



2024

Event Sponsorship Prospectus

WITH EVENTS IN

New York | Paris | Frankfurt | Sydney | London | Dallas

ABOUT ISG

Doing Business Since 1989; List on NASDAQ: III in 2006

1,350+

Professionals
Operating in
over 40 Countries

98%

of Our Clients
Recommend Us

75

of the Top 100
Firms Globally
are Clients

50%

of Advised Sourcing
Contracts Awarded
are Served by ISG

27,000

Engagements at over
4,200 Clients

\$475B

in Advised Sourcing
Transaction Value

\$29B

in Client Savings
Since 2010

Experts in bottom-line, operational improvement and performance

Focus on big areas of spend and transformation: technology, people and processes

Backoffice (Call Center, F&A, HR, etc.) and IT (Apps, Infra, Cloud, Network, etc.) Operations

Proprietary, industry-leading benchmark database that underpins all our work

BENEFITS OF EVENT SPONSORSHIP



“ ISG Events provide an opportunity to raise awareness and engage hundreds of customers. ”

- ✓ Position yourself as an industry thought leader. Showcase your expertise through a keynote presentation, panel session or client interview.
- ✓ Promote your cutting-edge solutions through your Innovation Lab.
- ✓ Capture your target audience and boost lead generation.
- ✓ Reach key clients and prospects to form and build relationships.
- ✓ Brand Awareness – ISG Events provide an avenue to position your brand effectively in front of our audience of decision makers and decision influencers.
- ✓ Have ISG send one post-event email on your behalf to registrants.
- ✓ Schedule 20-minute 1:1 meetings with our ISG Advisors during the event.
- ✓ Limited competition – Each event has limited opportunities so attendees can truly experience and learn the solutions that are the best fit for their organizations.

2024 GLOBAL EVENTS CALENDAR

Paragon Awards

Sydney, Australia February 29

GenAI Summit

London, UK September 9 - 10

SourcelT

Paris, France October 29 - 30

Digital Innovation Tour

India March

Sourcing Industry Conference

Dallas, TX September 23 - 25

AI Business Summit

Dallas, TX November 13 - 15

Xperience Summit

New York, NY March 18 - 19

Sourcing Industry Awards

Dallas, TX September 25

Sourcing Industry Conference

London, UK November 18 - 19

Future Workplace Summit

New York, NY May 13 - 14

SourcelT

Dallas, TX September 26 - 27

Sourcing Industry Awards

London, UK November 19

Digital Business Summit

London, UK June 25 - 26

Digital Business Summit

Frankfurt, Germany October 7 - 8

SPONSORSHIP PACKAGES

| | DIAMOND | PLATINUM | GOLD | INNOVATION |
|--|---------|----------|------|------------|
| THOUGHT-LEADERSHIP | | | | |
| Leading General Session Presentation | ● | | | |
| 30-minute Featured Presentation in Selected Theme | | ● | | |
| Panel Participation | | | ● | |
| Innovation Station | ● | ● | | ● |
| Email distribution to all registrants post-event, featuring sponsored thought leadership | ● | ● | | |
| MAKING CONNECTIONS | | | | |
| Executive passes for company representatives | 4 | 3 | 2 | 2 |
| Custom complimentary code to invite enterprise clients and guests | ● | ● | ● | ● |
| Access to 1:1 meetings with attendees* | ● | ● | ● | ● |
| Access to four 1:1 meetings with ISG Advisors | ● | ● | ● | ● |
| Digital Ad Retargeting – 100,000 impressions over 3 months | ● | ● | | |
| Pre-event 2-hour Workshop with 4-5 ISG Advisors | ● | | | |
| EVENT BRANDING | | | | |
| Sponsor Branding for Event Website, Signage, Program Guide, etc | ● | ● | ● | ● |

Multi-Event Discount

- 1 Event: **Full Price**
- 2 Events: **5%**
- 3 Events: **8%**
- 4 Events: **12%**
- 5 Events: **15%**

*Please note: To receive the multi event discount all events must be on one SOW agreement. If each event is booked on separate SOW's they will be charged at full price. If the sponsor cancels participation after SOW agreement is signed, discounts get adjusted accordingly and the final event invoice will reflect adjusted pricing.

* ISG does not guarantee or require attendee acceptance of 1:1 meeting requests.

2024 SPONSORSHIP ADD-ONS

Lunch Table Topic

Networking Break

Networking Reception

Collateral / Attendee Takeaways in the
Online Agenda (Attachments for Download)

Innovation Station

Additional Sponsor Staff Pass

Pre-event Thought Leadership
Email to all Registrants

Post-event Thought Leadership
Email to all Registrants

Mobile Charging Station

Digital Ad Retargeting



INNOVATION STATIONS

Innovation Stations provide sponsors the opportunity to present a “See it, Touch it, Feel it” experience for attendees. These stations serve as a space to demonstrate innovative, hands-on technologies that align with the event themes. ISG will provide a custom-built innovation station with sponsor-provided branding. This is intended to be an interactive demonstration and experience for attendees, rather than a table for sales collateral or pitches.



DIGITAL AD RETARGETING

INCREASE YOUR BRAND RECOGNITION

Through our digital ad retargeting package, you have the opportunity to display your company's solutions to our audience. With over 200,000 engaged contacts - showcase your latest offerings and remain top-of-mind.

Our exclusive Digital Retargeting Package isn't limited to one event.

We guarantee 100,000 impressions with an average campaign duration of three months.

HOW IT WORKS

Retargeting is a digital advertising tool that can help extend the reach of your ads and keep your brand in front of our website audience long after they've left the site. With this powerful branding and conversion optimization tool, we will track who browses our website and then deliver your ads to these website visitors as they browse other websites.

1. Potential customer visits our website and we capture their data
2. Potential customer leaves our website
3. Later, the potential customer browses other websites and ads displaying your product or service are served up
4. Potential customer recognizes your brand and clicks on your ad, directing them to your website to become your next customer

MEASUREABLE ROI

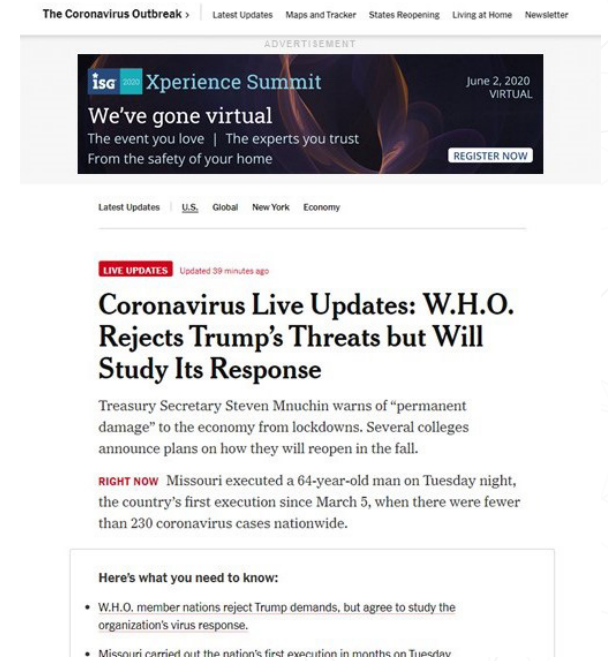
Retargeting reporting breaks down your results and value. Track impressions, clicks and geographic reach to optimize future campaigns.

DIGITAL REACH

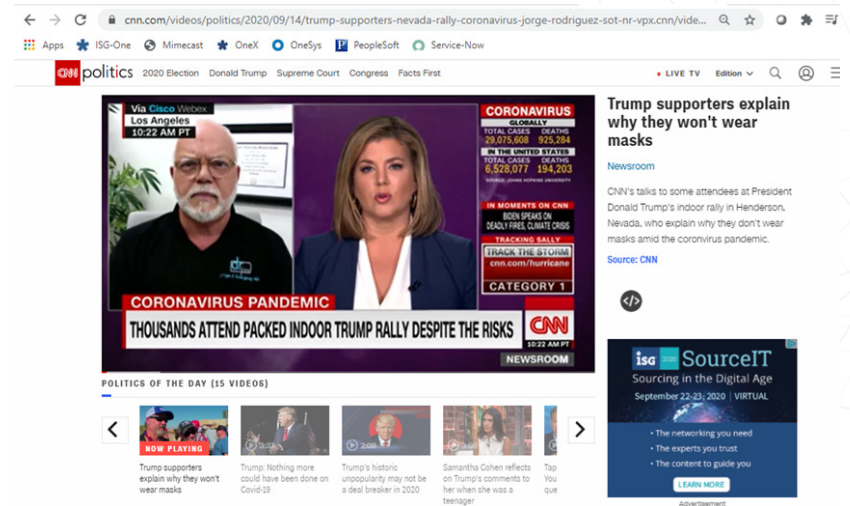
Strategically position your ads to reach visitors of ISG's event websites before, during and after the event.

FOCUSED MARKETING

Eliminate the guess work. Reach your target audience.



Example from the New York Times



Example from CNN

Hear from Our Attendees

It was one of the best run events I have been at in a long time. Venue, room, audio, content, speakers all exceeded expectations

– Freedom Mortgage

Great event. I felt the networking was well arranged with various options of informal, private and “speed dating”.

– IBM

Loved the networking opportunities and the way the theme flowed through the days and the whole event was organized. Excellent thought leadership on latest trends learning and best event in industry on large deals.

– Infosys

Great conference, logistically smooth and A+ insights/content.

– KPIT

A strong event. Good client traffic and excellent ISG advisor engagement.

– Atos

Very well-organized event, excellent presentations.

– Interbank

Great format with several, shorter-term presentations. The speakers were ALL very good.

– Integra LifeSciences Corporation

I thought the whole day was really well thought out, put together and presented. It's no mean feat going from all 'in person' to all digital and I really thought it worked well. LOVED the transitions between speakers!

– ANZ

Great summit - I loved the forward thinking and technology updates

– Dean Foods

The networking was fantastic and has provided some ongoing dialogue with those met.

– Chetu

The summit was very informative and gave the attendee an understanding of the future.

– Octopus Investments Limited

The sessions I attended were well worth the time and the presenters and panelists gave very useful insights.

– Origin Energy

I found the conference excellent this year. The remote experience on the platform worked really well and I thought it was well paced and timed. A real benefit of the remote conference experience is the ability to take copious notes without feeling like you are not paying enough attention to the speaker. Thanks again for organising.

– Westpac

TERMS & CONDITIONS

PAYMENT TERMS

Fifty percent (50%) of the Sponsorship Fee for each selected Event is due and will be invoiced upon signing of this Agreement. Payment is due upon receipt of invoice. Balance will be billed 60 days prior to the event date with 30 day payment terms. All fees must be paid in full prior to the start of the Event.

LIABILITY OF PARTICIPATING COMPANY

(a) Participating Company's Property. Participating Company is solely responsible for any demonstration materials and products brought on site, and should insure products from all loss or damage. Participating Company acknowledges that all of its property is in its care, custody, and control in transit to and from, or within the confines of, the demonstration hall. Participating Company agrees not to make any claims against ISG for loss, theft, damage, or destruction of property, or injury, including death, to itself, its employees, agents, or representatives, unless caused by the sole negligence or willful misconduct of ISG.

(b) Property of Others. Participating Company is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other Participating Company's property, including, without limitation any injury or damage resulting from Participating Company's failure to distribute the demonstration material and products in conformity with the maximum floor load specifications or to comply with any of the Event rules.

INDEMNIFICATION

Participating Company agrees to indemnify and hold harmless ISG, its directors, officers, employees, and agents from and against all claims, losses, expenses, liabilities and damages arising out of or relating to any breach of this Agreement (including any rules) by Participating Company or the negligence or willful misconduct of Participating Company, its employees, agents or representatives in performing this. The Participating Company agrees to protect, indemnify, defend and save harmless, ISG and respective Event venues, and their respective employees, officers, directors and agents, against all claims, losses, and damages to persons or property, governmental charges or fines and attorneys fees arising out of or caused by Participating Company's installation, removal, maintenance, occupancy, or use of the demonstration hall or a part thereof, excluding any such liability caused by the sole negligence of ISG, the selected Event venues or their respective employees, and agents.

CANCELLATION OR CHANGE EVENTS

If ISG, in its sole discretion, changes the Event Date or the Event Site, or cancels the Event, ISG's sole liability to Participating Company shall be to notify Participating Company as far in advance as feasible of such changes or cancellation. If the Selected Event is canceled, or the Participating Company cannot attend the Event during the re-scheduled time period or at the rescheduled site, ISG's sole responsibility shall be to refund all deposits previously paid by Participating Company. Should ISG terminate this Agreement pursuant to the provisions of this section, Participating Company waives claims for damage arising therefrom.

CANCELLATION BY PARTICIPATING COMPANY

ISG must receive written notification from the Participating Company of any cancellation. If the cancellation fee due to ISG exceeds the amount previously paid by Participating Company to ISG, Participating Company must pay the balance to ISG within 30 days of receipt of written cancellation notice. If the cancellation fee due to ISG is less than the amount previously paid by Participating Company to ISG, ISG will refund the balance to Participating Company within 30 days of cancellation. Subsequent reassignment of canceled space does not relieve the Participating Company of the obligation to pay the cancellation fee.

- (a) If written notice of cancellation is received by ISG 121 days prior to opening of Event, the Participating Company shall pay a cancellation fee equal to 1/3rd of the canceled Sponsorship Fee.
- (b) If written notice of cancellation is received by ISG between 61-120 days prior to the Event the Participating Company shall pay a cancellation fee equal to 2/3rds of the canceled Sponsorship Fee.
- (c) If written notice of cancellation is received by ISG on or after 60 days prior to the Event, the Participating Company shall pay a cancellation fee equal to 100% of the canceled Sponsorship Fee.
- (d) If Participating Company does not notify ISG of cancellation and fails to set up by 5 p.m. the evening before the Event Date opening, ISG will consider the slot canceled and Participating Company will be responsible for all Sponsorship Fee according to the cancellation policy. ISG may use the allocated slot in any way it deems appropriate.

LIMITATION OF LIABILITY

ISG's entire liability to participating company arising out of or relating to this agreement shall be limited to the sponsorship fee paid hereunder. In no event shall ISG be liable to participating company for any consequential, incidental, special, reliance or indirect damages arising out of or relating to the event, its cancellation or any changes thereto in location, date or otherwise, whether such claim is based in contract or tort, and whether or not ISG has been advised of the possibility of such damages. ISG makes no representations or warranties to the participating company including, without limitation, the number of participants who will attend the event, or whether the event is an effective method of marketing for participating company.

WAIVER OF RIGHTS

Any rights of ISG under this Agreement shall not be deemed waived in any manner except as specifically waived in writing and signed by an authorized officer of ISG.

MISCELLANEOUS

This Agreement represents a one-time-only commitment between ISG and Participating Company for the Event. This Agreement constitutes the entire agreement with respect to the subject matter hereof and may not be modified except by a writing signed by both parties. This Agreement may not be assigned by Participating Company without the prior written consent of ISG. This Agreement shall be governed by and construed under the laws of Texas, without reference to conflict of law principles.

For sponsorship inquiries, please contact:
registrar@isg-one.net

Or visit: isg-one.com/events-landing

ABOUT ISG

ISG (Information Services Group) (Nasdaq: [III](#)) is a leading global technology research and advisory firm. A trusted business partner to more than 900 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 1,600 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.



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