the AA-ISP Service Provider of the Year Award. Service Providers rankings will be based on a minimum 6-month rating's period and Providers must have a minimum of 5 ratings to be eligible. In addition to rankings, a board of AA-ISP elected members will vote on winners. Winners will be announced, and awards will be presented, at the Leadership Summit 2020 Awards Gala on Wednesday, August 19th at the Hyatt Regency O'Hare in Chicago, IL.

Service Provider Directory Posting Policy: The intention of the SPD is for our members to share insight and feedback on service providers with fellow members in an open, constructive and professional manner. The AA-ISP reviews each comment prior to posting. Malicious, vulgar, and/or unprofessional comments will not be posted and the author will be asked to re-phrase their comments. Please note, we allow names only to be listed. The AA-ISP reserves all rights and can, at their sole discretion, remove any content without notice at any time. Also, full disclosure is made that the SPD is a paid-for listing and does not constitute a recommendation or endorsement from the AA-ISP.

Who Should Participate
If you provide any products or services to organizations that have inside or digital sales departments, you should consider sponsorship opportunities with the AA-ISP.

Services of interest include:

· Training and Education	· Consulting Services
· CRM and SAAS	· Marketing Tools
· Productivity Tools	· List/Data Services
· Computer Hardware	· Lead Generation Services
· Telephony and VOIP Equipment	· Outsourcing Services
· Personnel Recruitment	· Performance Management

AA-ISP 2020 Virtual Opportunities

Given the COVID-19 situation, the AA-ISP has opened additional virtual marketing opportunities for our sponsors and member companies. If you have an idea for a 30-60 minute workshop, please connect with us to chat!

Our goal is to provide the latest tips and best practices to our member community while also providing our proud sponsors the ability to share their tools and services.

Virtual Options include Virtual Workshop Sponsorship (Right) and Traditional Webinar/Roundtable Sponsorship (Below), both include Opt-In Registration Lists.

AA-ISP Virtual Workshop Sponsorship: $15,000

- Small group virtual workshop where (Sponsor) would teach participants a specific sales skill/topic.
- Topics: ability to repeat the "lesson" or have different topics available for the 3 sessions to be scheduled at time of signing (no more than 1 a month and completed before April 2021)
- Registration would be on the AA-ISP Website and limited to a certain number of registrants.
    - Approx. 50-100 (exact number to be discussed). Keeping the group of registrants small will allow for maximum interaction between (Sponsor) "speaker/speakers" and attending community members.
- Breakout Rooms – using Zoom we could use this as a workshop and separate attendees into smaller groups for interactive learning
- Session time: 30-60 minutes each
- Dates & Topics: To be determined and topics to be posted to event calendar at least 1 month in advance, AA-ISP suggests all 3 are posted as a series and live on the event calendar until their date.
- Sponsor can use 5 minutes during the workshop for a product demo/showcase of their product or solution
- Workshops moderated by AA-ISP staff
- AA-ISP to provide opt-in list of registrants post each virtual workshop

Stand Alone Webinar & Sessions:

Traditional Webinar *(25 mins thought leadership content + 5 Minute Demo)*: **$5,000 / each**

Session Sponsor *(Intro by AA-ISP & 5 min Demo)*: **$2,500 / each**

Opt-In Attendee List Provided for Both

Dates & Topics Available:

May	July	September (exact dates TBD)	November (exact dates TBD)
20th - Session Sponsor Open (Leveraging LinkedIn to Find Your Next Sales Position)	1st - Session Sponsor Open	Session Sponsor (1)	Session Sponsor (1)
28th - Session Sponsor Open	16th - Traditional Webinar Open	Traditional Webinar (1)	Traditional Webinar (1)
	28th - Session Sponsor Open		
June	**August**	**October (exact dates TBD)**	**December (exact dates TBD)**
11th - Traditional Webinar Open	13th - Traditional Webinar Open	Session Sponsor (1)	Session Sponsor (1)
23rd - Session Sponsor Open	25th - Session Sponsor Open	Traditional Webinar (1)	Traditional Webinar (1)

AA-ISP Virtual Sponsorship Agreement

Instructions: To become a sponsor, please complete, sign, and fax to the AA-ISP at 1-800-604-7085 or scan and email to **billing@aa-isp.org**. If you have any questions, or need assistance, please contact **AA-ISP member services at 1-800-604-7085 ext: 130 or e-mail info@aa-isp.org.**

Sponsor Information:

Company Name: _____ Phone: _____

Name: _____ Title: _____

Address: _____ E-mail address:_____

City: _____ State:_____ Zip: _____

Terms of Payment: Balance due on signing (Net 30) by check or direct deposit (payment details will be provided when invoiced.) Any payments over 30 days past due will incur a 1.5% per month late fee. Upon signing, no cancellations or refunds will be available.

Please make checks payable to th**e *American Association of Inside Sales Professionals* and remit to 1593 112th Court W, Inver Grove Heights, MN 55077.** By accepting the terms and conditions, I hereby agree to and understand the above cancellation policy.

_____ I acknowledge that I have read and accept the terms and conditions stated above.

Print Name: _____

Signature:_____

Date: _____

Title: _____

Company: _____

Select Sponsor Level

_____ ___ SPD Basic: $750

_____ ___ SPD Premium: $900

_____ ___ Silver: $1750

_____ ___ Session Sponsor: $2500

_____ Webinar Sponsor: $5000

_____ Virtual Workshop: $15,000