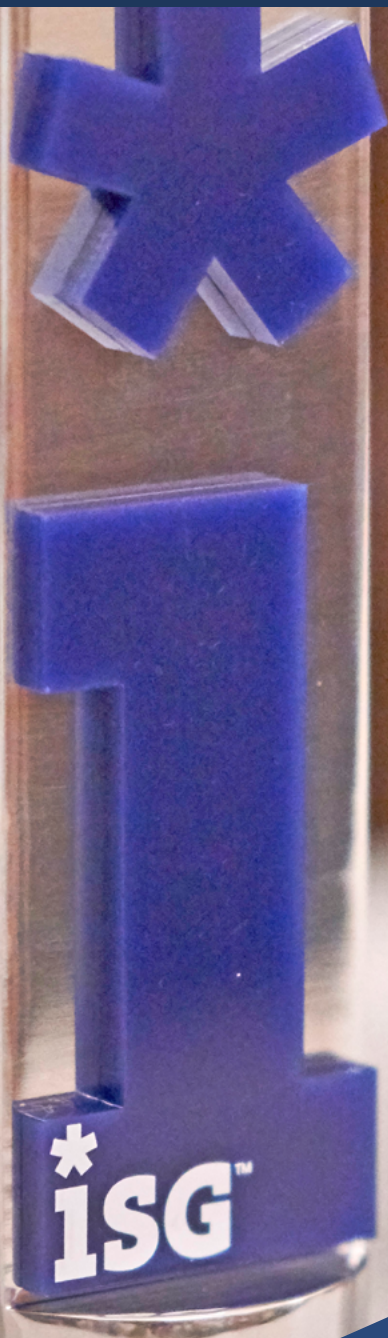


# Participation Guide

APAC ISG Paragon Awards<sup>™</sup>



**As the world's leading global technology research and advisory firm, ISG has been at the forefront of change and innovation in the sourcing industry for three decades. Supporting the ISG Paragon Awards™ demonstrates your own commitment to leveraging your skills and technologies to transform your clients' businesses.**

The 2021 ISG Paragon Awards™ APAC celebrates the application of new technology and sourcing approaches and digital technology, including the use of robotic process automation, by recognising sourcing industry leaders in the following categories:

<b>Collaboration</b>	A mutually beneficial and trusting relationship between a client and a provider or group of providers.
<b>Excellence</b>	Outstanding delivery by a technology/service provider.
<b>Imagination</b>	The importance of imagination and entrepreneurial spirit in helping organisations future-proof their businesses and better serve customers.
<b>Impact</b>	The impact of a particular technology or service on a community of people, be they members of the public, customers or any defined group.
<b>Leadership</b>	A client executive who has demonstrated exceptional drive and leadership.
<b>Transformation</b>	Successful transformation of an organisation or key business function.
<b>Woman in Technology</b>	A woman who is a frontrunner when it comes to technology and innovation, forging the way for both women and future tech leaders.
<b>ISG Special Award</b>	A nominated individual or organisation that has had an outstanding impact on the industry, a community, technology innovation or new business practice. The winner of this award is selected by an ISG panel.

# ABOUT THE EVENT

The ISG Paragon Awards™ APAC finalists will be selected by a panel of ISG leaders following the close of the nominations period on Friday, 19 February 2021. This panel will select up to 2-4 finalists in each category. Details of the finalists will be announced publicly on Friday, 5 March 2021.

The winner in each category will then be selected by a panel of independent judges. Full details on the categories, criteria and judging process can be found in the [Nomination Guide](#).

Winners will be announced at The ISG Paragon Awards™ Gala Dinner on 28 April 2021. This is a strictly private, invitation-only event, open to ISG, event sponsors and invited guests. We are planning a very special evening, starting with a champagne and canapes reception followed by a formal dinner and the Awards Ceremony.

## OPPORTUNITY & BENEFITS

The ISG Paragon Awards™ is unlike any other awards program. It rewards imagination, entrepreneurial spirit, forward-thinking and the behavior that help clients leverage technology to make a real and lasting impact on their business.

Participation in the ISG Paragon Awards™ is an opportunity to

- Associate your brand with creativity, excellence and imagination in support of clients' business and technology operations
- Position your brand prominently at a prominent awards ceremony
- Network with senior decision makers responsible for sourcing and transformation programs in some of Australia's, New Zealand's, and Asia Pacific's largest and most successful companies
- Benefit from marketing and PR opportunities associated with the Paragon Awards™
- Have first right-to-renew for 2022's Awards program

As the world's largest and most established advisor, ISG has been at the forefront of change and innovation in the sourcing industry for three decades. Supporting the ISG Paragon Awards™ demonstrates your own commitment to leveraging your skills and technologies to transform our clients' businesses.

The Awards Dinner will be one of the year's hottest tickets, combining a luxurious venue, a number of the outsourcing industry's most influential thinkers and excellent networking in an intimate setting. Sponsors will have their brand prominently featured onsite as well as on the Awards website and will benefit from marketing and PR opportunities throughout the Awards process.

# PARTICIPATION LEVELS

## PLATINUM (2 only) | \$28,000

- 2 x tables of 10 at ISG Paragon Awards™ Dinner
- Prominent logo on ISG Paragon Awards™ website
- Branding on ISG Paragon Awards™ Booklet
- Link from ISG Paragon Awards™ to sponsor website
- Premium branding on photo backdrop
- Logo on table signage
- Opportunity to speak on stage
- Opportunity to present two awards

## GOLD | \$12,000

- 1 x table of 10 at ISG Paragon Awards™ Dinner
- Logo on ISG Paragon Awards™ website
- Branding on ISG Paragon Awards™ Booklet
- Branding on photo backdrop
- Logo on table signage

## SILVER | \$1,300 per place

- 1 x place at ISG Paragon Awards™
- Logo on ISG Paragon Awards™ website\*
- Logo on ISG Paragon Awards™ Booklet\*

\*Price (\$AUD) plus GST

\*only one logo per company

For more information about the Paragon Awards™ APAC, please contact

[ANZ\\_ISG\\_Paragon@isg-one.com](mailto:ANZ_ISG_Paragon@isg-one.com).





# ABOUT ISG

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data. For more information, visit [www.isg-one.com](http://www.isg-one.com).

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