

**ITSPA**

2019 Sponsorship Pack





## 2019 Sponsorship opportunities - Introduction

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ITSPA is the UK's leading VoIP trade association, and is recognised by the Government, the industry regulator, Ofcom, industry and the media as the voice of the UK VoIP industry.

ITSPA pays for its running costs through a combination of membership fees and sponsorship. This document identifies the sponsorship opportunities offered by ITSPA during the 2019 calendar year.

ITSPA events range from our "Blue Riband" events that include the ITSPA Awards, the Summer Forum and the Christmas Lunch to a series of smaller workshops and dinners that are held periodically, often coinciding with Council and Member Meetings and with several trade shows throughout the year.

## 2019 Sponsorship opportunities – Benefits of sponsoring

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Sponsorship associates your organisation with ITSPA.

The level of exposure you will receive will vary based on the package chosen. As standard your company's logo will feature on the ITSPA website, event invitations, any information releases to ITSPA members, the wider industry or the media as well as in our regular ITSPA updates distributed to our membership.

During specific events, such as the ITSPA Summer Forum your company logo can also be clearly displayed on projected visual presentations. On the ITSPA website, a link to your site can provide easy access to further information on your products or services.

Your company can also display marketing brochures and leaflets at the ITSPA Summer Forum. You are also able to put up pop up stands to promote your company.

On your behalf ITSPA is also able to send emails to ITSPA members and events attendees following the events outlining your services and contact details.

## ITSPA Events

<b>Date</b>	<b>Event</b>	<b>Description</b>
7 <sup>th</sup> March	<b>Cavell Cloud Comms Summit ITSPA Regulatory Session and stand</b>	10 <sup>th</sup> Conference in the Queen Elizabeth II centre
April/ May	<b>Microsoft Teams Workshop</b>	A workshop with ITSPA and Microsoft Teams.
1 <sup>st</sup> May	<b>ITSPA Awards - Reception</b>	The 11 <sup>th</sup> Industry awards that ITSPA runs will be hosted at Glaziers Hall in London. 130-150 people in attendance.
15h May	<b>UC Expo – Members Dinner</b>	ITSPA’s regular curry club will meet following the first day at the UC Expo in London to network and discuss the day’s events.
July	<b>ITSPA Summer Forum</b>	An afternoon of industry panels and presentations on key topics, followed by networking drinks reception. 60+ attendees
October/November	<b>ITSPA/Cavell Dinner</b>	The third joint dinner with Cavell Group with senior ITSPA C-suite representatives to discuss a hot topic of relevance to the industry. Central London location, 30 attendees expected.
December	<b>ITSPA Christmas Lunch</b>	Popular annual gathering of members and industry heavyweights in central London. 60+ attendees



## ITSPA Awards

The ITSPA Awards represent one of the highlights of our events calendar and offer plenty of opportunities to gain some great exposure into our community. The ITSPA Awards attract up to 150 people from the industry and are held at high quality and high-profile venues.

All sponsors will gain exposure as part of the marketing activities that run alongside the Awards. This includes coverage in the multiple email shots that get sent to the membership and after the awards, coverage on the ITSPA Awards landing page and often a mention in the trade press and on blogs. There is also the opportunity to work with the ITSPA Promotions Working Group to discuss innovative ways of promoting your business to the community of ITSPs.

We offer three sponsorship options for this event:

Feature	Award Sponsor £1000 + VAT	Silver Package £5000 + VAT	Gold Package £15000 + VAT
Headline Event Sponsor			✓
Keynote Speech		✓	✓
Headline sponsor attribution on ITSPA website and ITSPA emails leading up to the event			✓
Photo Opportunities with Event Attendees	✓	✓	✓
Company marketing materials (inc. leaflets and brochures) displayed at event	✓	✓	✓
Presentation of award and photo with the winners	✓	✓	✓
Notable mention by event host	✓	✓	✓
Display of your company banner	✓	✓	✓
Company logo on Awards material including emails, programme and presentation	✓	✓	✓
Sponsor logo and link to company website on Awards page	✓	✓	✓
Tickets for company representative attendance	4	7	10



## ITSPA Summer Forum

The Summer Forum marks another high point in the ITSPA calendar and is renowned for its high-quality content and the well-attended networking event afterwards. This event gives sponsors an excellent chance for maximum visibility amongst the ITSPA Community, with a chance to draw attention to your company's involvement in the ITSPA ecosystem. Commercial staff will also get the opportunity to mix with industry professionals in informal settings, giving the perfect opportunity to network and build industry contacts.

The Summer Forum is regularly attended by up to 70 ITSPA members, council members and industry representatives. Sponsors will gain the opportunity to give a presentation, with further scope to suggest panel discussion topics and sit as part of the panel if a suitable topic is agreed.

There are several types of sponsorship available for this event:

Feature	Product showcase (for vendors only) £250+VAT	Silver Package £1500 + VAT	Gold Package £3500 + VAT
Keynote Speech (Exclusive)			✓
Headline sponsor attribution on ITSPA website and ITSPA emails leading up to the event			✓
Participation in panel discussion (issue dependent)		✓	✓
Photo Opportunities with Event Attendees		✓	✓
Company stand displaying products at event	✓	✓	✓
Company marketing materials (inc. leaflets and brochures) displayed at event	✓	✓	✓
Company logo on website and emails	✓	✓	✓
Notable mention by event chair		✓	✓
Display of your company banner	✓	✓	✓
Tickets for company representative attendance	2	5	5+
Follow up email to ITSPA members and event attendees outlining company services		✓	✓
Follow up joint vendor email to ITSPA members with the product information on the sets showcased during the event	✓		



## Members Dinners and Workshops

### Main Sponsor: £1,000 - £4,000 + VAT (Dependent on cost of event)

These events are set up for ITSPA members to gain new knowledge through the dedicated workshop or discuss the latest industry topics and news during the dinner. Attendee numbers at these meetings are between 20 -45 people.

Benefits of Sponsorship	Workshop	Members' Dinner
Coverage in the invitation emails	✓	✓
Sponsorship acknowledged at the event	✓	✓
Short speaking slot		✓
Presentation	✓	✓
Company marketing materials displayed at event	✓	✓
Networking opportunities with the attendees	✓	✓
Free places for your company	✓	✓
Display of your company banner	✓	✓
Sponsor logo and link to company website on ITSPA website	✓	✓
Follow up email to ITSPA members with short description of your company and services	✓	✓

## ITSPA Christmas Lunch

The annual Christmas lunch takes place in December and it's the perfect way to celebrate a successful year of our industry with our members, government representatives and regulators. The venue is usually an elegant venue in central London for over 60 attendees. The cost is £8,000+VAT and the benefits of sponsorship are:

- ✓ Speech at the start of lunch
- ✓ Recognition as the sole sponsor of the event with your logo on all the invitations and ITSPA website
- ✓ Roll up banner at the lunch
- ✓ Displaying your marketing materials at the event
- ✓ Follow up email to ITSPA members with your company's profile and words of your choosing



## Other sponsorship opportunities

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### Shared stand at the trade shows

Every so often, we are looking to partner with a member to exhibit at the trade shows such as Channel Live, Cavell Summit or UC Expo.

At Channel Live 2017 we successfully shared the booth of NetAxis Solutions. The ITSPA presence attracted many industry players to the NetAxis booth.

A number of possibilities for sponsorship present themselves here:

ITSPA presence on stand: We provide the presence and share your stand

Labelled refreshments at your stand: £500 (subject to actual cost of the refreshments)

Dinner sponsor at the end of day one of the trade show: £2,000+VAT (the benefits include your logo on ITSPA website, invitations to members, your banner at the dinner, follow up email with your products to ITSPA members)

### Flash mobs

Ad hoc events that take place around our Council/Member meetings. These are focussed on specific issues that crop up during the work of ITSPA. It may be a regulatory, operational or promotional issue that requires member input and takes place at short notice. These usually take place around the ITSPA Council and Member meetings that take place occur every 8 weeks or so. (January, March, May, July, September, November, December). You can become a sole sponsor for £500+VAT with the benefits of your logo on ITSPA website, invitations to the event and email to ITSPA members following the event.



## Questions

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The ITSPA team is always happy to help with any queries, please contact us using the following means:

Telephone: 020 3397 3312

Email: [team@itspa.org.uk](mailto:team@itspa.org.uk)

## Our Membership & Partners

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