

ISPA 2022 Partnership Programme



www.ispa.org.uk



**Enabling you to engage closely with UK ISPs
over a 12 month period**

What is ISPA

Founded in 1995, the Internet Services Providers' Association (ISPA) is the leading voice of the UK internet industry representing over [150 providers](#) of Internet services covering the breadth of the UK market.

“Internet related issues now top the list of policy challenges facing policymakers in the UK and across the world. ISPA reflects 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



What does ISPA do

ISPA helps shape future regulation on behalf of its members. It provides opportunities for members to convey their interests to government, regulators, parliamentarians and the media.

The Council sets ISPA's strategic objectives and signs-off policy decisions. ISPA's regulatory activity is coordinated through **several policy subgroups:**

- **Broadband**
- **Consumer**
- **Infrastructure**
- **Cybersecurity**
- **Liability**

In addition, ISPA organises many events for members including **the high-profile ISPA Awards, the UK Internet industry awards.**



What is ISPA's partnership programme

ISPA works on an annual basis with **a select number of core and complementary partners** whose products and services deliver added value to our members on their most pressing challenges (as listed on the right hand side).

Through annual exposure to our members, ISPA's partnership programme allows our partners to **engage regularly with our ISP community and achieve three main benefits:**

BRAND AWARENESS

- Your logo will be on ISPA's:
 - Social media channels
 - Website
 - Newsletters
 - Emailing Campaigns
 - Event programmes

LEAD GENERATION

- You will have multiple touchpoints to:
 - Engage with your key targets
 - Build conversations
 - Promote your solutions
- You will benefit from targeted introductions to members

THOUGHT-LEADERSHIP

- You will gain real insight on the Internet industry and regulatory developments
- You will demonstrate your expertise at events
- We will share your thought-leadership content pieces on key industry issues

Full fibre rollout

Network Security

Online safety

Consumer Take-up

Network monitoring

Network devices

Finance

Legal

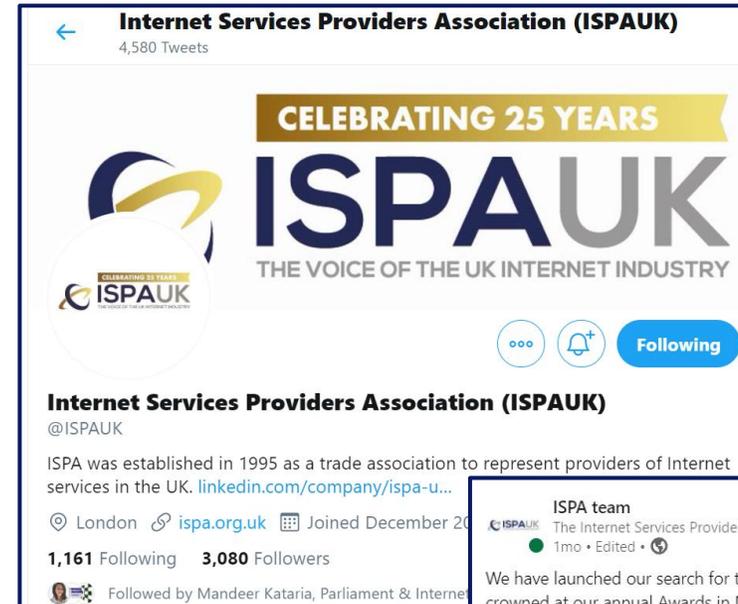
Where will your brand be promoted

You will be visible for the whole year across all ISPA's comms channels:

ISPA website: Your logo on the homepage and your company profile/contact details on the dedicated partners' page.

ISPA monthly newsletters: Your logo and content sent out to 1,200 Internet professionals on the 1st of each month. It can be press releases on product launches, company achievements etc.

LinkedIn and Twitter accounts: ISPA has over 3,000 Twitter followers and a strong presence on LinkedIn with 1,000 connections. We will announce our partnership on our social media channels and promote all our events with your logo.



Which ISPA events will help you stand out

ISP Business Model Event

October 2022
TBD

24th ISPA Awards Ceremony

24 November 2022
The Landmark London

Parliament & Internet 2023

March 2023
Conference

ISP Business Model Summit 2023

May 2023
In-Person Event and AGM

Other Events, Webinars and Networking Opportunities TBD.

What are the event formats?

ISPA Business Model Events: In 2019, ISPA successfully launched the ISP Business Model Summit to explore business and technological challenges faced by its members. In 2020 and 2021, this summit was turned into a series of 3 engaging webinars on the Hopin platform. In 2022, the event has returned to an in-person format and brings together leaders from across the ISP sector.

ISPA Business Model Conference (Online): The well-known annual ISPA Conference explores policy issues facing the Internet industry such as fibre roll-out, broadband barriers, online harms, DoH, telecoms security.

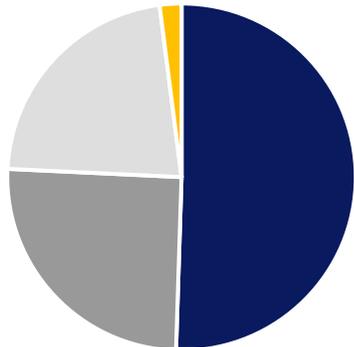
ISPA Awards – The ISPAS: The ISPAs has been the leading independent internet industry awards in the UK for over 20 years. In 2022 the attendance is anticipated to exceed 400 senior figures of the Internet industry, the ceremony honours the best ISPs in several categories. More info here: <https://www.ispa.org.uk/ispa-awards/>

The Parliament and Internet Conference: The Parliament & Internet conference gathers over 200 delegates from Government, Parliament, Whitehall, industry and civil society. Taking place at Westminster, this very high-profile event offers partners a great opportunity to network with leading figures from the internet industry and raise their profile. Discover our dedicated website here: parliamentandinternet.org.uk

Who attends ISPA's events

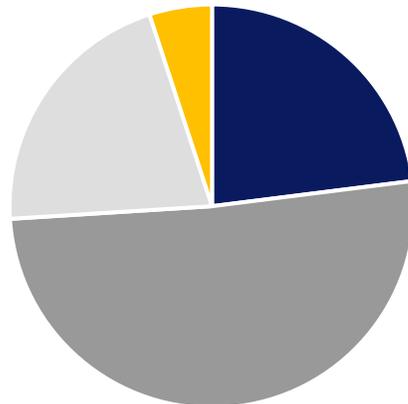
CEOs, MDs and Directors of Operations attend all our events. The Business Model events and the ISPA Awards attract more Directors of Sales and Marketing as well as Technical Directors and Head of Networks. The ISPA Conference and the Parliament & Internet Conference are also largely attended by Policy leads and Technical Directors.

ISP Business Model Events



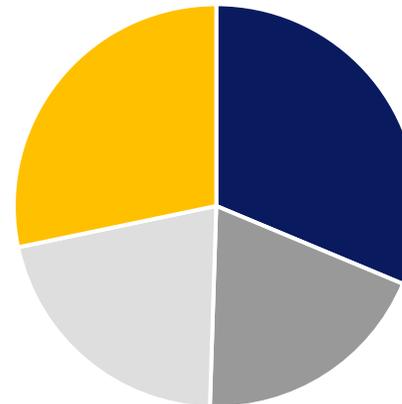
- CEOs, MDs
- Directors Sales and Marketing
- CTOs, Heads of Networks
- Others

ISPA Awards



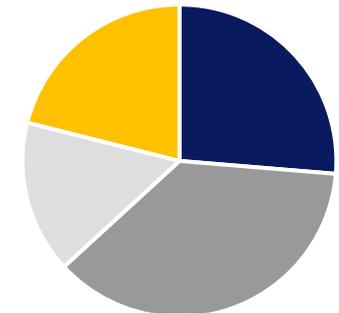
- CEOs, MDs, Operations Directors
- Director Sales, Marketing & Customers
- CTOs, Head of Networks, Engineers
- Others (HR and Finance Directors)

ISPA Conference



- CEOs, MDs, Operations Directors
- Director Sales & Marketing
- CTOs, CISOs, Head of Networks
- Policy Leads

The Parliament & Internet Conference



- CEOs, MDs, Directors Sales & Marketing, CTOs, CIOs
- Heads of Public Affairs, Regulatory & Compliance
- Charities, Academia, Think tanks, Civil society bodies
- Parliament, Government, Law enforcement agencies

Who has worked with ISPA

ISPA has been proudly supported over the years by a wide range of organisations as sponsors of the ISPA Awards or as annual ISPA partners. In any one year, we have a maximum of 12 partners.

“The ISPA Awards were pretty much a perfect event. We had a great time”

Marketing Manager, Elite

“The ISP Business Model Summit was the main highlight of the programme with a good mix of market intelligence and networking”

Account Director, Draytek

CityFibre

Plume®

openreach

Netgem
TV & WiFi

FIBRAIN®

eps

magrathea

sky

Raytheon

DrayTek

salumanus
Leading Telecommunication Networks

Glide

elite

SONICWALL™

nccgroup®

whalebone

NOMINET

Xantaro
SERVICE INTEGRATION

JUNIPER
NETWORKS

ISPA Partnership Packages

Category	Inclusions	Standard Fibre	Ultrafast Fibre	Full Gigabit
Account Management	Dedicated Account Manager to help you get the most out of your budget	✓	✓	✓
Membership - Become part of the ISPA community and get to know the members across the UK	Attendance to meetings of the relevant policy working groups	✓	✓	✓
	Policy updates about the industry as part of our mailing list	✓	✓	✓
	Monthly Newsletter subscription available to all organisation members	✓	✓	✓
	Introductions to ISPA members	✓	✓	✓
	Network and connection opportunities at the ISPA events throughout the years	✓	✓	✓
Brand Awareness - Build your awareness among the ISPA community	Brand Logo on ISPA homepage	✓	✓	✓
	Logo and Profile on ISPA homepage	✓	✓	✓
	Logo included in the monthly newsletter	✓	✓	✓
	Social media partnership announcement	✓	✓	✓
	Promotional Branding at all relevant in person events and general marketing promotion of the event	✓	✓	✓
	ISPA logo sent across to be used across you digital platforms and channels	✓	✓	✓
	Social Media synergy between ISPA and your organisation	✓	✓	✓
	Access to engagement and awareness at events that are most relevant to your organisation	✓	✓	✓

ISPA Partnership Packages

Category	Inclusions	Standard Fibre	Ultrafast Fibre	Full Gigabit
Bespoke thought leadership event	1. Bespoke Webinar - Opportunity for organisation to direct the conversation in the ISP community and inform the industry on areas of importance		✓	✓
Digital thought leadership – Become the one of our digital thought leaders with ISPA distributing content on topics important to your organisation	White Paper upload - Provision of one white paper uploaded to the ISPA website per annum, with lead generation, SM promotional content and Newsletter inclusion on the month of publication		✓	✓
	Thought leaderships articles - 2 per annum; thought leadership articles uploaded through ISPA and promoted through SM and Newsletter	✓	✓	✓
	ISPA Video Interview - have your organisations message conveyed with an ISPA hosted interview with your team, which is then produced and put across our promotional channels			✓
	Promotional Email Campaign - Bespoke to one of the content items above or a press release across our email network of senior leaders in the ISP community			✓

ISPA Partnership Packages

Category	Inclusions	Standard Fibre	Ultrafast Fibre	Full Gigabit
ISPA Events – Get engage at our own ISPA events throughout the year, building out your network and awareness for you organisation	ISPA Awards – general sponsorship and attendance	5 seats	10 seats + category	10 seats + category
	ISPA Awards - Branding and organisations logo attached to the standard branding of the event. Additional sponsorship opportunities are available - SEE HERE	✓	✓	✓
	ISP Business Model Summit - 1 Speaking slot at the awards and engagement area for organisation to promote their product/ service	✓	✓	✓
	Attendance to all other conferences, events and webinars throughout the year hosted by ISPA, with opportunities to speak at events best fit for your organisation	✓	✓	✓
Policy Insights - Get up to date insights on all things ISP policy, and work with ISPA's policy team to enhance conversations on internet service policy in the UK	Policy Insights - get regular updates on policy insights that are important to you organisations and the internet industry more broadly	✓	✓	✓
	Parliament and Internet conference - Attendance to the annual conference on internet policy	✓	✓	✓
	Parliament and Internet Gold Sponsorship - Speaking slot at the conference, featuring alongside industry leaders and policy makers			✓

ISPA Partnership Package Pricing

Standard Fibre Package - £14,000 +Vat

Ultrafast Fibre Package - £20,000 +Vat

Full Gigabit Package - £27,000 +Vat

Additional Partnership Opportunities

Parliamentary Roundtable –

Bespoke parliamentary roundtable in partnership with ISPA, with content tailored to your organisations interest. ISPA will aim to have industry leaders and parliamentarians in attendance

ISPA Strategic Liaison –

ISPA would operate as your marketing, policy and industry liaison for the UK broadband market, offering strategic collaboration with your organisation. Providing a more comprehensive collaboration option with experienced team members who are leading industry experts

Education/ Marketing Summit –

ISPA fronted summit, with the topic area tailored by your organisation and leading industry speakers invited to attend/ speak. Format entirely bespoke and designed to help convey your message to ISPA stakeholders. Ideal for organisations wanting to launch a new product/ service or act as thought leaders in the UK broadband space

Lunch and Learn Event –

ISPA lunch for members and hosted by them and the partner organisation. Target audience can be tailored to your market ambition

Your contact

I would be delighted to give you additional information on our annual programme, better understand your needs and make our partnership even more bespoke to you! Please don't hesitate to give me a call.

Krystian Heald

Partnerships and Marketing Manager

Krystian@ispa.org.uk

+44 20 8142 3773

