

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

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FACTS AND FIGURES

Background and governance

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

150 ISPA members covering the breadth of the market

Tier 1, SME, B2B, Managed Service, FTTx, Wireless, Satellite

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...

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 ANNUAL PARTNERSHIP PROGRAMME

HOW IT WORKS

ISPA is looking for a **select number of core partners** to join our **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.

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 and webinars
- 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 + monthly content

Social Media engagement through 3000 Twitter followers



ADD-ONS

1 extra networking event:

ISPA 25th anniversary reception in 2020

1 exclusive workshop or webinar:

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

About ISPA events

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 her: 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:

Raytheon

 Political
Intelligence

openreach



About ISPA events

16th ISPA Conference

14th October 2020

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:



Click
here for
the video



About ISPA events

22nd ISPA Awards

18th November 2020

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.

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
Good ICT Networks

nccgroup

netgem.tv

 magrathea

DrayTek



About ISPA events

2nd ISP Business Model Summit

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:



About ISPA events

Collaborative workshop or webinar

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. Due to Covid-19 outbreaks many workshops are taking place as webinars.

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
Good ICT Networks



About ISPA website, newsletter and social media

ISPA communication channels

ISPA communicates through various channels on which we would be delighted to push your messages out to:

- **Website** www.ispa.org.uk
- **Monthly newsletter**
- **Twitter & LinkedIn** [@ISPAUK](https://www.linkedin.com/company/ispa-uk)

The screenshot shows the ISPAUK website homepage. At the top, there is a banner for the ISPA Awards ceremony held on 11th July at the InterContinental London Park Lane Hotel. Below this is the ISPAUK logo and a navigation menu with links for About, Join, Members, Consumers, News, Events, Policy, Contact, Member Area, and Partners. The main content area features a large image of the ISPA Awards 2019 winners. Below the image, there are three columns of information: 'Future Events' listing the Business Model Summit & Annual General Meeting on 19th September; 'Latest News from ISPA' with articles about ThinkBroadband's award nominations and Mozilla's withdrawal from the Villain category; and 'Join ISPA Today' with a call to action to apply for membership.

The screenshot shows the ISPAUK newsletter sign-up page. It features the ISPAUK logo and a large graphic of a newspaper with the word 'NEWSLETTER' overlaid. Below the graphic, there are several links: ISPA Awards, ISPA Conference, ISPA subgroups update, The ISP Business Model Summit, ISPA Partnerships, ISPA in the Press, New ISPA members, and Partner Events. The main heading is 'ISPA Awards Ceremony' with the ISPA logo and the date and time: '11th July 2019, 7pm - late, London'. A paragraph of text states: 'It's less than 6 weeks to go until the 21st annual ISPA Awards ceremony, one of the highlights of the ISP calendar where we celebrate another successful year in style. The nominees for 2019 ISPA's across 14 categories can be found [here](#).' Below this, another paragraph describes the gala ceremony, mentioning networking drinks, a three-course meal, and live entertainment by Matt Richardson and Openreach. A call to action at the bottom says 'The ten reasons you should join ISPA' with an 'Apply Now' button.

The screenshot shows the ISPAUK Twitter profile page. The header includes the ISPAUK logo and the tagline 'THE VOICE OF THE UK INTERNET INDUSTRY'. Below the header, there are statistics for the account: 4,353 tweets, 1,163 following, 2,943 followers, 91 likes, and 1 list. The main content area shows a tweet from SureWIP (@SureWIP) dated July 16, celebrating the ISPA awards winners. To the right, there is a 'Who to follow' section with profiles for Louise Lancaster, Malcolm Corbett, and NextGen.

The screenshot shows the ISPAUK LinkedIn profile page. It features the ISPAUK logo and the company name 'ISPA UK'. Below the name, it says 'Telecommunications · London, England · 138 followers'. The background image shows a group of people at an awards ceremony.

ISPA ANNUAL PARTNERSHIP PROGRAMME – BUDGET

	BENEFITS	CORE	RECOMMENDED	EXTENDED
CORE ISPA PARTNERSHIP	Dedicated account manager to help you get the most value for your budget	√	√	√
	Exclusive partner membership <ul style="list-style-type: none"> Attendance at various policy working groups Policy updates on the industry as part of the mailing list 	√	√	√
	2 main events to showcase your expertise <ul style="list-style-type: none"> The ISPA Conference The ISP Business Model Summit 	√	√	√
	1 networking event to raise your brand profile: <ul style="list-style-type: none"> The ISPA Awards 	√	√	√
	Annual visibility on the ISPA website <i>Logo & profile throughout the year</i>	√	√	√
	ISPA monthly newsletters sent to 1500 contacts: <i>Welcome announcement + content</i>	√	√	√
	Social Media engagement <i>Through 3000 Twitter followers</i>	√	√	√
ADD-ONS	1 extra networking event <i>ISPA 25th anniversary reception</i>		√	√
	1 exclusive workshop or webinar <i>Exclusive opportunity to talk to your main target and value your technological solutions</i>		√	√
	1 high-profile event in Parliament <ul style="list-style-type: none"> Parliament & Internet Conference <u>OR</u> <ul style="list-style-type: none"> Dinner /breakfast in Parliament on of the key policy issues ISPA deals with 			√
ANNUAL BUDGET		£12K	£19K	£25K