2020 ISPA annual partnership programme

Engage with the organisations delivering next generation communication services
WHO IS ISPA

Founded in 1995, the Internet Services Providers’ Association (ISPA) is the voice of the UK internet industry representing over 150 providers of Internet services in the UK.

We lobby Government and engage with our members, through events, meetings and communications to promote our vital sector.

“The internet sector has now become fully mainstream and is one of the biggest drivers of innovation, growth and overall human satisfaction. Internet related issues now top the list of policy challenges facing policymakers in the UK and across the world. ISPA reflect the full spectrum of the UK ISP industry and the contributions that the sector makes to businesses and consumers across the UK.”

Andrew Glover, Chair, ISPA
WHO IS ISPA

- FACTS AND FIGURES

**Background and governance**
- Founded in 1995
- European reach
- Industry-leading Code of Practice
- Board of 12 senior ISP executives

**Industry figures who attend ISPA events**
CEOs, MDs, Heads of Public Affairs, Senior regulatory specialists, Chief Strategy Officers, CTOs, Technical Directors, Heads of Connectivity Services, Product Managers, Senior Sales Managers...

**150 ISPA members covering the breadth of the market**
Tier 1, SME, B2B, Managed Service, FTTx, Wireless, Satellite

**Strong engagement**
- 10+ key industry events per year
- 1500 newsletter readership
- 3 policy working groups:
  - Broadband
  - Cyber Security
  - Online safety
- Proactive PR and Comms
ISPA is looking for **a select number of core partners** to join our **2020 ISPA Annual Partnership Programme** to help us shape and deliver our annual event programme.

This annual partnership programme will provide you with comprehensive and ongoing marketing opportunities **over a 12-month period to enhance your company’s exposure** to the 150 leading UK ISPs who are members of ISPA.

On top of the **core ISPA partnership pack**, you can **add key benefits** to fit your strategy, needs and budget for 2020.

**CORE ISPA PARTNERSHIP**

- **Dedicated account manager** to help you get the most value for your budget
- **Exclusive partner membership**
  - Attendance at various policy working groups
  - Policy updates on the industry as part of the mailing list
- **2 main events to showcase your expertise:**
  - The ISPA Conference
  - The ISP Business Model Summit
- **1 networking event to raise your brand profile:**
  - The ISPA Awards
- **Annual visibility on the ISPA website:** Logo & profile throughout the year
- **ISPA monthly newsletters** sent to 1500 contacts:
  - Welcome announcement + content
- **Social Media engagement** through 3000 Twitter followers

**ADD-ONS**

- **1 extra networking event:** ISPA 25th anniversary reception
- **1 exclusive workshop:** Exclusive opportunity to talk to your main target and value your technological solutions
- **1 high-profile event in Parliament:** Parliament & Internet Conference
- **1 exclusive dinner/breakfast**
  - Choose one of the key policy issues ISPA deals with (cyber security/online safety/broadband), and support one event in Parliament
14th Parliament & Internet Conference
- 27th February 2020

The Parliament & Internet conference gathers over 200 delegates from Government, Parliament, Whitehall, industry and civil society. Taking place at Westminster, the event offers partners the opportunity to influence and demonstrate thought-leadership in front of high profile keynote speakers and panellists.

Discover our website here: parliamentandinternet.org.uk

Your benefits would include:
- Demonstrating expertise and thought-leadership
- Meet key influencers
- Logo in the marketing campaign
- Logo on the event website page
- Tickets to the event
- Logo credits on screen at the event
- Assisted introduction to relevant stakeholders

2020 sponsors include:
The ISPA Awards, the ISPAs, is the leading independent internet industry awards in the UK gathering over 300 senior figures. Held in the prestigious venue, the event celebrates and rewards the best providers in the sector with awards for broadband, hosting, cyber-security, VoIP, cloud and more.

About ISPA events

22nd ISPA Awards – 2nd July 2020

Your benefits would include:

- Presenting the award category of your choice
- Sponsor credits on promotional mailouts and marketing materials
- Logo and URL link on sponsors page of awards website
- 10 Tickets to the event including a 3 course meal, wine and entertainment (worth £3500)
- Logo credits on screen and stage branding at the event
- Advert on a prominent page in the event programme
- Mention in the press release and social media

2019 sponsors included:

openreach Glide elite salumanus
nccgroup netgem.tv magrathea
DrayTek

Good ICT Networks
The ISP Business Model Summit explores the areas of growth for ISPs in today's rapidly changing environment. IoT, 5G, AI, Smart TV, Smart home, Cyber and DNS Security... the conference gives an overview of the latest innovations ISPs can adopt to develop an edge in an ever-increasing competitive market, save costs and increase revenue.

About ISPA events

2nd ISP Business Model Summit – Sept 2020

The ISP Business Model Summit explores the areas of growth for ISPs in today's rapidly changing environment. IoT, 5G, AI, Smart TV, Smart home, Cyber and DNS Security... the conference gives an overview of the latest innovations ISPs can adopt to develop an edge in an ever-increasing competitive market, save costs and increase revenue.

Your benefits would include:

• Demonstrating your expertise at the event
• Logo in the marketing campaign
• Logo on the event website page
• Tickets to the event
• Logo credits on screen at the event
• Stand in the networking area: marketing material, company banner...
• Assisted introduction to relevant stakeholders

2020 sponsors include:

[Images and logos of sponsors]
ISPA’s largest and most high-profile industry event gathers 100 delegates who gain market insight and analyse and debate the pressing regulatory, legal, policy and technological issues. You can see the highlights on the right-hand side.

**Your benefits would include:**

- Demonstrating your expertise at the event
- Logo in the marketing campaign
- Logo on the event website page
- Tickets to the event
- Logo credits on screen at the event
- Stand in the networking area: marketing material, company banner...
- Assisted introduction to relevant stakeholders

**2020 sponsors include:**

[Logos of sponsors: salumanus, netgem.tv, SONICWALL]
ISPA is delighted to host a **limited number of workshops** with our partners. Working together on an agenda, the workshop would be focused on how technology can help ISPs innovate, be it through SD-WAN, cloud or cyber security. This is a fantastic opportunity for you to stand out from your competitors and showcase your expertise to a targeted audience of ISPs.

**About ISPA events**

**Collaborative workshop**

Your benefits would include:

- Exclusive sponsorship
- Shaping the agenda of the session
- Showcase your expertise
- Co-branded event in partnership with ISPA
- ISPA would host in its London offices and ensure attendance from a set number of members
- Meeting 15-20 key targets
- Generate leads

**2020 exclusive workshop sponsors include:**

[netgem.tv] [SONICWALL™] [salumanus]
ISPA communicates through various channels on which we would be delighted to push your messages out to:

- **Website** [www.ispa.org.uk](http://www.ispa.org.uk)
- **Monthly newsletter**
- **Twitter & LinkedIn** [@ISPAUK](https://twitter.com/ISPAUK)
# ISPA ANNUAL PARTNERSHIP PROGRAMME

## CORE ISPA PARTNERSHIP

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Core</th>
<th>Recommended</th>
<th>Extended</th>
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<tbody>
<tr>
<td><strong>Dedicated account manager</strong> to help you get the most value for your budget</td>
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## ADD-ONS

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<tr>
<td>OR</td>
<td>✓</td>
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<tr>
<td>- Dinner/breakfast in Parliament on of the key policy issues ISPA deals with</td>
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## ANNUAL BUDGET

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<tr>
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<th>£12K</th>
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<th>£25K</th>
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<tbody>
<tr>
<td><strong>ANNUAL BUDGET</strong></td>
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