

ITSPA

2019 Sponsorship Pack



ITSPA



2019 Sponsorship opportunities - Introduction

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.

Members meetings are frequently followed by what we term as "Flash Mobs" where other members and interested parties convene to discuss specific subjects with invited guest speakers. Flash Mobs typically only last 60 - 90 minutes and are followed by networking drinks.



2019 Sponsorship opportunities – Benefits of sponsoring

Sponsorship associates your organisation with ITSPA, the UK VoIP trade association, which is recognised by the Government, Ofcom, industry and the media as the voice of the UK VoIP industry.

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 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

Month	Event	Description
February	Microsoft Teams Workshop	A workshop with ITSPA and Microsoft Teams held at the offices of Gamma.
March	Cavell Cloud Comms Summit	10 th Conference held on the 7th March in the Queen Elizabeth II Centre.
April	IP Expo: Members Dinner	ITSPA members dinner on the 3rd April for 20-30 people in a central Manchester restaurant.
May	11th ITSPA Awards	The 11th Awards will be hosted at Glaziers Hall, Central London on 1st May . 130-150 people in attendance. The 'Best Multi-national Solution' award category is still available to sponsor.
May	UC Expo	ITSPA's infamous Curry Club will meet following the first day at the UC Expo 15th May , to network and discuss the day's events
July	ITSPA Summer Forum	An afternoon of industry panels and presentations on key topics, followed by networking drinks (with the option of an evening dinner). 60+ attendees.

ITSPA Events (*continued*)

Month	Event	Description
October/ November	ITSPA / Cavell Group Dinner	ITSPA and the Cavell Group will hold the third annual autumn dinner with senior ITSPA C-suite representatives to discuss a hot topic of relevance to the industry (TBC). 20-30 attendees expected. Likely to be a central London location.
December	ITSPA Christmas Lunch	This popular annual gathering is an excellent networking opportunity with a keynote speech and other marketing options. Held during the first week of December. 60+ attendees expected with the option for attendees to move onto the trefor.net Christmas drinks. Central London location. (12 th)
ITSPA Member "Flash Mob" Events	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 occur every 8 weeks or so. (January, March, May, July, September, November, December)

ITSPA



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 this 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 ¹ £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 picture	✓	✓	✓
Notable mention by event chair	✓	✓	✓
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	2	5	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	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	3	5+
Follow up email to ITSPA members and event attendees outlining company services	✓	✓

Additional Sponsorship Packages for the Summer Forum

Marketing material on seats £250 + VAT: If you want a presence at the event but don't want to go as far as being one of the major sponsors, then why not consider having your brochure placed on the seats at the afternoon



Christmas Lunch

This is a highly popular event that forms part of the industry's social scene in the run up to the holidays.

In the past the lunch has been held in members' private club 34 restaurant, Marriott Hotel County Hall or The Swan at Shakespeare's Globe. The lunch is attended by 60-70 ITSPA members and ITSPA Council.

The same sponsorship opportunities lie for this event as others, but the emphasis is more on having a good time than talking about business. The usual exposure in terms of presence in the marketing collateral in the run up to the event is included for both categories of sponsor membership of the trade association. It must not be used to indicate ITSPA endorsement or partnership.

Feature	Silver Package £2500 + VAT	Gold Package £7000 + VAT
Headline Event Sponsor		✓
Keynote Speech (Exclusive)		✓
Headline sponsor attribution on ITSPA website and ITSPA emails leading up to the event		✓
Photo Opportunities with Event Attendees	✓	✓
Company logo on website and emails	✓	✓
Notable mention by event chair	✓	✓
Display of your company banner	✓	✓
Tickets for company representative attendance	3	5+
Follow up email to ITSPA members and event attendees outlining company services	✓	✓



Members Dinners, Workshops and Flash Mobs

Main Sponsor: £500 - £2,000 + VAT (Dependent on cost of event)

Attendee numbers at these meetings are between 20 -45 people depending on the topic. The meetings are publicised on the members mailing list and can be followed by networking drinks.

Benefits of Sponsoring include:

1. Coverage in the invitation emails
2. Sponsorship acknowledged at the meeting by the chair
3. Short speaking slot and participation in event panel
4. Bring your own pop up banner
5. Distribution of company marketing collateral
6. Networking opportunities with meeting attendees in the bar afterwards
7. Bring as many members of staff as you like
8. Follow up email to attendees and the ITSPA mailing



Our Membership & Partners





Questions

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