

2025 Prospectus

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ASIA-PACIFIC



IT NATION Evolve™

Peer Groups by  CONNECTWISE®

2025

IT Nation Evolve is an annual membership program designed to help leaders navigate their business journey through peer group interactions. Our members are among the highest in growth and have the largest profitability percentages in the industry. With different peer groups designed to fit their schedule and meet their business needs, we are here to help them succeed in their personal and professional life.

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Current stats

650 TSP companies



Approx. 2000

individual members globally

Average revenue: \$9.1M

Median revenue: \$7.1M

Program Health

NPS (Q2 2024 Global)

Evolve 2/3 Owners: 85

All programs: 83

Approx. 25

new companies per quarter

66 new memberships per quarter

(memberships = Owner, COO, CFO, Service, Sales, Cyber)

Annual Retention—  
Evolve2/3 Owners: 85%

Annual Retention—  
Including Role-Based: 75%

Member Growth

| S-L INDEX DATA  | 2022   | 2023   | 2024   |
|-----------------|--------|--------|--------|
| Average revenue | \$6.0M | \$7.8M | \$9.1M |
| Median revenue  | \$5.6M | \$6.4M | \$7.1M |

Quotes from current Solution Partners



Lori Berry  
MSP CFO

"Evolve brings together MSPs committed to improving their businesses. The results show that being part of Evolve leads to stronger MSPs, thanks to its effective four plans. The Go-Giver mentality means MSPs pour into one another, helping each other reach their goals. What I love about Evolve is how MSPs and Solution Partners work together as a community. MSPs offer us valuable feedback to help us grow, just as we support their success."



Becky Teal  
Huntress

"The Evolve community is the absolute best way to engage with the most mature MSPs in the industry. The members are laser focused on growing successful businesses and are engaged with their trusted vendors in true partnerships. The format allows for in-depth conversations that provide constructive feedback, allowing us to make our offerings better for the entire MSP community. I would recommend the Evolve community to any MSP looking to mature their business, and to any vendor looking to engage with the top MSPs in the channel."





| PROGRAM                  | COMPANY SIZE<br>(ANNUAL REVENUE) | MEMBER ROLE  | WHY MEMBERS JOIN (PAIN POINTS)  |
|--------------------------|----------------------------------|--|---|
| <b>Evolve 2/3 Owners</b> | \$1M-\$100M+                     | Owner, Executive, Managing Director, General Manager | <ul style="list-style-type: none"> <li>• Leadership isolation – looking for accountability and community</li> <li>• Unaware of industry best-in-class metrics – want to know “what good looks like”</li> <li>• Need guidance to solve problems, grow, and lead</li> <li>• Most-requested topics: Sales, marketing, AI, Leadership, Developing Leaders, M&amp;A</li> </ul> |
| <b>Service</b>           | \$1M-\$100M+                     | *Service Mgr, Help Desk Mgr, Project Mgr             | <ul style="list-style-type: none"> <li>• Developing leadership skills</li> <li>• Lack KPIs and processes</li> <li>• Alignment with owners</li> </ul>  |
| <b>Sales</b>             | \$1M-\$100M+                     | *Sales team leaders                                  | <ul style="list-style-type: none"> <li>• Isolated in their role</li> <li>• Needing to generate more leads and close deals</li> <li>• Unsure how to build, structure, and manage a sales team</li> </ul>   |
| <b>Cybersecurity</b>     | \$1M-\$100M+                     | *Cybersecurity practitioners                         | <ul style="list-style-type: none"> <li>• Isolated in their role</li> <li>• Need guidance to navigate a rapidly changing sector</li> </ul>   |
| <b>COO</b>               | \$1M-\$100M+                     | COO, Operations Dir.                                 | <ul style="list-style-type: none"> <li>• Isolated in their role</li> <li>• Need help taking leadership skills to next level</li> <li>• Working effectively with other leaders to implement business strategy</li> </ul>   |
| <b>CFO</b>               | \$1M-\$100M+                     | CFO, Controller, Finance Dir.                        | <ul style="list-style-type: none"> <li>• Isolated in their role</li> <li>• Don't know how to be a strategic financial leader</li> </ul>   |





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|   |  |            | DIAMOND +<br>Only available to<br>Certified Integration<br>partners | DIAMOND     | PLATINUM    | GOLD         |
|---|--|------------|---|-------------|-------------|--------------|
| DELIVERABLE   | DESCRIPTION  | PRICE      | AU\$50,000  | AU\$40,000  | AU\$30,000  | AU\$20,000   |
| YEARLY DELIVERABLES                                     |  |            | 1 AVAILABLE   | 2 AVAILABLE | 5 AVAILABLE | 10 AVAILABLE |
| Onboarding  | Initial meeting with your sponsorship manager to collaborate and understand deliverables. Be prepared to provide information to maximise your sponsorship ROI. Expect to leave the onboarding meeting with a deeper understanding of the IT Nation Evolve community.                   | N/A        | x   | x           | x           | x            |
| Virtual Solution Partner JumpStart                      | Gain a deeper understanding of your deliverables and how to maximise your sponsorship, building relationships in the IT Nation Evolve community.   | N/A        | x   | x           | x           | x            |
| Quarterly IT Nation Evolve Meeting Attendance           | Bring your team to attend each quarterly event. Additional attendee passes are available for purchase.   | N/A        | 4   | 3           | 2           | 1            |
| Additional Meeting Attendee Fee                         | A maximum of two (2) additional attendees is allowed per sponsor per quarter.  | \$1,000.00 |   |             |             |              |
| Solution Partner Newsletter                             | Stay current with observations from the channel, including insights into member trends and issues each quarter. Task reminders and upcoming event information will also be shared.   | N/A        | x   | x           | x           | x            |
| Solution Partner Directory                              | Online directory of all IT Nation Evolve solution partners. The guide is accessible for IT Nation Evolve members to learn about your offerings, including links to your website and contact information.   | N/A        | x   | x           | x           | x            |
| Solution Partner Directory Updates                      | Provide monthly updates to be shared on the solution partner directory throughout the year. Subject to ConnectWise approval.   | N/A        | x   | x           | x           | x            |
| Company Spotlight in IT Nation Evolve Member Newsletter | Highlight your company in One (1) IT Nation Evolve member newsletter. Sponsor to provide copy and images for the spotlight. ConnectWise must approve it. Click and open rate data to be supplied to solution partner upon request. Must be a ConnectWise Invent™ certified integrator. | \$2,500.00 | x   |             |             |              |
| Event Calendar Director                                 | Promote your hosted events and webinars on our ConnectWise Virtual Community™ calendar annually. Subject to ConnectWise approval.  | Exclusive  | x   |             |             |              |
| Exhibitor Marketing Kit                                 | Exhibitor Marketing Kit (EMK) includes a video library and various tools to help you be successful at IT Nation Evolve meetings.   | N/A        | x   | x           | x           | x            |
| Member Data Updates                                     | Quarterly member data delivered as summary benchmarking reports prepared by Service Leadership Inc.  | Exclusive  | x   |             |             |              |
| Subject Matter Expert Eligibility                       | Includes the opportunity to submit subject matter expert (SME) session topics to be shared as thought-leadership with IT Nation Evolve peer groups. SME sessions are not guaranteed and are subject to peer group requests.  | N/A        | x   | x           | x           |              |
| Solution Partner Peer Group                             | Want to enjoy the same peer group experience our members do? Please talk with your sponsorship manager today about your options to join one of our solution partner peer groups. Subject to space availability.  | N/A        | x   | x           | x           | x            |



|   |  |            | DIAMOND +  | DIAMOND    | PLATINUM   | GOLD       |
|---|--|------------|------------|------------|------------|------------|
| DELIVERABLE   | DESCRIPTION  | PRICE      | AU\$50,000 | AU\$40,000 | AU\$30,000 | AU\$20,000 |
| ON-SITE BRANDING + PROMOTION                                      |  |            |            |            |            |            |
| Lunch and Learn with IT Nation Evolve 2 or 3                      | Interaction with an IT Nation Evolve peer group to share subject matter expertise and educate the group about products and offerings. Includes connecting with peer group members at a social dinner or fun outing the evening prior. Feedback survey results will be provided post-event and hosted peer group evening out, subject to availability. The sponsor maintains responsibility for payment, planning, and travel.                                | \$7,000.00 | 8          | 6          | 4          | 2          |
| Lunch and Learn with Role-Based Peer Group                        | Interaction with a role-based peer group of your choice to share subject matter expertise and educate the group on product offerings. Includes connecting with peer group members at a social dinner or fun outing the evening prior. Feedback survey results will be provided post-event and hosted peer group evening out, subject to availability. The sponsor maintains responsibility for planning, and travel. Dates and locations vary by peer group. | \$7,000.00 | 2          | 1          |            |            |
| Community Day Sessions Attendance                                 | Each quarter, attend our IT Nation Evolve Community Day (Wednesday) for thought-leadership and business maturity sessions.   | N/A        | x          | x          | x          | x          |
| Community Day Quick Fire  | Highlight your company in one (1) of the timed sessions, during Community Day. Choose which quarter, based on availability.  | \$3,000.00 | x          | x          |            |            |
| Welcome Receptions Attendance                                     | Join the member community for networking welcome receptions before leaving for hosted dinners. Monday and Thursday evenings each quarter.  | N/A        | x          | x          | x          | x          |
| Peer Group Matching and Strategy with IT Nation Evolve Leadership | Develop a plan with IT Nation Evolve leadership to strategically engage with specific groups and group profiles in the IT Nation Evolve community. Sponsorship includes a virtual one-hour meeting each quarter.   | Custom     | x          |            |            |            |
| Community Day Networking Events                                   | Join us and the member community on Wednesday nights for an evening of food, fun, and networking.  | N/A        | x          | x          | x          | x          |
| Tabletop Networking Event   | Attend a networking event and meet the members in a social, relaxed setting one (1) time per year. Includes tabletop exhibit time and on-site signage.   | N/A        | x          | x          | x          | x          |

|   |  |     |   |   |   |   |
|---|--|-----|---|---|---|---|
| CONTENT INTERACTIONS & NETWORKING               |  |     |   |   |   |   |
| <b>Company Logo on IT Nation Evolve Website</b> | Your logo will be featured on IT Nation Evolve 2025 Sponsors website with a pop-up company description and link to a website of your choice. | N/A | x | x | x | x |
| <b>Company Logo on Event Signage</b>            | Your company logo will be featured on IT Nation Evolve on-site signage.  | N/A | x | x | x | x |





| DELIVERABLE  | DESCRIPTION   | PRICE       |
|--|---|-------------|
| <b>A-LA-CARTE OPTIONS</b><br>*A-LA-CARTE OPTIONS ARE ONLY AVAILABLE AS ADD-ONS TO SPONSORSHIP PACKAGES AND ARE SUBJECT TO AVAILABILITY |   |             |
| <b>Additional Meeting Attendee Fee</b>   | A maximum of two (2) additional attendees are allowed per sponsor per quarter.  | \$1,000.00  |
| <b>Community Day Breakfast Sponsor</b>   | Sponsor breakfast on Wednesday during an IT Nation Evolve meeting week. Sponsorship includes on-site signage. Sponsors may send branded materials and giveaways to be placed at breakfast tables. Q1, Q2, Q3, or Q4.  | \$10,000.00 |
| <b>Community Day Outing Sponsor</b>  | Sponsor an outing or activity on Community Day. Sponsorship includes co-branded signage leading up to the event and on-site. ConnectWise to handle event logistics and contracting.   | \$15,000.00 |
| <b>Community Day Quick Fire</b>  | Highlight your company one (1) time during a quarterly meeting with a timed session during Community Day.   | \$3,000.00  |
| <b>Specialty Coffee Sponsor</b>  | Sponsor a specialty coffee cart each morning for one (1) quarterly meeting. Includes on-site signage. Sponsors may send branded materials and other giveaways.  | \$10,000.00 |
| <b>Company Spotlight in IT Nation Evolve Member Newsletter</b>   | Highlight your company in one (1) IT Nation Evolve member newsletter. Sponsor to provide copy and images for the spotlight. ConnectWise must approve it. Click and open rate data to be supplied to solution partner upon request. Must be a ConnectWise Invent certified integrator. | \$2,500.00  |
| <b>Meeting Room Drop</b>   | Solution partner provides a branded item or giveaway to be placed in each peer group meeting room at one (1) quarterly meeting of your choice. ConnectWise must approve items.  | \$2,500.00  |
| <b>Networking Outing Sponsor</b>   | Sponsor an outing or activity during IT Nation Evolve meeting week. Sponsorship includes co-branded signage (virtual and on-site). ConnectWise to handle event logistics and contracting.   | \$10,000.00 |
| <b>Networking Welcome Reception Sponsor</b>  | Sponsor both nights of the Welcome Reception (Monday and Thursday evening). Includes on-site recognition and tabletop time during the reception. Sponsors may send branded materials and giveaways. Q1, Q2, Q3, or Q4.  | \$10,000.00 |
| <b>Lanyard Sponsor</b>   | Your logo is featured on the event lanyard given to each attendee at every in-person Asia-Pacific IT Nation Evolve meeting in 2025. Must be contracted by November 2025.  | \$10,000.00 |
| <b>Registration Sponsor</b>  | Sponsorship includes co-branding on the registration page leading up to one (1) quarterly event and on-site digital signage at check-in. Sponsors may send branded materials and giveaways to be passed out at registration. ConnectWise must approve it.                             | \$10,000.00 |
| <b>Stress Ball Sponsor</b>   | Your logo is to be placed on stress balls included in each meeting room during the year.  | \$2,000.00  |





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|--|---|------------|
| <b>A-LA-CARTE OPTIONS</b><br>*A-LA-CARTE OPTIONS ARE ONLY AVAILABLE AS ADD-ONS TO SPONSORSHIP PACKAGES AND ARE SUBJECT TO AVAILABILITY |   |            |
| <b>Sponsor Webinar Promotion</b>   | Promotion of sponsor-hosted webinars included in IT Nation Evolve member newsletter and our upcoming webinars directory within the ConnectWise Virtual Community. Solution partner manages the registration process and hosts and presents the webinar. Click and open rate data to be provided to solution partner upon request. | \$5,000.00 |
| <b>Solution Partner Peer Group</b>   | Want to enjoy the same experience our members do? Please talk with your sponsorship manager today about your options to join one of our solution partner peer groups. Subject to space availability.  | \$2,000.00 |
| <b>SWAG Bag Sponsor</b>  | Send prepared swag bags for IT Nation Evolve to distribute to all members in their meeting rooms during one (1) quarterly meeting. ConnectWise must approve items and bags.   | \$5,000.00 |
| <b>Tabletop Networking Bag Sponsor</b>   | Your logo is featured on the co-branded event bag for attendees during the tabletop networking event. Sponsors can have a small collateral piece or promotional item in every registration bag. ConnectWise must approve the item.  | \$5,000.00 |

