

Sponsorship Prospectus⁺

IT Nation 2026 Events Portfolio



IT NATIONTM

The Power of the IT Nation Portfolio

Where Trusted Relationships, Thought Leadership,
and Business Growth Converge

The IT Nation event ecosystem is more than a calendar of conferences—it's **a curated journey** into the heart of the MSP and TSP **community**. Spanning flagship conferences, peer group programs, and specialized content hubs, each event offers sponsors **unique opportunities** to connect with decision-makers, build brand trust, and influence the IT channel's most engaged audience.

Whether your goal is lead generation, brand credibility, strategic partnerships, or long-term relationship building—there's a place for you across the IT Nation portfolio.

Contents

1 Portfolio-At-a-Glance

2 Audience &
Demographic Snapshot

3 Why Sponsors Return

4 Sponsorship ROI at-a-glance

5 Sponsor Fit:
Who Should Sponsor Where?

6 A Year with IT Nation

IT Nation Portfolio-at-a-glance⁺

IT NATION EVENT	PRIMARY AUDIENCE	FOCUS	FORMAT	IDEAL FOR	ROI OPPORTUNITIES
<u>Connect</u> 	MSP Owners Executives	Visibility Networking Lead Generation Brand Awareness	Expo Sessions Networking	Product and Service Providers to the MSP community and Startups	High-traffic booth Breakout sessions 1:1 meetings
<u>Evolve + Grow</u> 	Peer Group Members MSP Leaders	Deep Relationship Building (impacting GRR, NRR, CSAT and NPS)	Quarterly Meetings Intimate in nature + networking opportunities.	Strategic sponsors, consultants, long- term advisors	Community trust Year-round visibility with quarterly touchpoints
	MSPs in Transition (Scale, Sale, Acquisition)	Education Business Insight	Speaker-Led Peer Dialogue	CPAs PEs Advisory firms Law firms	Influence & position as SME during decision windows

Audience & Demographic Snapshot

Top 5
Industry
Segments

Decision
-Maker
Density

Median
MSP
Revenue



IT NATION EVENT

Connect



Evolve + Grow



COMPANY SIZE

ROLE TYPES

GEOGRAPHIC REACH

BUYING AUTHORITY

All sizes

Owners
Execs
Sales
Techs

Global

High

\$2M–\$10M+ MSPs

Owners
Role-based Executives:
*Cybersecurity, COO, CFO,
Sales, Service*

Global

Very High



\$1M–\$20M MSPs

Founders
Finance Leads

US

High



#ITN26

Why over 75% of Sponsors Return

Buying Power
\$3,652,200,000+

**Managed
Endpoints**
10m+

**Continuous
Connections**
Year-round community engagements

“

The relationships we build at IT Nation
last longer than a badge scan.

”

“

“ConnectWise gives us true access to
decision-makers, not just booth drive-bys.”

”

Sponsor Fit: Who Should Sponsor⁺ Where?



2026 IT Nation Global Events Overview

Bundle to maximize ROI and budget and planning efficiency

First Quarter (Q1)			Second Quarter (Q2)			Third Quarter (Q3)			Fourth Quarter (Q4)		
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
CONNECT EUROPE London, March 9-11, 2026						CONNECT ANZ Sydney, August 26-28, 2026			CONNECT GLOBAL Orlando, November 4-6, 2026		
Evolve NA Owners'/Security Q1 February 2-6, 2026 Evolve CFO/COO/Sales Q1 Feb 10-13, 2026 Grow (co-located with Evolve)			Evolve NA Owners'/Security Q2 April 27 – May 1, 2026 Evolve CFO/COO/Sales/Service Q2 June 1-5, 2026 Role-Based Summit – June 3			Evolve NA Owners'/Security Q3 August 3-7, 2026 Evolve CFO/COO August 18-21, 2025 Grow (co-located with Evolve)			Evolve NA Owners' Security Q4 November 2-4,, 2026 Evolve Service/Sales November 16-19, 2026		
Evolve ANZ Owners' Q1 February 16-20, 2026 Evolve ALL Role-based Q1 March 4-5, 2026 Role-Based Summit – March 3, 2026			Evolve ANZ Owners'/COO Q2 May 11-15, 2026 Evolve Service/Sales/Security May 20-21, 2026			Evolve ANZ Q3 ALL Groups August 24-26, 2026			Evolve ANZ Owners' Q4 November 30-December 4, 2026		
Evolve Europe Owners' Q1 February 2-6, 2026 Evolve Service/Sales/Security Q1 February 11-12, 2026			Evolve Europe Owners' Q2 May 11-15, 2026 Evolve Service/Sales/Security Q2 May 20-21, 2026			Evolve Europe Q3 Owners'/Security September 7-11, 2026			Evolve Europe Owners' Q4 November 16-20, 2026 Evolve Service/Sales/Security Q4 November 25-26, 2026		



IT Nation Connect Global + (North America)

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IT Nation Connect Global Sponsorship Opportunities At-a-Glance	Diamond (by Invitation)	Platinum 10 \$147,500 Investment	Gold 10 \$115,500 Investment	Silver 120 \$49,500 Investment	Start Up 20 \$20,000 Investment
PRESENCE					
Turnkey Booth Turnkey inclusions (includes graphics, basic carpeting, electrical and wifi, Carpet not include w/ Silver). Upgrades available.	20x20 Island • Two (2) demo stations w/ 32" Monitors	10x20 • Two (2) demo stations w/ 32" Monitors	10x10 • One (1) demo station w/ 32" monitor	8x8 • One (1) demo station w/ 32" monitor	3x3 • One (1) demo station w/ 32" monitor
Priority Booth Location Selection	✓				
Private Meeting Room (Thursday & Friday)	1	1			
Lead Retrieval License(s)	4	2	1	1	1
ACCESS					
Staff passes (booth staff, employees, speaker(s) and executives)	12	8	5	3	2
Guaranteed Room Block (exhibitor paid)	10	5			
Conference Passes for Customers	12	8	5	3	2
Purchasable staff or customer conference passes (limited quantity based up on availability)	✓	✓	✓	✓	✓
Executive Leadership Breakfast - Meet with IT Nation leadership	✓				
Access to attending media list	✓	✓	✓	✓	✓
THOUGHT LEADERSHIP					
Breakout session – 45 minute	1	1			
Mainstage Moment – 20-minute mainstage slot (includes seat drop)	1				
Executive Leadership Spotlight – Sponsor CEO/EVP featured in a fireside chat or leadership spotlight session	1				
Quick fire session – 30 seconds	1	1	1		
RECOGNITION					
Company name and logo on event website and event mobile app	✓	✓	✓	✓	✓
Push notification on mobile app (tied to sponsor's content session and scheduled by IT Nation)	✓				
Static Banner Ad on event website	✓	✓			
Pre-event email logo inclusion and dedicated post-event email to attendees	✓				
Welcome post on event social channel	✓	✓			
"Thank You to Our Sponsors" on-site signage logo inclusion	✓	✓	✓	✓	✓
Keynote walk-in slide logo inclusion	✓	✓			
Sponsor Marketing Kit (SMK) - includes tools for social	✓	✓	✓	✓	✓
IMPACT					
Benefits are subject to change Activation A La Carte	Choose 1 Tier 1	Choose 1 Tier 2	Choose 1 Tier 3		

Activation | Tier Levels

With our **à la carte options**, you can tailor your event experience exactly how you want it. These opportunities are designed to complement and elevate your sponsorship package.

Tier 1	Tier 2	Tier 3
Women in IT Meetup (qty 1) Breakout Room Sponsor (qty 8) Rotunda Stairwell Co-Branded Cling (qty 1) DJ Sponsor (qty 1) Mobile App Sponsor (qty 1) Wi-Fi Sponsor (qty 1) Digital Ad Bundle (qty 2)	Breakout Session seat drop (qty 4) Break Sponsor (qty 1) Escalator Co-Branded Cling (qty 2) Break Sponsor with Speaking Spot (qty 4) Carpet Squares (qty 4) Column Wrap Co-Branded Cling (qty 2)	Digital Promotion Slide (qty 10) Additional Exhibitor Pass Elevator Co-Branded Cling (qty 2) Wellness Activity Sponsor Flair Button (qty 4) ITN Gives Sponsorship (qty 5) Social Media Stream (qty 5) Bag Insert (qty 10) Feature on Mobile App Exhibitor Page (qty 3)

Marketing Package Options

No matter what your marketing goals are for IT Nation Connect, we can help you reach them and maximize your investment with these carefully crafted packages. Marketing packages are only available as add-ons to sponsorship packages.

Thought Leadership \$30,000 (qty 3)	Lead Generation \$25,000 (qty 3)	Brand Exposure \$22,000 (qty 3)
Breakout Session During Exhibitor Round	One Lead Scanner License	Feature on IT Nation Connect Homepage for One Week
On-Demand Breakout Session Hosted on Virtual Platform	Pub Crawl Stop at Booth	Lunch Sponsor
Featured Speaker Post on Social Media	Push Notification to Attendees	Floor Clings
Two Full Conference Exhibitor Passes	Quick Fire Session	LinkedIn Live Event
Map Call Out	Map Call Out	30-Second Ad
Priority Booth Selection	Priority Booth Selection	Feature on Mobile App Exhibitor Page
		Elevator Cling
		Map Call Out
		Priority Booth Selection

Connect Global Activation | A La Carte

With our à la carte options, you can tailor your event experience exactly how you want it. These opportunities are designed to complement and elevate your sponsorship package.

ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
PitchIT Program Sponsor	\$100,000	Exclusive (1)	Logo on deck, Meter board logo w/PitchIT, Slide dedication for call out and thanks during opening remarks, Participation to announce the order of winners, Logo on big check, Planter on booth acknowledging champion sponsor.
Party Sponsor	\$50,000	Exclusive (1)	TBD Description
After-Hours Hosted Experience	\$50,000	Multiple	Host your own after-Hours Experience. Invite and create a memorable experience with attendees. Can be promoted by IT Nation.
Charging Lounge	\$40,000	Exclusive (1)	Your custom-designed charging lounge and signage located outside the Solutions Pavilion. Lounge description on the IT Nation Connect website and mobile app. Includes furniture and structure for lounge space. Power from the venue will be provided for charging stations. Additional electric, AV, and furniture are not included and must be purchased by the sponsor through the Freeman exhibitor kit.
Custom Networking Lounge	\$40,000	8	Do you have a creative idea for your own custom lounge? This is your chance to highlight your creative side. The lounge includes a 10x20 structure with brandable towers and carpet located outside the Solutions Pavilion and a lounge description on IT Nation Connect Global website and mobile app. Lounge theme must be approved prior to purchase. Electric, AV, and/or additional furniture are not included and may be purchased by the sponsor through the Freeman exhibitor kit.
Guest Keynote (5-min)	\$35,000	3	Your chance to be featured on the mainstage! Kick off the keynote session with a five-minute speaking spot prior to our Guest Keynote. You will also have the opportunity to provide one small item to be placed on each seat prior to the session. Exhibitor recognition on event signage, website, mobile app, and digital signage during the session. Speaker and content must be approved by The IT Nation.
Bow Wow Lounge	\$30,000	Exclusive (1)	What attracts people more than puppies?! The lounge includes a 10x20 structure with a brandable tower and carpet located outside the Solutions Pavilion and a lounge description on the IT Nation Connect Global website and mobile app. Dogs are provided by a local rescue group (hours are TBD). Electric, AV, and/or additional furniture are not included and may be purchased by the sponsor through the Freeman exhibitor kit.

Connect Global, Cont Activation | A La Carte

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ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
Stairwell Co-Branded Cling (Set)	\$22,000	2	Your co-branded logo will be displayed prominently on the two stairways located in the conference area.
Lunch and Learn	\$22,000	2	Host a 60-minute lunch and learn style session over the conference lunch break. The room will be set in rounds. Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Lunch and learns can be listed on the IT Nation Connect Global website and mobile app or may be private. Regular conference buffet lunch will be provided. Up to 50 attendees.
Registration Bag	\$22,000	Exclusive (1)	Your logo featured on the co-branded event bag given to attendees at registration.
Event Lanyard	\$20,000	Exclusive (1)	Your logo featured on the co-branded event lanyard given to each attendee.
Guest Presenter Sponsorship	\$20,000	Exclusive (1)	Guest Presenter Sponsorship.
Room Key Sponsor	\$20,000	Exclusive (1)	Your custom design printed on the back of room keys at conference hotel as permitted by hotel policy. Front of key will be The IT
Breakout Session	\$16,500	14	Present a breakout session during the exhibitor round of sessions. Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Breakout sessions will be listed on the IT Nation Connect website and mobile app. Post-conference; you'll receive the list of attendees from your breakout session.
Welcome Reception Sponsor	\$15,000	Exclusive (1)	Your logo featured on co-branded signage and beverage napkins at the Welcome Reception. Will also be included in descriptions of Welcome Reception on website and mobile app.
Shared Lounge*	\$15,000	Shared up to 4	Shared lounge, located outside the Solutions Pavilion, includes one pass and high-top table with one stool. Lounge description on IT Nation Connect Global website and mobile app. Lounge theme must be approved prior to purchase. Electric, AV, and/or additional furniture are not included and may be purchased by the sponsor through the Freeman exhibitor kit. Subject to approval by IT Nation.
Morning Pub Crawl	\$12,000	6	One morning beverage stop at your booth during the pub crawl. Your logo featured event signage. Booth locations with stops will be called out on the on-site Solutions Pavilion map.
Evening Pub Crawl Sponsorship	\$12,000	7	One beer stop at your booth during the pub crawl. Your logo featured on koozies given to attendees and event signage. Booth locations with beer stops will be called out on the on-site Solutions Pavilion map.

Connect Global, Cont Activation | A La Carte

With our à la carte options, you can tailor your event experience exactly how you want it. These opportunities are designed to complement and elevate your sponsorship package.

ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
Conference Workshop (Half Day)	\$11,500	8	Present a half-day workshop on Wednesday (AM or PM Session). Co-branded signage to be provided outside of room. Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Workshops will be listed on the IT Nation Connect Global website and mobile app. One snack/beverage break will be included.
Hospitality Suite (Three Days)	\$11,000	4	Reserve three days at the Rosen Shingle Creek in a hospitality conference suite. This is a nonsleeping room with a seating area, dining area, and wet bar. No large gatherings are permitted during conference hours. Incidentals are the responsibility of the exhibitor
Coffee Cart Sponsor	\$10,000	4	Your logo featured on co-branded signage at coffee station.
Push Notification on Mobile App	\$5,500	2	Send attendees a push notification through our event mobile app. Encourage attendees to stop by your booth and/or notify them of your promotions and offers. Timing of push notification to be selected by The IT Nation.
Pre-Keynote slide	\$5,500	Multiple	Your logo on rolling slide preceding keynotes. Sponsor provides slide. Must be approved by The IT Nation.
10x10 Booth upgrade	\$50,000	Multiple	IT Nation Connect Global Booth Upgrade (Additional 10x10)
8x8 Booth Upgrade	\$30,000	Multiple	IT Nation Connect Global Booth Upgrade (Additional 8x8)
Additional Exhibitor pass	\$1,649	Multiple	IT Nation Connect Global Additional Exhibitor Pass
Non-MSP Pass with Branding	\$5,000	Multiple	Non-MSP pass type plus logo inclusion on digital signage.
Non-MSP Pass Type	\$3,500	Multiple	IT Nation Connect Global Non-MSP Pass Type



IT Nation Connect + Europe

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IT Nation Connect Europe
Sponsorship Opportunities At-a-Glance

	Diamond (by invitation)	Platinum 4 £32,800 Investment	Gold 30 £22,000 Investment	Start Up* 10 £10,000 Investment
PRESENCE				
Booth	• Two (2) Café table w/ chairs	• Café table w/ chairs	• Café table w/ chairs	• Table Top
Priority Booth Location Selection	✓			
Lead Retrieval License(s)	3	2	1	1
ACCESS				
Staff passes (booth staff, employees, speaker(s) and executives)	6	4	3	2
Conference Passes for Customers	6	4	3	2
Purchasable staff or customer conference passes (limited quantity based upon availability)	✓	✓	✓	✓
Executive Leadership Breakfast - Meet with IT Nation leadership	✓			
Access to attending media list	✓	✓	✓	✓
THOUGHT LEADERSHIP				
Breakout session – 45 minute	1	1		
Mainstage Moment – 20-minute mainstage slot (includes seat drop)	1			
Executive Leadership Spotlight – Sponsor CEO/EVP featured in a fireside chat or leadership spotlight session	1			
Quick fire session – 30 seconds	1	1		
RECOGNITION				
Company name and logo on event website and event mobile app	✓	✓	✓	✓
Push notification on mobile app (tied to sponsor’s content session and scheduled by IT Nation)	✓			
Static Banner Ad on event website	✓	✓		
Pre-event email logo inclusion and dedicated post-event email to attendees	✓			
Welcome post on event social channel	✓	✓		
“Thank You to Our Sponsors” on-site signage logo inclusion	✓	✓	✓	✓
Keynote walk-in slide logo inclusion	✓	✓		
Sponsor Marketing Kit (SMK) - includes tools for social	✓	✓	✓	✓
IMPACT				
Activation A La Carte	Choose 1 Tier 1	Choose 1 Tier 2		

Benefits are subject to change

Europe Activation | Tier Levels

With our **à la carte options**, you can tailor your event experience exactly how you want it. These opportunities are designed to complement and elevate your sponsorship package.

Tier 1

Breakout Session Seat Drop (qty 2)

Bag Insert (qty 4)

Push Notification on Mobile App (qty 2)

Tier 2

Pre Keynote Promotion Slide (qty 3)

Break Sponsor (qty 1)

Lunch Sponsor (qty 1)

Europe Activation | A La Carte

With our à la carte options, you can tailor your event experience exactly how you want it. These opportunities are designed to complement and elevate your sponsorship package.

ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
5-min pre-keynote speaking spot	£22,000	2	Your chance to be featured on the main stage! Kickoff a keynote session with a five-minute speaking spot prior to our Guest Keynote. You will also have the opportunity to provide one small item to be placed on each seat prior to the session. Plus, exhibitor recognition on event signage, website, mobile app, and digital signage during the session. Speaker and content must be approved by The IT Nation.
Custom Networking Lounge	£16,500	3	Do you have a creative idea for your own custom lounge? This is your chance to highlight your creative side. Lounge includes brandable space and is located outside the Solutions Pavilion, lounge description on IT Nation Europe website and mobile app. Lounge theme must be approved prior to purchase. Electric, AV and/or additional furniture are not included and may be purchased by the sponsor through the Freeman exhibitor kit
Breakout Session	£13,200	3	Present a breakout session during the exhibitor round of sessions. Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Breakout session will be listed on the IT Nation Connect website and mobile app. Post-conference, you'll receive the list of attendees to your breakout session
Conference Workshop (Half-Day)	£12,000	2	Present a half-day workshop on Wednesday (1:00pm - 4:00pm) for up to 25 attendees. Room will be set classroom style. Co-branded signage to be provided outside of room. Workshop will be listed on the IT Nation Connect Europe website and mobile app.
Lanyard Sponsor	£12,000	Exclusive (1)	Your logo featured on the co-branded event lanyard given to each delegate
Coffee Cart sponsor	£11,000	4	Help attendees overcome that mid-day slump with a jolt of excitement and have your logo featured on co-branded signage.
Morning Pub Crawl Sponsorship	£10,000	4	One morning beverage stop at your booth during the pub crawl. Your logo featured event signage. Booth locations with stops will be called out on the on-site Solutions Pavilion map.
Evening Pub Crawl Sponsorship	£10,000	4	One beer stop at your booth during the Pub Crawl. Your logo featured on koozies given to every attendee and on event signage. Booth locations with beer stops will be called out on the on-site Solutions Pavilion map.

Europe Activation | A La Carte

With our à la carte options, you can tailor your event experience exactly how you want it. These opportunities are designed to complement and elevate your sponsorship package.

ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
Registration Bag Sponsor	£10,000	Exclusive (1)	Your logo featured on co-branded event bag given to attendees at registration
Women in IT Meetup	£10,000	Exclusive (1)	Get in front of one of our most enthusiastic interest groups by sponsoring our Women in IT meal. You'll have the opportunity to provide a seat drop or giveaway to attendees and also have a five-minute speaking spot during the meetup.
Room Key Sponsor	£8,000	Exclusive (1)	Your custom design printed on the back of room keys at the conference hotel as permitted by hotel policy. Front of key will be IT Nation Branded.
Private Happy Hour Experience	£5,500	4	Your chance to curate your own private after-hours event.
IT Nation Celebration sponsor	£5,500	4	Your logo featured on co-branded signage on IT Nation Europe website, event mobile app, on-site, and at the venue.
Quick fire Session	£5,500	10	One minute to highlight your company in a live exhibitor quick fire session
Mobile app sponsor	£5,500	Exclusive (1)	Your logo featured on event signage and a dedicated banner ad in the mobile app
Welcome Reception Sponsor	£5,500	Exclusive (1)	Your logo featured on co-branded signage and beverage napkins at the evening party. Will also be included in party description on website and mobile app.
Feature on Mobile App Exhibitor Page	£2,200	5	Your logo featured on the IT Nation mobile app. Exhibitor page with company website linked.
Feature on IT Nation Europe homepage	£1,100	2	Your company profile highlighted on the IT Nation Europe homepage for two weeks
Non-MSP Pass with Branding	\$5,000	Multiple	Non-MSP pass type plus logo inclusion on digital signage.
Non-MSP Pass Type	\$3,500	Multiple	IT Nation Connect Europe Non-MSP Pass Type
Additional Exhibitor Pass	\$1,499	Multiple	Additional Exhibitor Pass



IT Nation Connect + ANZ

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IT Nation Connect ANZ Sponsorship Opportunities At-a-Glance	Diamond (by invitation)	Platinum 5 \$33,000 Investment	Gold 30 \$22,000 Investment	Start Up* 10 \$10,000 Investment
PRESENCE				
Booth	• Two (2) Café table w/ chairs	• Café table w/ chairs	• Café table w/ chairs	• Table Top
Priority Booth Location Selection	✓			
Lead Retrieval License(s)	3	2	1	1
ACCESS				
Staff passes (booth staff, employees, speaker(s) and executives)	6	4	3	2
Conference Passes for Customers	6	4	3	2
Purchasable staff or customer conference passes (limited quantity based upon availability)	✓	✓	✓	✓
Executive Leadership Breakfast - Meet with IT Nation leadership	✓			
Access to attending media list	✓	✓	✓	✓
THOUGHT LEADERSHIP				
Breakout session – 45 minute	1	1		
Mainstage Moment – 20-minute mainstage slot (includes seat drop)	1			
Executive Leadership Spotlight – Sponsor CEO/EVP featured in a fireside chat or leadership spotlight session	1			
Quick fire session – 30 seconds	1	1		
RECOGNITION				
Company name and logo on event website and event mobile app	✓	✓	✓	✓
Push notification on mobile app (tied to sponsor's content session and scheduled by IT Nation)	✓			
Static Banner Ad on event website	✓	✓		
Pre-event email logo inclusion and dedicated post-event email to attendees	✓			
Welcome post on event social channel	✓	✓		
“Thank You to Our Sponsors” on-site signage logo inclusion	✓	✓	✓	✓
Keynote walk-in slide logo inclusion	✓	✓		
Sponsor Marketing Kit (SMK) - includes tools for social	✓	✓	✓	✓
IMPACT				
Activation A La Carte	Choose 1 Tier 1	Choose 1 Tier 2		

ANZ Activation | Tier Levels

With our **à la carte options**, you can tailor your event experience exactly how you want it. These opportunities are designed to complement and elevate your sponsorship package.

Tier 1

Breakout Session Seat Drop (qty 2)

Bag Insert (qty 2)

Push Notification on Mobile App (qty 2)

Tier 2

Pre Keynote Promotion Slide

Break Sponsor

Lunch Sponsor

ANZ Activation | A La Carte

With our à la carte options, you can tailor your event experience exactly how you want it. These opportunities are designed to complement and elevate your sponsorship package.

ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
5-min Pre-keynote Speaking Spot	\$22,000	2	Your chance to be featured on the main stage! Kickoff a keynote session with a five-minute speaking spot prior to our Guest Keynote. You will also have the opportunity to provide one small item to be placed on each seat prior to the session. Plus, exhibitor recognition on event signage, website, mobile app, and digital signage during the session. Speaker and content must be approved by The IT Nation.
Event Lanyard	\$15,000	Exclusive (1)	Your logo featured on the co-branded event lanyard given to each attendee.
Custom Networking Lounge	\$15,000	2	10x10 branded lounge area in the conference common area. 1 table and stool will be provided. Open whenever you want it to be! Includes a 75-word lounge description on the IT Nation Connect ANZ website and mobile app.
Coffee Cart sponsor	\$10,000	4	Your logo featured on co-branded signage at coffee station.
VIP Celebration	\$10,000	6	Host a VIP area: logo inclusion seating for up to 6-8, special recognition during the party and DJ announcements/shoutouts.
Women in IT Meetup	\$10,000	Exclusive (1)	Get in front of one of our most enthusiastic interest groups by sponsoring our Women in IT meal. You'll have the opportunity to provide a seat drop or giveaway to attendees and have a five-minute speaking spot during the meetup.
Morning Pub Crawl	\$10,000	6	One morning beverage stop at your booth during the pub crawl. Your logo featured event signage. Booth locations with stops will be called out on the on-site Solutions Pavilion map.
Evening Pub Crawl Sponsorship	\$10,000	4	One beer stop at your booth during the Pub Crawl. Your logo featured on koozies given to every attendee and on event signage. Booth locations with beer stops will be called out on the on-site Solutions Pavilion map.
Mobile App	\$10,000	Exclusive (1)	Your logo featured on event signage and a dedicated banner ad in the mobile app.

ANZ Activation | A La Carte

With our à la carte options, you can tailor your event experience exactly how you want it. These opportunities are designed to complement and elevate your sponsorship package.

ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
Breakout Session	\$11,000	2	Present a breakout session to the IT Nation Connect ANZ delegates. Breakout session will be listed on the IT Nation Connect ANZ website. Exhibitor is responsible for scanning attendee badges to their session.
Registration Bag	\$10,000	Exclusive (1)	Your logo featured on co-branded event bag given to attendees at registration.
Room Key	\$10,000	Exclusive (1)	Your custom design printed on the back of room keys at the conference hotel as permitted by hotel policy. Front of key will be IT Nation Branded.
Conference Workshop (Half-Day)	\$8,000	2	Present a half-day workshop on Wednesday (1:00pm - 4:00pm) for up to 25 attendees. Room will be set classroom style. Co-branded signage to be provided outside of room. Workshop will be listed on the IT Nation Connect ANZ website and mobile app.
Welcome Reception	\$8,000	Exclusive (1)	Your logo featured on co-branded signage and beverage napkins at the evening party. Will also be included in party description on website and mobile app.
Quick fire Session	\$5,000	10	One minute to highlight your company in a live exhibitor quick fire session
Feature on Mobile App Exhibitor Page	\$2,200	5	Your logo featured on the IT Nation mobile app. Exhibitor page with company website linked.
Feature on IT Nation ANZ homepage	\$1,100	2	Your company profile highlighted on the IT Nation ANZ homepage for two weeks.
Non-MSP Pass with Branding	\$4,000	Multiple	Non-MSP pass type plus logo inclusion on digital signage.
Non-MSP Pass Type	\$2,500	Multiple	IT Nation Connect ANZ Non-MSP Pass Type
Additional Exhibitor Pass	\$1,499	Multiple	Additional Exhibitor Pass



IT Nation Evolve + North America

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IT Nation Evolve North America Sponsorship Opportunities At-a-Glance	Diamond 10 \$88,000 Investment	Platinum 20 \$66,000 Investment	Gold 30 \$55,000 Investment	Start Up* 10 \$20,000 Investment
PRESENCE				
Onboarding + Solution Partner Jumpstart	✓	✓	✓	✓
Solution Partner Directory	✓	✓	✓	✓
Feature post on the HUB	1			
ACCESS				
Staff passes	4	3	2	1
Purchasable staff passes (limited quantity based upon availability)	✓	✓	✓	✓
Member Data Updates	✓			
Solution Partner Peer Group	✓	✓		
Solution Partner Lounge	✓	✓	✓	✓
THOUGHT LEADERSHIP				
Subject Matter Expert Eligibility	✓	✓		
Lunch and Learn (Owners’ Groups)* Hosted evening out, based on availability (exhibitor paid)*	6	4	2	1
Lunch and Learn (Role-Based Groups) * Hosted evening out, based on availability (exhibitor paid)*	3	2	1	1
Role-Based Summit - Q2 Dallas: Wed Jun 3, 2026	✓			
Community Day Quick fire	2	1		
RECOGNITION				
Company name and logo on event website	✓	✓	✓	✓
“Thank You to Our Sponsors” on-site signage logo inclusion	✓	✓	✓	✓
Welcome Reception Attendance	✓	✓	✓	✓
Q1 Networking event	✓	✓	✓	✓
Q2 Networking event	✓	✓	✓	✓
Q3 Diamond Exclusive Activity	✓			
Q3 Networking event	✓	✓	✓	✓
Q4 Networking event	✓	✓	✓	✓
Sponsor Marketing Kit (SMK) - includes tools for social	✓	✓	✓	✓

Evolve NA Activation | A La Carte

With our à la carte options, you can tailor your event experience exactly how you want it. These opportunities are designed to complement and elevate your sponsorship package.

ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
IT Nation Grow	\$30,000	Multiple	IT Nation Grow Standalone
IT Nation Grow	\$10,000	Multiple	IT Nation Grow Addon
Community Day Outing Sponsor	\$16,500	1 Per Quarter	Sponsor an outing or activity on Community Day. Sponsorship includes co-branded signage leading up to the event and on-site. The IT Nation to handle event logistics and contracting.
Lunch & Learn	\$11,000	Multiple	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.
Networking Outing Sponsor	\$11,000	1 Per Quarter	Sponsor an outing or activity during an Evolve meeting week. Sponsorship includes co-branded signage (virtual and on-site). The IT Nation to handle event logistics and contracting. Available for multiple IT Nation Evolve program
Networking Welcome Reception Sponsor	\$11,000	1 Per Quarter	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. Available for multiple IT Nation Evolve programs.
Lanyard Sponsor	\$11,000	Exclusive (1)	Your logo featured on the event lanyard given to each attendee at every in-person Evolve meetings.
Breakfast Sponsor	\$10,000	1 Per Quarter	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 table
Member Jumpstart Lunch and Learn	\$10,000	Multiple	Interaction with IT Nation Evolve's newest peer group members during their member orientation (JumpStart) to share subject matter expertise and educate the group about products and offerings. Includes connecting with peer group members at a social dinner.
HUB (exclusive online member community) Spotlight	\$5,500	Multiple	Be a highlighted company on the Evolve exclusive online member community. Sponsor to provide copy for spotlight. Must be approved by IT Nation. Available for multiple IT Nation Evolve programs

Evolve NA Activation | A La Carte

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ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
Role-Based Peer Group Summit	\$10,000	Multiple	Takes place on June 3, 2026 in Dallas, TX. 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
Community Day Quick Fire	\$5,500	Multiple	Highlight your company one (1) time per quarter in a timed session during Community Day. Q1, Q2, or Q3.
Annual Golf Tournament	\$5,500	Limited	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
Partner Member Testimonial	\$5,500	Multiple	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.
Coffee & Break Sponsor	\$5,500	1 per Quarter	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. Available for multiple IT Nation Evolve program
Evolve 1 Access	\$5,500	1 Per Month	Sponsorship includes branded PPT slide in virtual Evolve 1 meeting slide deck & 5-minute presentation to the Evolve 1 community during one of their monthly meeting
IT Nation Gives Event Sponsor	\$5,500	Multiple	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 start
Meeting Room Drop	\$5,500	1 Per Quarter	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. The IT Nation must approve items. Available for multiple IT Nation Evolve programs.
Room Key Sponsor	\$5,500	1 Per Quarter	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. Available for multiple IT Nation Evolve program

Evolve NA Activation | A La Carte

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ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
Stress Ball Sponsor	\$5,500	Multiple	Your logo to be placed on stress balls included in each meeting room during the year
Webinar Promotion Sponsor	\$5,500	Multiple	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.
Wi-Fi Sponsor	\$5,500	1 Per Quarter	Your logo featured on event signage. Your choice of password for the attendee Wi-Fi. Must fit password requirements and be approved by The IT Nation. One (1) per quarter. Available for multiple IT Nation Evolve program
Solution Partner Peer Group	\$2,200	Multiple	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
Additional Meeting Attendee	\$1,299	Per Quarter	IT Nation Evolve Q1, Q2, Q3, and Q4 Additional Meeting Attendee



IT Nation Evolve + Europe

#ITN26



IT Nation Evolve Europe Sponsorship Opportunities At-a-Glance	Diamond 3 £27,500 Investment	Platinum 8 £23,000 Investment	Gold 8 £16,500 Investment	Start Up* 2 £10,000 Investment
PRESENCE				
Onboarding + Solution Partner Jumpstart	✓	✓	✓	✓
Solution Partner Directory	✓	✓	✓	✓
Feature post on the HUB	1			
ACCESS				
Staff passes	3	2	1	1
Purchasable staff passes (limited quantity based up on availability)	✓	✓	✓	✓
Member Data Updates	✓			
Solution Partner Lounge	✓	✓	✓	✓
THOUGHT LEADERSHIP				
Subject Matter Expert Eligibility	✓	✓		
Lunch and Learn (Owners’ Groups) Hosted evening out, based on availability (exhibitor paid)	4	3	2	1
Lunch and Learn (Role-Based Groups) Hosted evening out, based on availability (exhibitor paid)	2	2	1	1
Community Day Quick fire	2	1		
RECOGNITION				
Company name and logo on event website	✓	✓	✓	✓
“Thank You to Our Sponsors” on-site signage logo inclusion	✓	✓	✓	✓
Welcome Reception Attendance	✓	✓	✓	✓
Q1 Networking event	✓	✓	✓	✓
Q2 Networking event	✓	✓	✓	✓
Q3 Networking event	✓	✓	✓	✓
Q4 Networking event	✓	✓	✓	✓
Sponsor Marketing Kit (SMK) - includes tools for social	✓	✓	✓	✓

Evolve Europe Activation | A La Carte +

With our à la carte options, you can tailor your event experience exactly how you want it. These opportunities are designed to complement and elevate your sponsorship package.

ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
Community Day Outing Sponsor	£11,000	1 Per Quarter	Sponsor an outing or activity on Community Day. Sponsorship includes co-branded signage leading up to the event and on-site. The IT Nation to handle event logistics and contracting.
Networking Outing Sponsor	£11,000	1 Per Quarter	Sponsor an outing or activity during an Evolve meeting week. Sponsorship includes co-branded signage (virtual and on-site). The IT Nation to handle event logistics and contracting. Available for multiple IT Nation Evolve program
Lanyard Sponsor	£11,000	Exclusive (1)	Your logo featured on the event lanyard given to each attendee at every in-person Evolve meeting.
Registration Sponsor	£11,000	1 Per Quarter	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 The IT Nation. Available for multiple IT Nation Evolve programs
Community Day Breakfast Sponsor	£11,000	1 Per Quarter	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.
Lunch & Learn	£5,500	Multiple	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.
Networking Welcome Reception Sponsor	£5,500	1 Per Quarter	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. Available for multiple IT Nation Evolve programs.
Company Spotlight in Evolve Member Newsletter	£2,750	Multiple	Highlight your company in one (1) Evolve member newsletter. Sponsor to provide copy and images for spotlight. Must be approved by The IT Nation. Click and open rate data to be provided to solution partner upon request. Must be an Invent certified integrator. Available for multiple IT Nation Evolve programs

Evolve Europe Activation | A La Carte +

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ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
Community Day Quick Fire	£2,750	Multiple	Highlight your company in one (1) of the timed sessions, during Community Day. Choose which quarter, based on availability.
Meeting Room Drop	£2,750	Multiple	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. The IT Nation must approve items. Available for multiple IT Nation Evolve programs.
Webinar Promotion Sponsor	£2,750	Multiple	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.
SWAG Bag Sponsor	£2,750	Multiple	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 The IT Nation. Available for multiple IT Nation Evolve program
Tabletop Networking Bag Sponsor	£2,750	Exclusive (1)	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 The IT Nation. Available for multiple IT Nation Evolve programs.
Stress Ball Sponsor	£2,200	Multiple	Your logo to be placed on stress balls included in each meeting room during the year.
Additional Meeting Attendee	£1,299	Per Quarter	IT Nation Evolve Q1, Q2, Q3, and Q4 Additional Meeting Attendee
Strategy meeting with Evolve Leadership		Custom	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.



IT Nation Evolve + ANZ

#ITN26

IT Nation Evolve ANZ Sponsorship Opportunities At-a-Glance	Diamond 3 \$44,000 Investment	Platinum 8 \$35,000 Investment	Gold 8 \$22,000 Investment	Start Up* 2 \$10,000 Investment
PRESENCE				
Onboarding + Solution Partner Jumpstart	✓	✓	✓	✓
Solution Partner Directory	✓	✓	✓	✓
Feature post on the HUB	1			
ACCESS				
Staff passes	3	2	1	1
Purchasable staff passes (limited quantity based up on availability)	✓	✓	✓	✓
Member Data Updates	✓			
Solution Partner Peer Group	✓	✓		
Solution Partner Lounge	✓	✓	✓	✓
THOUGHT LEADERSHIP				
Subject Matter Expert Eligibility	✓	✓		
Lunch and Learn (Owners’ Groups) Hosted evening out, based on availability (exhibitor paid)	4	3	2	1
Lunch and Learn (Role-Based Groups) Hosted evening out, based on availability (exhibitor paid)	2	2	1	1
Community Day Quick fire	2	1		
RECOGNITION				
Company name and logo on event website	✓	✓	✓	✓
“Thank You to Our Sponsors” on-site signage logo inclusion	✓	✓	✓	✓
Welcome Reception Attendance	✓	✓	✓	✓
Q1 Networking event	✓	✓	✓	✓
Q2 Networking event	✓	✓	✓	✓
Q4 Networking event	✓	✓	✓	✓
Sponsor Marketing Kit (SMK) - includes tools for social	✓	✓	✓	✓

Evolve ANZ Activation | A La Carte

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ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
Community Day Outing Sponsor	\$16,500	1 Per Quarter	Sponsor an outing or activity on Community Day. Sponsorship includes co-branded signage leading up to the event and on-site. The IT Nation to handle event logistics and contracting.
Specialty Coffee Sponsor	\$11,000	1 Per Quarter	Sponsor a specialty coffee cart each morning for one (1) quarterly meeting. Includes on-site signage. Sponsors may send branded materials and other giveaways
Community Day Breakfast Sponsor	\$11,000	1 Per Quarter	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.
Networking Outing Sponsor	\$11,000	1 Per Quarter	Sponsor an outing or activity during an Evolve meeting week. Sponsorship includes co-branded signage (virtual and on-site). The IT Nation to handle event logistics and contracting. Available for multiple IT Nation Evolve program
Networking Welcome Reception Sponsor	\$11,000	1 Per Quarter	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. Available for multiple IT Nation Evolve programs.
Lanyard Sponsor	\$11,000	Exclusive (1)	Your logo featured on the event lanyard given to each attendee at every in-person Evolve meeting.
Registration Sponsor	\$11,000	1 Per Quarter	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 The IT Nation. Available for multiple IT Nation Evolve programs
Lunch & Learn	\$7,700	Multiple	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.
Webinar Promotion Sponsor	\$5,500	Multiple	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

Evolve ANZ Activation | A La Carte

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ITEM	PRICE	SPONSORSHIP(S) AVAILABLE	DESCRIPTION
SWAG Bag Sponsor	\$5,500	Multiple	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 The IT Nation. Available for multiple IT Nation Evolve program
Community Day Quick Fire	\$3,300	Multiple	Highlight your company in one (1) of the timed sessions, during Community Day. Choose which quarter, based on availability.
Company Spotlight in Evolve Member Newsletter	\$2,750	Multiple	Highlight your company in one (1) Evolve member newsletter. Sponsor to provide copy and images for spotlight. Must be approved by The IT Nation. Click and open rate data to be provided to solution partner upon request. Must be an Invent certified integrator. Available for multiple IT Nation Evolve programs.
Meeting Room Drop	\$2,750	1 Per Quarter	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. The IT Nation must approve items. Available for multiple IT Nation Evolve programs.
Stress Ball Sponsor	\$2,200	Multiple	Your logo to be placed on stress balls included in each meeting room during the year
Additional Meeting Attendee	\$1,299	Per Quarter	IT Nation Evolve Q1, Q2, Q3, and Q4 Additional Meeting Attendee
Strategy meeting with Evolve Leadership	Custom	Custom	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.

How to Sponsor

1

THINK STRATEGICALLY ACROSS THE YEAR

Treat the event portfolio as an integrated annual campaign, building momentum and reinforcing key messages

2

BUNDLE FOR EFFICIENCY

Commit to multiple events to streamline internal budgets, approvals and maximize value

3

ACT EARLY

Sponsorship options and benefits are limited and awarded on a first-come, first-served basis

4

CONSIDERATIONS

Signed contract date will determine booth selection, branding placements, and other key benefits

5

CONFIRM ELIGIBILITY

Ensure your company meets any partnership or program requirements and is in good financial standing

6

REVIEW SPONSORSHIP BENEFITS

Contact your IT Nation sales representative to review opportunities and bundling offers

Contact

Sponsorships@ConnectWise.com
813-439-3434

THANK YOU!



IT NATION