

2025 Prospectus

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NORTH AMERICA



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



Package Levels



			DIAMOND + Only available to Certified Integration partners	DIAMOND	PLATINUM	GOLD
DELIVERABLE	DESCRIPTION	PRICE	\$90,000	\$80,000	\$60,000	\$50,000
YEARLY DELIVERABLES			2 AVAILABLE	7 AVAILABLE	15 AVAILABLE	15 AVAILABLE
Onboarding	Initial meeting with your sponsorship manager to collaborate and understand deliverables. Be prepared to provide information to maximize 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 maximize your sponsorship by building relationships and understanding IT Nation Evolve community literature.*	N/A	x	x	x	x
Quarterly 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 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	The directory is accessible for IT Nation Evolve members to learn about your offerings. Includes links to your website, contact information, and the latest updates provided by your team.*	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 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.	\$5,000.00	x			
Event Calendar Directory	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.	\$2,000.00	x	x	x	





			DIAMOND +	DIAMOND	PLATINUM	GOLD
DELIVERABLE	DESCRIPTION	PRICE	\$90,000	\$80,000	\$60,000	\$50,000
CONTENT INTERACTIONS & NETWORKING						
Lunch & Learn with 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. Hosted peer group evening out is subject to availability. The sponsor maintains responsibility for payment, planning, and travel.	\$10,000.00	8	6	4	2
Q1	Houston, TX – 2/3–2/7		2	2	1	1
Q2	Chicago, IL – 5/5–5/9		2	2	1	0
Q3	Denver, CO 8/11–8/15		2	1	1	1
Q4	Orlando, FL 11/3–11/5		2	1	1	0
Lunch & 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. Hosted peer group evening out is subject to availability. The sponsor maintains responsibility for payment, planning, and travel. Dates and locations vary by peer group.	\$10,000.00	4	2	0	0
Community Day Sessions Attendance	Attend our IT Nation Evolve Community Day (Wednesday) for thought-leadership and business maturity sessions each quarter. Q1, Q2, and Q3.	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.	\$5,000.00	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
Solution Partner Lounge	Plug in, unwind, and collaborate with the IT Nation Evolve community in our new dedicated solution partner lounge. Complimentary coffee, tea, and filtered water will be provided. Space is subject to availability and is first come, first served.	N/A	x	x	x	x
Peer Group Matching & Strategy with 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 1-hour meeting each quarter.	Custom	x			
Networking Event (Q1)	Kick off the year with a welcome celebration! Join us and the member community on Wednesday night for an evening of food, fun, and networking.	N/A	x	x	x	x
Tabletop Networking Event (Q2)	Attend a networking event and meet the members in a social, relaxed setting. Includes tabletop exhibit time and on-site signage.	N/A	x	x	x	x





			DIAMOND +	DIAMOND	PLATINUM	GOLD
DELIVERABLE	DESCRIPTION	PRICE	\$90,000	\$80,000	\$60,000	\$50,000
CONTENT INTERACTIONS & NETWORKING						
Annual Golf Tournament	Solution partners will host an afternoon excursion of golf with the member community one time per year— a-la-carte sponsorship is subject to availability.	\$5,000.00	x	x		
IT Nation Gives Event (Q3)	Participate in a philanthropic activity with members. Sponsorship includes event attendance and charitable donation (time or materials) on behalf of IT Nation Evolve to the beneficiary.	N/A	x	x	x	x
Networking Event (Q4)	Close out the year with an end-of-year party! Join us and the member community for an evening food, fun, and networking.	N/A	x	x	x	x
Role-Based Peer Group Summit 2025	Takes place on June 18, 2025 in Nashville, TN. Allows you to connect with service and sales leaders while they come together for thought-leadership. Includes tabletop networking time throughout the day, a quick-fire timed pitch from the main stage and on-site signage— a-la-carte sponsorship is subject to availability.	\$5,000.00	x	x		

ON-SITE BRANDING & PROMOTION						
Partner Member Testimonial	Our team schedules time with a member of your choice and creates one (1) testimonial video that tells your story to your future partners. Solution partner selects the IT Nation Evolve member partner, and we do the rest, sending you a finished video that you can use anywhere. We also post it internally on the virtual video library.	\$5,000.00	x	x		
Company Logo on IT Nation Evolve Website	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
Company Logo on Event Signage	Your company logo will be featured on IT Nation Evolve on-site signage.	N/A	x	x	x	x





DELIVERABLE	DESCRIPTION	PRICE
A-LA-CARTE OPTIONS *A-LA-CARTE OPTIONS ARE ONLY AVAILABLE AS ADD-ONS TO SPONSORSHIP PACKAGES AND ARE SUBJECT TO AVAILABILITY		
Additional Attendee Fee	A maximum of two (2) additional attendees are allowed per sponsor per quarter. <i>Available for multiple IT Nation Evolve programs.</i>	\$1,000.00
Breakfast Sponsor	Sponsor breakfast one day 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.	\$7,000.00
Community Day Breakfast Sponsor	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. One (1) available per quarter.	\$10,000.00
Community Day Outing Sponsor	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
Community Day Quick Fire	Highlight your company one (1) time during a quarterly meeting with a timed session during Community Day.	\$5,000.00
Coffee & Break Sponsor	Sponsor the morning coffee, mid-morning break, and afternoon break for one quarterly meeting. Includes on-site signage. Sponsor may send branded materials and other giveaways. <i>Available for multiple IT Nation Evolve programs.</i>	\$5,000.00
Company Spotlight in Evolve Member Newsletter	Highlight your company in one (1) Evolve member newsletter. Sponsor to provide copy and images for spotlight. Must be approved by ConnectWise. Click and open rate data to be provided to solution partner upon request. Must be an Invent certified integrator. <i>Available for multiple IT Nation Evolve programs.</i>	\$5,000.00
Evolve 1 Access	Sponsorship includes branded PPT slide in virtual Evolve 1 meeting slide deck & 30-minute presentation to the Evolve 1 community during one of their monthly meetings.	\$5,000.00
IT Nation Gives Event Sponsor	Participate in the philanthropic activity with members during our Q3 meeting. Sponsorship includes co-branded signage (virtual and on-site). Also includes a five-minute speaking spot before the activity starts.	\$5,000.00
Meeting Room Drop	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. <i>Available for multiple IT Nation Evolve programs.</i>	\$5,000.00
Networking Outing Sponsor	Sponsor an outing or activity during an Evolve meeting week. Sponsorship includes co-branded signage (virtual and on-site). ConnectWise to handle event logistics and contracting. <i>Available for multiple IT Nation Evolve programs.</i>	\$10,000.00
Networking Welcome Reception Sponsor	Sponsor both nights of the Welcome Reception (Monday and Thursday evening). Includes on-site recognition and tabletop time during the reception. Sponsor may send branded materials and giveaways. 1 available per quarter. <i>Available for multiple IT Nation Evolve programs.</i>	\$10,000.00



DELIVERABLE	DESCRIPTION	PRICE
A-LA-CARTE OPTIONS *A-LA-CARTE OPTIONS ARE ONLY AVAILABLE AS ADD-ONS TO SPONSORSHIP PACKAGES AND ARE SUBJECT TO AVAILABILITY		
Lanyard Sponsor	Your logo featured on the event lanyard given to each attendee at every in-person Evolve meeting in 2025.	\$10,000.00
Registration Sponsor	Sponsorship includes co-branding on registration page leading up to one (1) quarterly event, as well as on-site digital signage at check-in. Sponsor may send branded materials and giveaways to be passed out at registration. Must be approved by ConnectWise. <i>Available for multiple IT Nation Evolve programs.</i>	\$10,000.00
Room Key Sponsor	Custom design printed on back of room keys at conference hotel as permitted by hotel policy. Front of key will be IT Nation Evolve branded. 1 per quarter. <i>Available for multiple IT Nation Evolve programs.</i>	\$5,000.00
Stress Ball Sponsor	Your logo to be placed on stress balls included in each meeting room during the year.	\$5,000.00
Sponsor Webinar Promotion	Promotion of sponsor-hosted webinar included in Evolve member newsletter and our upcoming webinars directory within the virtual community. Solution partner manages the registration process, hosts, and presents the webinar. Click and open rate data to be provided to solution partner upon request.	\$5,000.00
Solution Partner Peer Group	Want to enjoy the same experience our members do? 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
SWAG Bag Sponsor	Send prepared swag bags for IT Nation Evolve to distribute to all members in their meeting rooms during one (1) quarterly meeting. Items and bag must be approved by ConnectWise. <i>Available for multiple IT Nation Evolve programs.</i>	\$10,000.00
Tabletop Networking Bag Sponsor	Your logo featured on the co-branded event bag given to attendees during the tabletop networking event. Sponsor has option to have a small collateral piece or promotional item to be placed in every registration bag. Item must be approved by ConnectWise. <i>Available for multiple IT Nation Evolve programs.</i>	\$5,000.00
Wi-Fi Sponsor	Your logo featured on event signage. Your choice of password for the attendee Wi-Fi. Must fit password requirements and be approved by ConnectWise. One (1) per quarter. <i>Available for multiple IT Nation Evolve programs.</i>	\$5,000.00

