



LEADERSHIP SUMMIT 2017

APRIL 18th - 20th | Chicago, IL

SPONSOR PROSPECTUS





Join Us At The **WORLD'S LARGEST GATHERING OF INSIDE SALES LEADERS - LEADERSHIP SUMMIT 2017**



The 2017 AA-ISP Leadership Summit will be held on April 18th - 20th, with pre-event workshops to kick-off the day on the 18th. The Summit will be held in downtown Chicago at the Sheraton Grand Chicago, located just steps away from the Magnificent Mile and other attractions. Hundreds of Inside Sales Professionals come together for 3 days to learn, share, and network. As the only conference dedicated to Inside Sales Leadership, the Summit provides a unique opportunity to meet with a highly-targeted executive-level audience.

The 2017 Summit has a new layout from previous years, and offers double the breakout and workshop time to provide the maximum amount of content and learning opportunities to the community. The conference includes general session presentations, breakout training, and executive panel discussions. A vendor exhibit area will be set up adjacent to the meeting rooms and dining/break areas will be open during the three-day event.

In addition, the 2017 Summit will feature exceptional keynotes and special guests throughout the event. On the 18th, a motivational speaker will bring the general sessions to a close prior to a Happy Hour in our expo area. On the 19th, a Leadership Summit Party will provide entertainment and networking opportunities to our attendees. There will be a plethora of opportunities to meet and network with fellow attendees throughout this event.

Contact us today to learn more!



CONFERENCE AT A GLANCE



Date	April 18th through April 20th, 2017
Venue	The Sheraton Grand Chicago 301 E North Water St, Chicago, IL 60611 +1 <u>(312) 464-1000</u>
Attendees	800+ Inside Sales Leaders
Sponsors	60+ exhibiting service providers marketing offerings in professional services and sales effectiveness solutions, sales methodology, sales training, coaching and management development, sales acceleration and enabling technologies including CRM, Sales Performance Management, Sales Enablement, Data Analytics, Business Intelligence, Gamification, Hiring & Recruiting, and much more.
Topics and Content	<ul style="list-style-type: none">• Sales Acceleration• Sales Performance• Recruiting & Hiring• Sales Stack Development• Professional Development

SPONSOR OPTION

TITLE SPONSOR

1 Available



PRICING AVAILABLE UPON REQUEST

- > Featured Presentations:
 - 30-minute Presentation during General Session—Tuesday Afternoon, event kickoff*
 - 45-minute Breakout Session—Wednesday or Thursday*

*to maintain session slots, topic must be submitted for approval no later than March 3rd, 2017, and full session details must be received by March 17th, 2017
- > Exclusive sponsorship of 2017 Leadership Summit Party (*contact Ashley Becker for additional details*)
 - Branded as the “*Company’s Name*” Party—Branding throughout the party (To be discussed)
 - Sponsorship includes: Food, Open Bar (Beer/Wine/Soda), Music/Entertainment
 - Additional giveaways, branding, etc. are responsibility of Title Sponsor (To be discussed)
- > Pre-Event Webinar with AA-ISP Founder & Chairman, Bob Perkins
(webinar date and session details to be coordinated and scheduled with AA-ISP)
- > Inside Sales Studio:
 - (2) Executive Interviews released prior and post event
 - (5) Monday Morning Sales Minutes—released throughout 2017
- > Booth in Vendor Exhibit Area—Premier Exhibit Space (Electric and Wi-Fi included)
Attendee Lounge Space incorporated into Booth.

Branded conference materials including: Attendee Welcome Bags, Conference Perchade Lanyards, etc.
- > Event App Branding - Title sponsor listed on Sponsorship List
 - (2) Promoted Posts/Offers
 - (1) Push Notification during Summit
- > Marketing Insert or ad to Attendee Welcome Bag
(insert or ad provided by Title Sponsor—item must be shipped to conference by April 17th, 2017)
- > Dedicated Private Meeting Room Area—Monday, Wednesday, Thursday
- > Co-Sponsorship Opportunity for “the Expo” - Tuesday and Wednesday evening
- > Speaker featured
 - Picture on front of printed Attendee Guidebook
 - Premier placement on Summit 2017 Conference Website (homepage banner rotation highlighting speaker & topic)
 - Speaker Biography:
 - ◇ Printed with prominent placement in Attendee Guidebook (150 word limit)
 - ◇ Included in Event App (links to social media and company page)
- > Company featured
 - Company Overview:
 - ◇ Printed in Attendee Guidebook (300 word limit)
 - ◇ Included in Event App (links to social media and company page)
 - Premier placement on Summit 2017 Conference Website (including homepage banner rotation)
 - Logo included on all event Marketing Materials, Member Communications, and Summit Signage
- > Opportunity to receive 1-on-1 Meeting Requests from Attendees during Event Registration
- > Receive Pre- and Post-Conference “Opt-In” Attendee Lists
- > (10) Attendee Badges for company representatives
(10) Attendee Badges for guests
- > (20) 1-year AA-ISP Professional Level Memberships
- > Sponsor agrees to conduct a minimum of three outreach campaigns to support conference
(AA-ISP to provide discounted promo code for your promotion efforts)

SPONSOR OPTION

TITLE SPONSOR

1 Available



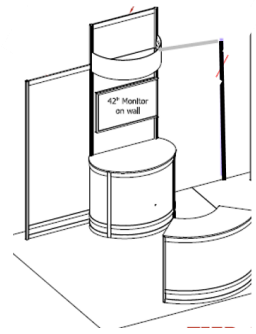
PRICING AVAILABLE UPON REQUEST

Booth/Lounge Example



SPONSOR OPTION

MARQUEE



8 Available



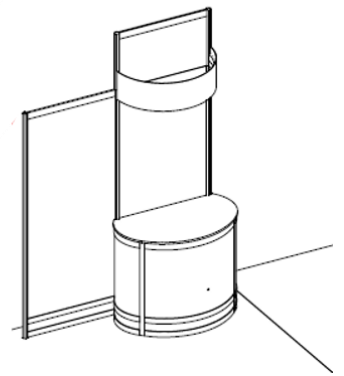
PRICING AVAILABLE UPON REQUEST

Marquee sponsorship includes:

- > 30-minute Presentation during General Session—Tuesday or Wednesday*
(Session timeslot based upon contract dates and topic approval)
*To maintain session slot, topic must be submitted for approval no later than March 3rd, 2017, and full session details must be received by March 17th, 2017
- > Company Speaker invited to participate as a Panelist in a Breakout Panel
(Topics and panel options to be discussed prior to Summit)
- > Booth in Vendor Exhibit Area
(Booth Size/Featured Placement TBA: Electric and Wi-Fi included)
- > Event App Branding:
 - (2) Promoted Posts/Offers
 - (1) Push Notification during Summit
- > Marketing Insert or Gift added to Attendee Welcome Bag
(insert or gift provided by sponsor—must be submitted to conference by 4.17.17)
- > Co-Sponsor of "Happy Hour at the Summit" - Tuesday and Wednesday evening
- > Breakout Session:
 - Featured on Summit 2017 Conference Website
 - Logos and Photos Printed in Attendee Guidebook (100 word limit)
 - Company Logo and Photo included in Event App (links to social media and company page)
- > Company Logo:
 - Featured on Summit 2017 Conference Website with 250-character pop-up blurb
 - Printed in Attendee Guidebook (150 word limit)
 - Included in Event App (links to social media and company page)
 - Logo placement on all Summit signage and select Marketing Materials
- > Company Overview:
 - Printed in Attendee Guidebook (150 word limit)
 - Included in Event App (links to social media and company page)
- > Opportunity to receive 1-on-1 Meeting Requests from Attendees during Event Registration
 - Meeting Space provided (scheduling is sponsor's responsibility, based on availability)
- > Receive Pre- and Post-Conference "Opt-In" Attendee Lists
- > (5) Attendee Badges for company representatives
- > (5) Attendee Badges for guests
- > (10) 1-year AA-ISP Professional Level Memberships
- > Sponsor agrees to conduct a minimum of two outreach campaigns to support conference
(AA-ISP to provide discounted promo code for your promotion efforts)

SPONSOR OPTION

DIAMOND



6 Available



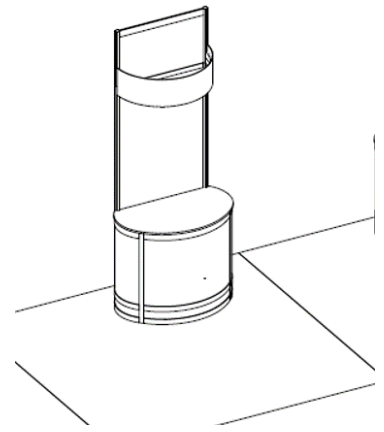
PRICING AVAILABLE UPON REQUEST

Diamond sponsorship includes:

- > 60-minute Extended Breakout Session—Wednesday Afternoon*
*To maintain session slot, topic must be submitted for approval no later than March 3rd, 2017, and full session details must be received by March 17th, 2017
- > Seat on a moderated main-stage Panel Discussion - Tuesday or Wednesday
- > Booth in Vendor Exhibit Area
- > Co-Sponsorship of “Happy Hour in the Exhibit Hall” Tuesday and Wednesday evening
- > Speaker:
 - Featured on Summit Conference Website
 - Biography included in Event App (links to social media and company page)
- > Company Logo
 - Featured on Summit Conference Website with 250-character pop-up blurb
 - Printed in Attendee Guide
 - Included in Event App (links to social media and company page)
- > Provide select Marketing Materials
- > Company Overview included in Event App (links to social media and company page)
- > Opportunity to receive 1-on-1 Meeting Requests from Attendees during Event Registration
 - Meeting Space provided (scheduling is sponsor’s responsibility, based on availability)
- > Receive Post-Conference “Opt-In” Attendee List
- > (3) Attendee Badges for company representatives
- > (3) Attendee Badges for guests
- > (6) 1-year AA-ISP Professional Level Memberships
- > Sponsor agrees to conduct a minimum of two outreach campaigns to support conference (AA-ISP to provide discounted promo code for your promotion efforts)

SPONSOR OPTION

GOLD



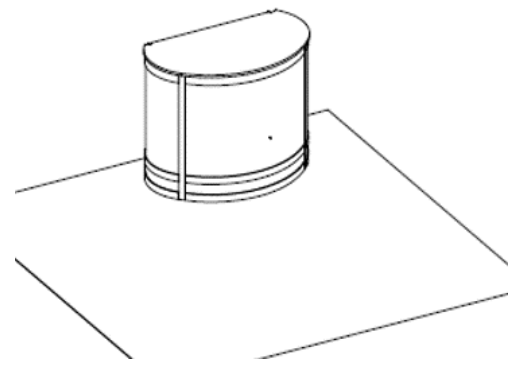
PRICING AVAILABLE UPON REQUEST

Gold sponsorship includes:

- > 45-minute Breakout Session—Wednesday or Thursday*
*To maintain session slot, topic must be submitted for approval no later than March 3rd, 2017, and full session details must be received by March 17th, 2017
- > Booth in Vendor Exhibit Area
(Booth Size/Preferred Placement TBA; Electric & Wi-Fi not included— ordered separately)
- > Co-Sponsorship of Summit lunch with signage near buffet area
- > Speaker:
 - Featured on Summit 2017 Conference Website
 - Biography included in Event App (links to social media and company page)
- > Corporate Logo:
 - Appears on Summit 2017 Conference Website with 250-character pop-up blurb
 - Printed in Attendee Guidebook
 - Included in Event App (links to social media and company page)
 - Placement in select Marketing Materials
- > Company Overview included in Event App (links to social media and company page)
- > Opportunity to receive 1-on-1 Meeting Requests from Attendees during Event Registration
 - Meeting Space provided (scheduling is sponsor's responsibility, based on availability)
- > Receive Post-Conference "Opt-In" Attendee List
- > (3) Attendee Badges for company representatives
(2) Attendee Badges for guests
- > (5) 1-year AA-ISP Professional Level Memberships
- > Sponsor agrees to conduct a minimum of two outreach campaigns to support conference
(AA-ISP to provide discounted promo code for your promotion efforts)

SPONSOR OPTION

SILVER



PRICING AVAILABLE UPON REQUEST

Silver sponsorship includes:

- > Seat on a moderated Breakout Panel—Wednesday or Thursday
(Topics and panel options to be discussed with AA-ISP prior to Summit)
- > Booth in Vendor Exhibit Area
(Booth Size/Placement TBA; Electric & WiFi not included— ordered separately)
- > Co-Sponsorship of Summit lunch with signage near buffet area
- > Speaker:
 - Featured on Summit 2017 Conference Website
 - Biography included in Event App (links to social media and company page)
- > Company Logo:
 - Appears on Summit 2017 Conference Website with 250-character pop-up blurb
 - Printed in Attendee Guidebook
 - Included in Event App (links to social media and company page)
 - Placement in select Marketing Materials
- > Company Overview included in Event App (links to social media and company page)
- > Opportunity to receive 1-on-1 Meeting Requests from Attendees during Event Registration
(scheduling is sponsor's responsibility)
- > Receive Post-Conference "Opt-In" Attendee List
- > (3) Attendee Badges for company representatives
(2) Attendee Badges for guests
- > (5) 1-year AA-ISP Professional Level Memberships
- > Sponsor agrees to conduct a minimum of two outreach campaigns to support conference
(AA-ISP to provide discounted promo code for your promotion efforts)

SPONSOR OPTION

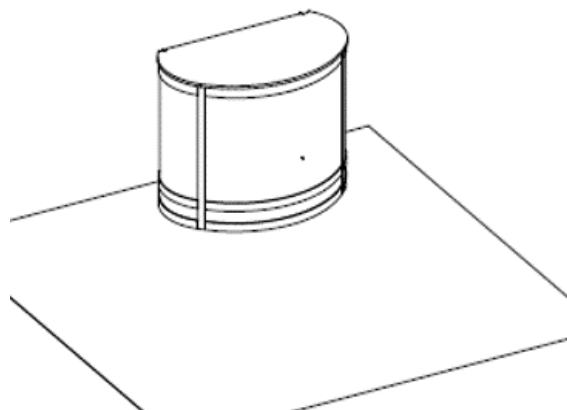
BRONZE - EXHIBITOR



PRICING AVAILABLE UPON REQUEST

Bronze sponsorship includes:

- > Booth in Vendor Exhibit Area
(Booth Size/Placement TBA; Electric & Wi-Fi not included— ordered separately)
- > Co-Sponsorship of Summit breakfast with signage near buffet area
- > Company Logo:
 - Appears on Summit 2017 Conference Website with 250-character pop-up blurb
 - Printed in Attendee Guidebook
 - Included in Event App (links to social media and company page)
 - Placement in select Marketing Materials
- > Company Overview included in Event App (links to social media and company page)
- > Opportunity to receive 1-on-1 Meeting Requests from Attendees during Event Registration
(scheduling is sponsor's responsibility)
- > Receive Post-Conference "Opt-In" Attendee List
- > (2) Attendee Badges for company representatives
- > (2) 1-year AA-ISP Professional Level Memberships
- > Sponsor agrees to conduct a minimum of two outreach campaigns to support conference
(AA-ISP to provide discounted promo code for your promotion efforts)



SPONSOR OPTIONS



	Title Sponsor	Main Stage Panel	Panel	Gold	Silver	Bronze
Number Available	1	8	6			
30-Minute General Session - Event Kickoff Presentation	X					
Exclusive 2017 Summit Party Sponsorship	X					
Pre-Event Opt-In Attendee List	X	X				
Post-Event Opt-In Attendee List	X	X	X	X	X	X
30-Minute General Session Presentation - Tuesday or Wednesday		X				
45-Minute Breakout Session - Wednesday or Thursday	X			X		
60-Minute Breakout Session - Wednesday			X			
Main-Stage Panel Spot			X			
Breakout Panel Spot		X			X	
Branding: Event App, Lanyards, Pens, Bags, etc.	X					
Marketing Insert in Bag	X	X				
Speaker Photo & Company Logo on Guidebook Front Cover	X					
Speaker Bio & Company Overview in Printed Attendee Guidebook	X	X				
Speaker Bio and/or Company Overview in Event App	X	X	X	X	X	X
Logo Placement on Guidebook Back Cover	X	X	X	X	X	X
Logo on Conference Website with pop-up blurb	X	X	X	X	X	X
Sponsorship of Summit Attendee Lounge	X					
Co-Sponsorship of Tuesday & Wednesday Happy Hour	X	X	X			
Co-Sponsorship of Summit lunch with signage near buffet area				X	X	
Co-Sponsorship of Summit breakfast with signage near buffet area						X
Booth in Technology Expo	X	X	X	X	X	X
Electric and Wi-Fi Provided	X	X	X			
Private / Dedicated Meeting Room / Area	X					
1-on-1 Meeting Requests from Registering Attendees	X	X	X	X	X	X
Meeting Space Provided	X	X	X	X		
Company Representative Attendee Badges	10	5	3	3	3	2
Guest Attendee Badges	10	5	3	2	2	0
AA-ISP Professional Level Memberships	20	10	6	5	5	2
Discount Promo Code for Invited Guests and Marketing Efforts	X	X	X	X	X	X

Additional

SPONSORSHIP OPPORTUNITIES



Media Sponsorship - (2 Available) \$2,500

- > • For Advertisers Only
- Logo appears on select event Marketing Materials and Summit 2017 Conference Website
- Sponsorship of breaks with signage near serving area

Hotel Keycards - (2 Available) \$4,000

- > • Logo on front of keycard and company details on back of selected number of keycards
- Logo appears on select event Marketing Materials and Summit 2017 Conference Website
- Available for exclusive sponsorship, call for details

Conference Wi-Fi Sponsorship - (1 Available) \$4,000

- > • Provides wireless internet throughout the conference facility Tuesday—Thursday
- Signage coverage with logo on select Marketing Materials and Event Signs
- Landing Page created

Tuesday Happy-Hour Entertainment Sponsor - (1 Available) \$3,000

- > • Exclusive Sponsorship
- Logo appears on select event Marketing Materials and signage at reception

Summit 2017 T-Shirt Sponsor - (1 Available) \$10,000

- > • Exclusive Sponsorship
- AA-ISP Logo and Event Hashtag on Front
- Sponsor Logo on Back
- To be handed out to each attendee during check-in



Event App Push Notifications - (3 Available) \$750

- > • Target Summit audience during the event with a push notification straight to their phones
- Content/Notification to be approved by AA-ISP

Event App Promoted Post - (10 Available) \$350

- > • 140-character maximum message pinned to the top of the Activity Feed for 1-hour during event
- Scheduling of promoted posts to be assigned in order of contract

Sponsorship Agreement

Terms & Conditions



ACCEPTANCE OF SPONSORSHIP: Sponsorship is confirmed upon receipt of payment or notification from the AA-ISP. The AA-ISP reserves the right to reject any application for sponsorship.

FEES AND PAYMENT: Agreement becomes a contract when signed by the Sponsor and notification is received from the AA-ISP. Full balance on total sponsorship fee is required 30 days net receipt of your invoice, and a 1.5% service charge will be added per month to invoices received past 30 days of due date. Sponsorship and exhibition assignments are not confirmed until payment is received.

CANCELLATION OF SPONSORSHIP: Sponsorship cancellations must be made in writing to billing@aa-isp.org. Requests for refunds received 90 days prior to event will receive a credit of 50%. Within 90 days of conference, no credit will be given. No refund available on down payments.

COMPLIMENTARY AND REDUCED-RATE CONFERENCE BADGES: A conference badge, or pass, allows for admission to all conference events and meals. As detailed above, Sponsor will receive one or more conference passes according to sponsorship level. Should the full amount of allocated company-representative passes not be required, Sponsor may offer them to guests or clients. Attending company representative and guest lists must be received by April 14th, 2017 in order to be registered for badge retrieval.

ADDITIONAL CONFERENCE PASSES: Sponsor will be eligible to purchase two additional conference passes for their team at a special reduced rate of \$450/each. Additional passes may be purchased for a rate of at least 25% below the standard registration fee.

PRE-CONFERENCE TOPIC DISCUSSION: Each Presenter must complete a pre-conference call with AA-ISP to discuss topic requirements and selection. AA-ISP staff will schedule topic discussion after receipt of signed contract.

SESSION CONTENT: Topic must be submitted for approval no later than March 3rd, 2017, and full session details must be received by March 17th, 2017. Failure to provide topic and full details by due date may result in loss of session slot.

SLIDES: Presentation slide decks must be submitted by the Presenter to the AA-ISP in PowerPoint format no later than April 12th, 2017. Failure to provide slides for review by the AA-ISP may result in loss of session slot.

COMPANY OVERVIEW: If applicable per sponsorship level, Sponsor must submit Company Overview for Event App or Printed Attendee Guidebook (word limit as detailed above) must be received by March 3rd, 2017 in order to be included in the relevant materials.

VENDOR EXHIBIT AREA: As detailed above, the AA-ISP will assign exhibit space to Exhibitors based on sponsorship level and contract payment date. Exhibits must be contained within the assigned space, unless prior approval is secured from the AA-ISP. Additional booth options may be available and are TBA.

VENDOR SHIPPING: The Hotel will provide storage, pick-up, and transfer of materials (less than 200 lbs) from any internal location within the Sheraton Grand Chicago. Boxes received prior to three days before the first day of event will incur a \$25/piece storage fee payable by Sponsor. All shipments received by the Hotel incur a standard per piece handling charge based on weight (fee schedule and more details will be communicated in Sponsor Logistics Message sent prior to event).

EXHIBIT RESTRICTIONS: The AA-ISP reserves the right to restrict or prohibit exhibits which (because of noise, method of operation, or any other reason defined by the AA-ISP) are objectionable or otherwise detract from or are out of keeping with the character of the 2017 Leadership Summit. The AA-ISP may prohibit installation or request removal or discontinuance of any Exhibit or promotion that, if continued, departs substantially from Exhibitor's pre-approved design and description. In the event of such restrictions, prohibitions, or removal, the AA-ISP shall not be liable to Exhibitor.

INSTALLATION AND REMOVAL OF EXHIBITS: The AA-ISP will provide information prior to the event with the schedule of setup and break-down times for exhibit tables. Sponsors shall be responsible for the delivery, setup, and removal of equipment and display material to and from the exhibit table area.

ACCOMMODATIONS & HOTEL RESERVATIONS: Sponsorship does not include hotel or other associated travel expenses. Sponsors should make reservations directly with the hotel at 888-627-7106 advising the Sheraton Grand Chicago they are with the AA-ISP Leadership Summit 2017 Conference occurring April 18th through the 20th. We encourage Sponsors to reserve early in order to take advantage of group discounted rates before available rooms sell out. Single/Double rates are \$199.00/night, discount and block cut off is March 27, 2017. Sponsors should be prepared to pay a fee if they chose to park in the hotel ramp. Details on conference facility may be found at <http://www.sheratonchicago.com/>

PROMOTIONAL MATERIAL DISTRIBUTION*: Advertising and promotional materials may be distributed from Sponsor's exhibit table only. No materials may be placed on seats, attached to conference walls, ceilings, or woodwork, left in public places or breakout rooms, unless by prior agreement with the AA-ISP.

*As detailed above, Title and Marquee Sponsors *only* have the right to provide a marketing material insert or gift to be added into the Attendee Welcome Bags (item must be received the morning of April 17th, 2017 in order to be included).

PROTECTION OF FACILITY PROPERTY: Sponsors will be held responsible for any and all damage done to the conference facility by either themselves or their employees.

SECURITY: Exhibit space is open to the public and will not be secured or monitored by the AA-ISP. Sponsor staffing of exhibit table is optional.

LIABILITY AND INSURANCE: The AA-ISP, AA-ISP staff, the conference facility, the employees or representatives thereof, and other organizations and persons connected with this conference shall not be held responsible for any injury, loss, or damage that may occur to the Sponsor or employees of the Sponsor or their property from any cause whatsoever, prior to, during, or subsequent to the period covered by the sponsorship contract. Sponsors should place their own insurance to cover all contingencies. The Sponsor agrees to indemnify those listed above against any claims or such loss, damage, or injury. Upon signing the sponsorship agreement, the sponsor expressly releases the foregoing institutions, individuals, and committees from any and all claims of loss, damage, or injury. This also includes the period of storage prior to and following the conference. Small articles of value should be properly secured or removed for safekeeping prior to leaving the exhibit unattended. Sponsor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the AA-ISP, its staff, the conference facilities, and its employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or finds, and attorneys' fees arising out of or caused by sponsors installation, removal, maintenance, occupancy, or use of the exhibit/conference premises or a part thereof.

AA-ISP Inside Sales Leadership Summit 2017

Sponsor 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 email info@aa-isp.org.

Sponsor Information:

Company Name: _____

Contact Name: _____ Title: _____

Phone: _____ Email: _____

Summary of Terms: Detailed terms and conditions and Sponsorship specifics are referenced in the attachments. All presentations will be on an agreed-to by AA-ISP topic. Sponsorship includes access to all conference activities and meals for attending company representatives and associated guests. Up to 2 additional company representatives above the sponsorship level are welcomed at \$450.00 per person. Any additional sponsor representative attendees are welcomed and receive a 25% discount on member rates. Sponsorship does not include hotel or any other associated expenses.

Terms of Payment: Full balance on total sponsorship fee is required 30 days net receipt of your invoice, and a 1.5% service charge will be added per month to invoices received past 30 days of due date. Cancellations must be submitted in writing to the AA-ISP via billing@aa-isp.org. Requests for refunds received 90 days prior to event will receive a credit of 50%. Within 90 days of the conference, no credit will be given. No refund available on down payments.

Please make checks payable to the *American Association of Inside Sales Professionals* and remit to 1593 112th Court W, Inver Grove Heights, MN 55077.

_____ I acknowledge I have read and accept the terms and conditions stated above and in the relevant attachments. By accepting the terms and conditions, I hereby agree to and understand the above cancellation policy.

Payment Information:

Amount: \$_____ Due Date: On Signing

Card Type: _____ Exp. _____

Name: _____

Number: _____

Check Number _____ Amount _____

Signature: _____

Print Name: _____

Company: _____

Title: _____

Date: _____

Select Sponsor Level

_____ Title

_____ Marquee

_____ Diamond

_____ Gold

_____ Silver

_____ Bronze Exhibitor

_____ Special Option
(indicate below)
