IT NATION GROW

2025

WHERE & WHEN is IT Nation Grow in 2025?

Date+	Location	Format
Feb 5	Houston	One day
May 7	Chicago	One day
Aug 13	Denver	One day
Nov 6-7	Orlando	Two-day track
Dec 10-11	Tampa HQ	Two-day bootcamp

Past Attendee Demographics

Attendees:

Buyer	Sellers	Both
38%	28%	34%

Timeframe M&A Event:

0-1 years	2-5 years	5+ years
48%	45%	7%

Attendee Job Titles:

C-Level	Owner / Founder	Director	VP	Other
40%	30%	15%	7%	8%

Top Three Reasons to Attend

1.	IT Nation Grow focuses on business transition knowledge development, ensuring that MSPs gain crucial knowledge for making informed business decisions during transitions.
2.	IT Nation Grow provides a platform to discover business transition options and strategies by observing presentations from industry-leading experts and current or former MSP owners.
3.	IT Nation Grow is a nexus for like-minded professionals and business transition experts, offering the chance to build valuable connections that could lead to potential collaborations, partnerships, or other growth opportunities.

Package Levels

Deliverable	Description	Diamond+	Diamond	Platinum	Gold
Transition Experts					
Exhibitor Passes	On-site passes included.	3	2	2	1
IT Nation Grow—Event Host	Named as host of the event. Co-branding (with IT Nation) of the event. Opportunity to serve in a host role at the event by welcoming attendees, hosting lunch and break time, and co-leading the wrap-up discussion.	2	1		
SME Speaking Opportunity	Bring your expertise to IT Nation Grow by co-presenting during one of the agenda slots at an event. Topic to be scheduled and agreed upon by The IT Nation.	3	2	2	1
1:1 Attendee Meeting Opportunities	Attendees will have the opportunity to schedule 1:1 discussions with you.	3	2	2	1

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IT Nation LinkedIn Live Broadcast	Join an IT Nation LinkedIn Live Broadcast, hosted by the IT Nation Grow team. Use the opportunity to share your expertise with the broader IT Nation audience.	2	1		
Co-Branded Content Development	Co-develop and co-brand a specific piece of content for use at an IT Nation Grow event and in the IT Nation Grow virtual community. Topic to be agreed upon by IT Nation.	1	1		
Networking Reception	Join the crowd at a post-event reception. A dedicated, branded location will help attendees locate you.	3	2	2	1
Panel Discussion Participation	Bring your expertise and co-present one session.	1	1		
Event Marketing	Logo will be displayed on the event registration page and on event slides.	●	●	●	●
Total Price		$35,000	$20,000	$10,000	$5,000
Yearly Deliverables		1 Available	2 Available	6 Available	10 Available

CONNECTWISE

Deliverable	Description	Diamond	Platinum	Gold
Solution Partners				
Exhibitor Passes	On-site passes included.	2	2	1
Lunch and Learn	30-minute dedicated interaction time over lunch, with IT Nation Grow attendees to share how your solution can help maximize transition opportunity and value.	1	1	
Webinar Guest	Bring the IT Nation Evangelists to your partners. We will join you on one of your hosted webinars to discuss business transition and legacy outcomes.	1		
Co-Branded Collateral	Co-branded collateral teaching attendees how to use your solution to maximize their transition. Collateral will be distributed at the event to all attendees.	1		
On-Site Marketing	Opportunity to provide collateral and giveaways for attendees. Logo included on the event registration page. Table and chairs are provided for display, discussions, and brand presence at the event.	1	1	1
Event Reception	Join the crowd at the reception. Includes a dedicated, branded location.	1	1	1
Total Price		$20,000	$10,000	$5,000
Yearly Deliverables		2 Available	2 Available	2 Available

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Deliverable	Description	
Buy-Side MSP & Private Equity Sponsors		
SME Speaking Opportunity	Bring your expertise to IT Nation Grow by co-presenting or participating in a panel during one of the agenda slots at an event. Topic to be scheduled and agreed upon by The IT Nation.	1
1:1 Attendee Meeting Opportunities	Attendees will have the opportunity to schedule 1:1 discussions with you.	1
Event Reception	Join the crowd at the reception. Includes a dedicated, branded location.	1
Per Event		$10,000

Á La Carte Options

Á La Carte Add-Ons	Amount Available	Price (USD)
December Only—Hosted Evening Experience	2 Available	Actual Cost
IT Nation Grow Shirt Sponsorship	1 Available	Actual Cost

Á La Carte Descriptions

Á La Carte Add-Ons	Description
December Only—Hosted Evening Experience	Hosted evening out is subject to availability. The sponsor maintains responsibility for payment, planning, and travel.
IT Nation Grow Shirt Sponsorship	Provide all IT Nation Grow attendees with IT Nation Grow logo wear! Co-branded with IT Nation.

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