



2021
Event Sponsorship
Prospectus



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 hosted breakout room.
- ✓ Share your latest research - from White Papers to video tutorials - in your own booth
- ✓ 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.
- ✓ Use our live community chat feature to engage with audience members and answer any questions they have regarding their digital transformation needs.
- ✓ Have ISG send one post-event email on your behalf to registrants.
- ✓ Schedule up to four 20-minute 1:1 meetings with our ISG Advisors during or after 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.

2021 GLOBAL EVENTS CALENDAR

FEB
23-24 TechXchange: Retail / CPG
VIRTUAL Eastern Standard Time

JUN
29-30 Digital Business Summit
London, UK

MAR
10-11 Future Workplace Summit
VIRTUAL Eastern Standard Time

OCT
4-5 Sourcing Industry Conference
Dallas, TX

MAR
30-31 Xperience Summit
VIRTUAL Eastern Standard Time

OCT
6-7 SourcelT
Dallas, TX

APR
13-14 TechXchange: Smart Manufacturing
VIRTUAL Eastern Standard Time

OCT
19-20 Sourcing Industry Conference
London, UK

MAY
18-19 TechXchange: BFSI
VIRTUAL Eastern Standard Time

NOV
3-4 Digital Business Summit
Dallas, TX

JUN
22-23 TechXchange: Healthcare & Life Sciences
VIRTUAL Eastern Standard Time

SPONSORSHIP PACKAGES

	DIAMOND	PLATINUM	GOLD	INNOVATION
THOUGHT-LEADERSHIP				
Leading Day 1 Morning 30-Minute Featured Presentation	●			
30-minute Featured Presentation in Selected Theme		●		
Panel Participation			●	
Booth featuring the ability to upload white papers, videos, resources, etc. as a means to encourage attendee awareness and engagement	●	●	●	●
Innovation Lab - 3-7 minute, pre-recorded video demonstration	●	●	●	●
Email distribution to all registrants post-event, featuring sponsored thought leadership	●	●		
MAKING CONNECTIONS				
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	●	●		
EVENT BRANDING				
Sponsor Branding on Event Website	●	●	●	●
Sponsor Branding on Virtual Event Platform	●	●	●	●

2021 SPONSORSHIP ADD-ONS

Lunch Table Topic

Networking Break

Networking Reception

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

Banner Ad in Event App

Full Page Ad in the Program Guide

Additional Sponsor Staff Pass

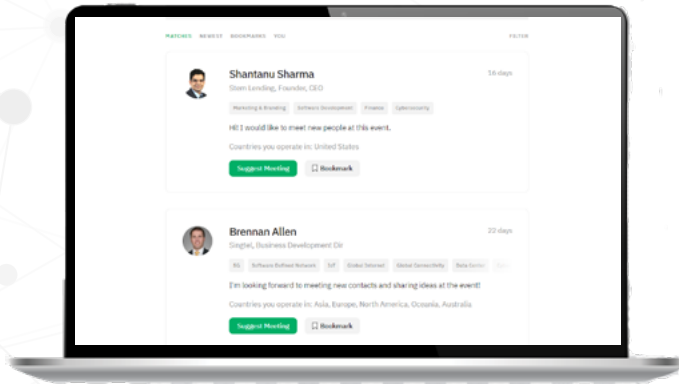
Pre-event Thought Leadership Email to all Registrants



Additional Branding Opportunities:

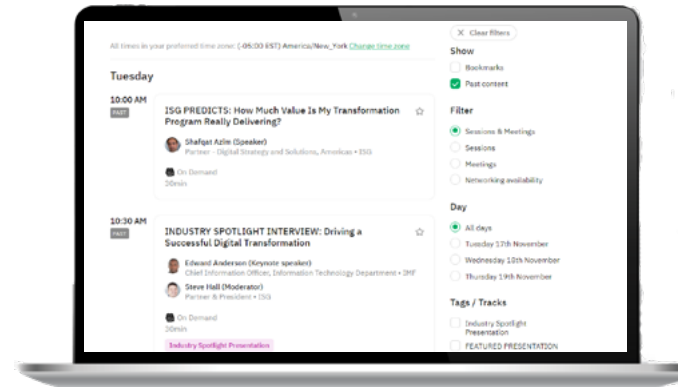
- Lanyards
- Face Masks
- Coffee Cups
- Bottled Water
- Hand Sanitizer
- Phone Charger Booth

THE VIRTUAL EVENT EXPERIENCE



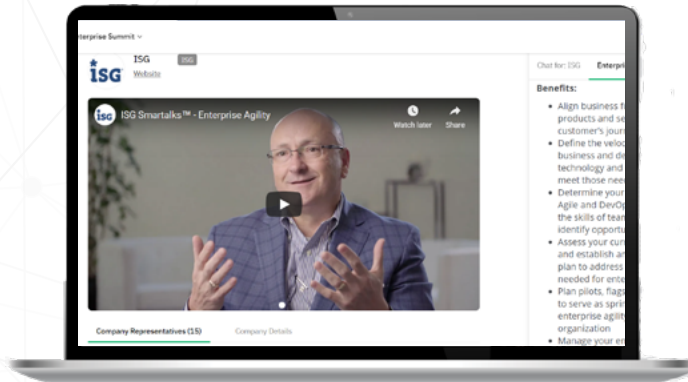
NETWORKING RE-IMAGINED

Delivering you a platform designed to help you meet the attendees worth meeting. Through match-making capabilities and frictionless communication options, you can chat, video call and share ideas throughout the day. Connect your LinkedIn account and take your contacts with you at the end of the event.



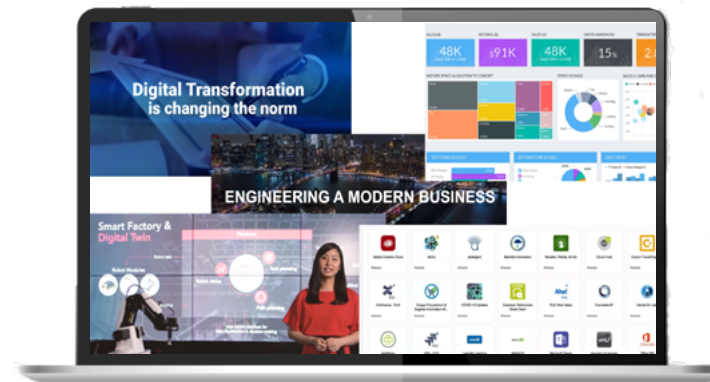
AN AGENDA BUILT FOR YOU

Our platform allows our participants to select the sessions they are most interested in, and add them to their calendar. All content will be available on demand following the event, so you and attendees don't miss out!



VIRTUAL BOOTH

Use this space to showcase your thought-leadership. Upload resources for attendees to download, highlight your mainstage presentations, give a virtual tour of your innovation lab, and chat with our audience.



INNOVATION LAB

Demo your technology or solution on our main stage. This is your opportunity to highlight your capabilities and get the attention of prospective clients.

INTRODUCING A NEW WAY TO SPONSOR

Introducing ISG Events' newest sponsorship package - Digital Retargeting. 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 two 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.

The screenshot shows a New York Times article titled "Coronavirus Live Updates: W.H.O. Rejects Trump's Threats but Will Study Its Response". At the top of the page, there is an advertisement for the "isa Xperience Summit" on June 2, 2020, with the tagline "We've gone virtual" and "The event you love | The experts you trust | From the safety of your home". A "REGISTER NOW" button is visible. Below the article title, there is a "LIVE UPDATES" section with a timestamp "Updated 39 minutes ago". The article text mentions Treasury Secretary Steven Mnuchin's warnings and Missouri's execution. A "Here's what you need to know:" section lists key points: "W.H.O. member nations reject Trump demands, but agree to study the organization's virus response." and "Missouri carried out the nation's first execution in months as Trump..."

Example from the New York Times

The screenshot shows a CNN newsroom page with a video player in the center. The video player has a red banner that reads "CORONAVIRUS PANDEMIC" and "THOUSANDS ATTEND PACKED INDOOR TRUMP RALLY DESPITE THE RISKS". To the right of the video player, there is a "CORONAVIRUS" statistics box showing "TOTAL CASES" (29,074,000) and "DEATHS" (995,304). Below the video player, there is a "POLITICS OF THE DAY (15 VIDEOS)" section with several video thumbnails. At the bottom right, there is an advertisement for "isa SourceIT" with the tagline "Sourcing in the Digital Age" and "September 22-23, 2020 VIRTUAL". The ad includes the text "The networking you need", "The experts you trust", and "The content to guide you", along with a "LEARN MORE" button.

Example from CNN

INNOVATION STATIONS

At our live events, the 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 branding. This is intended to be an interactive demonstration and experiences for attendees, rather than a table for sales collateral or pitches.



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 summit - I loved the forward thinking and technology updates
– **Dean Foods**

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

I came to the event with an open mind to be educated by some of the topics and I was.
A great collection of speakers and insight
– **Gazprom Energy**

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**

Very well-organized event, excellent presentations.
– **Interbank**

Great opportunity to network with IT peers in the automation space.
– **Reynolds Leveraged Services**

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**



PAST ATTENDEES

ALDI Stores

NATIONAL IT DIRECTOR

Alpega Group

VP IT OPERATIONS

American Express

SR DIRECTOR, ENTERPRISE
AUTOMATION STRATEGY

AMP

HEAD OF OUTSOURCING

ANZ

CHANGE LEAD, MY DIGITAL WORKPLACE

Argo Group

VP - IT BUSINESS MANAGEMENT OFFICE

AXA

CHIEF OPERATING OFFICER (TECHNOLOGY)

Banco Bradesco, SA

HEAD OF DIGITAL CHANNELS

Bank of Montreal

GLOBAL HEAD OF ENTERPRISE
TECHNOLOGY EMPLOYEE EXPERIENCE

BankMobile

CO-FOUNDER, EVP AND
DIRECTOR OF CUSTOMER SERVICE

Bayer

DIGITAL LEAD

BMO Financial Group

DIRECTOR, OPERATIONS TECHNOLOGY

Brigade Group

HEAD, DIGITAL AND IT

Business Australia

DIRECTOR, PEOPLE AND PROPERTY

CHUBB

VP GLOBAL PROCUREMENT
- NORTH AMERICA CONTRACTS

Citizens Bank

SVP INTELLIGENT AUTOMATION

Coca-Cola Amatil

GROUP CHIEF INFORMATION OFFICER

Colliers International

VP OF IT, GLOBAL

Credit Suisse

HEAD HR TRANSFORMATION

Decimal Factor Ltd

CHIEF DIGITAL OFFICER

Delta Air Lines

DIRECTOR OF LEARNING

Denver International Airport

IT DIRECTOR

Dow Jones

HEAD OF AI AND MACHINE LEARNING

DTCC

MANAGING DIRECTOR,
HEAD OF BUSINESS TRANSFORMATION

Franklin Electric

RPA TEAM LEADER

GE

GE ECOSYSTEM TRANSFORMATION LEADER

Generali

HEAD OF HR AND ORGANIZATION
INTERNATIONAL REGION

GFG Alliance

GLOBAL HEAD CULTURE & PERFORMANCE

Grainger

DIRECTOR, SHARED SERVICES

Grupo Bimbo

IT GLOBAL GOVERNANCE DIRECTOR

PAST ATTENDEES

Guardian Life

HEAD OF ENTERPRISE CUSTOMER SERVICE

Harley-Davidson

DIRECTOR LIVEWIRE LAB

HSBC Bank

HEAD OF INNOVATION

IAG

HEAD OF DIGITAL WORKPLACE
& EMPLOYEE EXPERIENCE

Inteva Products

CIO

Ipsos

GLOBAL HEAD OF CUSTOMER EXPERIENCE

Jupiter Asset Management

HEAD OF INTELLIGENT PROCESS AUTOMATION

Keurig Dr Pepper

SENIOR DIRECTOR, TECHNOLOGY

Liberty Mutual

VP & SR. DIRECTOR, TECHNOLOGY

Lippert Components

AGILE TRANSFORMATION LEAD

LV=

HEAD OF CIO CHANGE DELIVERY

Marsh Ltd

GLOBAL RPA LEAD

Millfield School

DIRECTOR OF IT

National Center for Defense Manufacturing and Machining

PRESIDENT AND CHIEF EXECUTIVE OFFICER

Natura &Co

VICE PRESIDENT INFORMATION
TECHNOLOGY

Nordea

HEAD OF BUSINESS & INSTITUTIONAL
TECHNOLOGY

Nutrien

SR. DIRECTOR, FINANCE TRANSFORMATION

Pacific Life

AVP EMERGING TECHNOLOGY

Pfizer

DIRECTOR

Riot Games

HEAD OF BUSINESS AGILITY

Sanofi

GLOBAL DIGITAL SERVICES MANAGEMENT
HEAD - EMPLOYEE EXPERIENCE

Schneider Electric

SVP & CIO, NORTH AMERICA

Tampa International Airport

VICE PRESIDENT INFORMATION
TECHNOLOGY

Toll Group

GLOBAL HEAD OF TECHNOLOGY &
BUSINESS IMPROVEMENT

Tribune Publishing Company

VICE PRESIDENT, INFORMATION
TECHNOLOGY

U.S. Bank

VICE PRESIDENT, HEAD OF AUTOMATION
ENABLEMENT CENTER

UnityPoint Health

DIRECTOR, HR OPERATIONS

Warner Media

VICE PRESIDENT CORPORATE
HUMAN RESOURCES

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 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.



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