IT Nation Grow

2025

Past Attendee Demographics

Quote from Past Exhibitor: "

Company Size by Employee:

Less than 4	4-10	11-19	20-49	50-249	250+

Company Size by Revenue:

< 1 Million USD	1-3 Million USD	3-7 Million USD	7-14 Million USD	14+ Million USD

Attendee Job Titles:

Marketing	Sales Manager	Service Manager	Technician	Operations Manager	IT Manager	Cybersecurity	Owner	Other

Top Three Reasons to Attend

1.	
2.	
3.	

By the Numbers

Total Number of Attendees	
Number of On-site Attendees	

CONNECTWISE

Package Levels

Deliverable	Description	Diamond+	Diamond	Platinum	Gold
Transition Experts					
IT Nation Grow—Event Host	Named as host of the event. Co-branding (with IT Nation) of the event. Opportunity to serve in host role at the event by welcoming attendees, hosting lunch and break time, and co-leading 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	1	1
1:1 Attendee Meeting Opportunities	Attendees will have the opportunity to schedule 1:1 discussions with you during the afternoon of the event. Meeting space and scheduling tools are provided.	3	2	2	1
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

Deliverable	Description				
IT Nation Connect—Grow Track Session	Continue the magic of IT Nation Grow by bringing your expertise to IT Nation Connect! Co-present one session featuring your area of expertise as a part of the IT Nation Grow Track.	1	1		
IT Nation Connect—IT Nation Grow Booth Participation	Join the IT Nation team at IT Nation Connect in the IT Nation Grow Booth to talk with attendees about the need to prepare for transition.	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**

		Diamond+	Diamond	Platinum	Gold
Deliverable	Description				
Solution Partners					
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 Playbook Creation	Co-develop and co-brand a playbook teaching attendees how to use your solution to maximize their transition. Playbooks will be distributed at the event and on the IT Nation Grow virtual community.		1		

		$35,000	$20,000	$10,000	$5,000
On-Site Marketing	Opportunity to provide collateral and giveaways for attendees. Logo included on the event registration page. Six-foot table and chairs for display and discussions at the event.		1	1	
Pre or Post Event Reception	Join the crowd at a post-event reception. A dedicated, branded location will help attendees locate you.		1	1	
Total Price		$35,000	$20,000	$10,000	$5,000
Yearly Deliverables			2 Available	2 Available	

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.	4
1:1 Attendee Meeting Opportunities	Attendees will have the opportunity to schedule 1:1 discussions with you during the afternoon of the event. Meeting space and scheduling tools are provided.	4
Pre or Post Event Reception	Join the crowd at a post-event reception. A dedicated, branded location will help attendees locate you.	4
Yearly Deliverables		$10,000

Á La Carte Options

Á La Carte Add-Ons	Amount Available	Price (USD)
December only—Hosted Evening Experience	2 Available	Actual Cost
PE Nation Speaking Opportunity	4 Available	$1,000
IT Nation Grow Shirt Sponsorship	1 Available	Actual Cost
IT Nation Evolve Solutions Pavilion—Transition Row	---	$1,000

Á La Carte Descriptions

Á La Carte Add-Ons	Description
December only—Hosted Evening Experience	Host the IT Nation Grow attendees for an evening experience. The experience should include food and activity, and it should create an opportunity for members to interact with you and your team.
PE Nation Speaking Opportunity	In 2025, The IT Nation will host PE Nation. The event will focus on providing education and industry expertise to private equity sponsors who have an interest in entering the MSP space. Bring your expertise 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.
IT Nation Grow Shirt Sponsorship	Provide all IT Nation Grow attendees with IT Nation Grow logo wear! Co-branded with The IT Nation.
IT Nation Evolve Solutions Pavilion—Transition Row	Join the IT Nation Evolve community for their Solutions Pavilion. Be featured in a section of the pavilion focused on business transition.