NORTH AMERICA
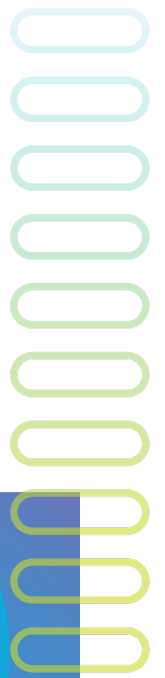
IT NATION™ CONNECT

IT Nation Connect | **November 5-7, 2025**
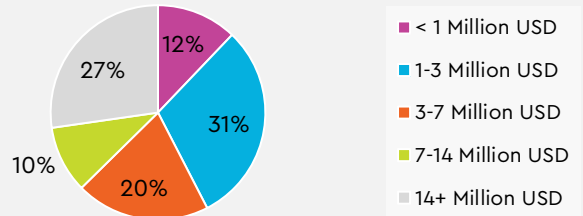
Past Attendee Demographics

Company Size by Employee:

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

7%
15%
12%
23%
18%
25%

Company Size by Revenue:

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

12%
27%
31%
10%
20%
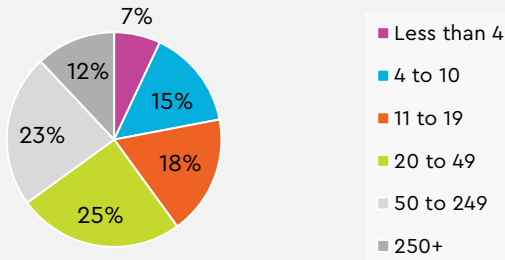
Attendee Job Roles:

Finance Manager	IT Manager	Operations Manager	Owner	Sales Manager	Service Manager	Technician	Other
4%	14%	16%	37%	9%	10%	6%	4%

Top Three Reasons to Attend

Improving Operations & Driving Efficiency

Scaling Teams to Capture New Business

Building a Cybersecurity Practice

By the Numbers

Number of On-Site Attendees	3000+
Number of Virtual Attendees	1000+

Package Levels

	Diamond	Platinum	Gold	Silver
BOOTH & CONFERENCE ACCESS				
Booth Size	20x20 Turnkey Island	10x20 Turnkey Booth	10x10 Turnkey Booth	8x8 Turnkey Booth
Carpet	•	•	•	
32" Monitor	2	2	1	1
Wireless Connectivity and Electric Connection	•	•	•	•
Full Conference Exhibitor Passes	12	10	6	4
Lead Scanner Licenses	4	2	1	
Guaranteed Rooms in the main event venue (Exhibitor Paid)	10	5		
Attendee Full Conference Passes for Customers*	6	4		
Hanging Banner in Solutions Pavilion*	•			
Ability to Upload On-Demand Content and Videos to a Virtual Exhibitor Page on the Virtual Platform—Includes Inbound Lead Collection Form	•	•	•	•

DIGITAL PROMOTION				
Company Profile on IT Nation Connect Exhibitor Webpage	•	•	•	•
Call Out on IT Nation Connect Exhibitor Page in Pre and Post-Event Emails	•	•	•	•
Diamond Recognition in Pre-Event Recruitment Email	•			
Exhibitor Marketing Kit (EMK)	•	•	•	•
Ad Space on IT Nation Connect Website	•	•		
Dedicated Call Out on IT Nation Connect Website for Two Weeks	•			
Welcome Post on IT Nation Social Media Handles	•			
Exhibitor Profile on Mobile App	•	•	•	•
CONTENT & INTERACTION				
Logo Featured on Event Signage	•	•	•	•
Logo on Rolling Slide Preceding Keynotes	•	•	•	
Dedicated Post-Event Email Sent to Attendees	•			
Conference Bag Insert	•	•		
30-Second Video Ad on Digital Signage			•	

Vendor Quickfire Presentation	•	•	•	
30-minute Mainstage Keynote	•			
Keynote Seat Drop	•	•		
Breakout Session During Exhibitor Round	•	•		
Media List Provided	•	•	•	•
Private Meeting Room (Thursday and Friday)	•	•		
Total Price	$245,000	$125,000	$105,000	$45,000
	1 Available	10 Available	10 Available	

Marketing Package Options:

No matter what your marketing goals are for IT Nation Connect, we can help you reach them and maximize your investment with these carefully crafted packages. Marketing packages are only available as add-ons to sponsorship packages.

Name of Package: Brand Exposure
One-Sentence Package Description: Looking to get your brand recognized and in front of as many attendees as possible? This package will give you high visibility and continuous brand exposure throughout the entire event.
Package Cost: $20,000
Number of Packages Available: 3

What's Included in the Special Package?	Description
Feature on IT Nation Connect Homepage for One Week	Your company profile highlighted on the IT Nation Connect homepage for one week. Timing of feature determined by The IT Nation.
Lunch Sponsor	Your logo featured on co-branded signage throughout the dining area during lunch on Thursday and Friday.
Floor Clings	Your custom design printed and displayed on five co-branded floor clings throughout the event space.
LinkedIn Live Event	Participate in a LinkedIn Live interview before IT Nation Connect with a member of The IT Nation team.
30-Second Ad	Provide a 30-second video to be featured on the digital streaming area.
Feature on Mobile App Exhibitor Page	Your logo featured on the official IT Nation event mobile app.
Elevator Cling	Your logo featured on the co-branded elevator cling in the event space.
Map Call Out	Your booth called out on the on-site Solution Pavillion map so attendees can easily locate your space.
Priority Booth Selection	Move to the top of the list by choosing your booth in the first round of booth selection.

Name of Package: Lead Generation
One-Sentence Package Description: If gathering leads is your biggest priority, this package will help get you there. Maximize your face time with attendees at IT Nation Connect and meet with as many prospective partners as possible.
Package Cost: $25,000
Number of Packages Available: 3

What's Included in the Special Package?	Description
One Lead Scanner License	This license allows you to download the Cvent LeadCapture app on your personal device and scan attendee badges at this year's event.
Pub Crawl Stop at Booth	One beer stop at your booth during the Pub Crawl. Your logo featured on koozies given to every attendee and on event signage. Booth locations with beer stops will be called out on the on-site Solutions Pavilion map.
Push Notification to Attendees	Send attendees a push notification through our event mobile app. Encourage attendees to stop by your booth and notify them of your promotions and offers. Timing of push notification to be selected by The IT Nation.
Vendor Quickfire	Participate in a fun, fast-paced session that will give attendees a chance to learn, win prizes, laugh, and vote for their favorite vendor pitch! Each vendor will have up to two minutes to wow the crowd and pitch their product.
Map Call Out	Your booth called out on the on-site Solution Pavilion map so attendees can easily locate your space.
Priority Booth Selection	Move to the top of the list by choosing your booth in the first round of booth selection.

Name of Package: Thought Leadership
One-Sentence Package Description: Have something impactful to share with attendees? This package gives you multiple speaking opportunities across different platforms to reach many attendees. What are you waiting for—get your word out there!
Package Cost: $30,000
Number of Packages Available: 3

What's Included in the Special Package?	Description
Breakout Session	Present a breakout session during the exhibitor round of sessions. Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Breakout sessions will be listed on the IT Nation Connect website and mobile app. Post-conference, you'll receive the list of attendees from your breakout session.
On-Demand Breakout Session Hosted on Virtual Platform	Pre-record a 30–60-minute breakout session that will be hosted on the IT Nation Connect virtual platform and available to all attendees, both in-person and virtual.
Featured Speaker Post on Social Media	A post on The IT Nation social media will feature your speaker. This is a great opportunity to advertise and create buzz around your speaking spots!
Two Full Conference Exhibitor Passes	Additional full conference exhibitor passes for your speakers.
Map Call Out	Your booth called out on the on-site Solution Pavilion map so attendees can easily locate your space.
Priority Booth Selection	Move to the top of the list by choosing your booth in the first round of booth selection.

Á La Carte Options

CONTENT & INTERACTION	AMOUNT AVAILABLE	PRICE (USD)
Solutions Keynote (30 mins)*	1	$100,000
Guest Keynote Sponsorship*	3	$30,000
Breakout Session	14	$15,000
Break Sponsor with Speaking Spot	4	$10,000
Pub Crawl Sponsorship	7	$10,000
Pre-Conference Workshop (Half Day)	8	$10,000
Conference Hospitality Suite (Three Days)	4	$10,000
IT Nation Gives Sponsorship	5	$5,000
Wellness Activity Sponsor	MULTIPLE	$3,000
Social Media Livestream	5	$5,000
Lunch and Learn	2	$20,000
Private Meeting Space (One Day)		$10,000
Women in IT Meetup	1	$15,000
IT Nation Connect Additional Exhibitor Pass		$1,499
CONTENT & INTERACTION	**AMOUNT AVAILABLE**	**PRICE (USD)**
Breakout Room Sponsor (One Day)	8	$15,000
Lanyard Sponsor	1	$15,000
Registration Bag Sponsor	1	$20,000
Welcome Reception Sponsor	1	$10,000
Carpet Squares (10 Per Sponsorship)	4	$10,000

Room Key Sponsor	1	$15,000
Break Sponsor	1	$8,000
Flair Button	4	$3,000
Elevator Co-Branded Cling	2	$2,000
Escalator Co-Branded Cling	2	$8,000
Stairwell Co-Branded Cling (Set)	1	$20,000
Rotunda Stairwell Co-Branded Cling	1	$15,000
Column Wrap Co-Branded Cling	2	$10,000
Hallway DJ Sponsor	1	$15,000
MESSAGE DELIVERY	**AMOUNT AVAILABLE**	**PRICE (USD)**
Breakout Session Seat Drop	4	$7,000
Conference Bag Insert	10	$5,000
DIGITAL PROMOTION	**AMOUNT AVAILABLE**	**PRICE (USD)**
Mobile App Sponsor	1	$15,000
Wi-Fi Sponsor	1	$15,000
Push Notification on Mobile App	2	$5,000
Digital Promotion Slide	10	$1,000
Digital Ad Bundle	2	$15,000
Mobile App Splash Page Ad (One Day)	3	$8,000
Feature on Mobile App Exhibitor Page	3	$5,000

LOUNGES*	PRICE (USD)
Charging Lounge	$30,000
Bow Wow Lounge	$20,000
Custom Networking Lounge	$25,000

Á La Carte Descriptions

CONTENT & INTERACTION	DESCRIPTION
Solutions Keynote (30 mins)*	A 30-minute presentation in General Session. Exhibitor recognition on event signage, website, mobile app, and digital signage during the session. Speaker and content must be approved by The IT Nation.
Guest Keynote Sponsorship	Your chance to be featured on the mainstage! Kick off the Friday keynote session with a five-minute speaking spot prior to our Guest Keynote. You will also have the opportunity to provide one small item to be placed on each seat prior to the session. Exhibitor recognition on event signage, website, mobile app, and digital signage during the session. Speaker and content must be approved by The IT Nation.
Breakout Session	Present a breakout session during the exhibitor round of sessions. Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Breakout sessions will be listed on the IT Nation Connect website and mobile app. Post-conference, you'll receive the list of attendees from your breakout session.
Break Sponsor with Speaking Spot	Gain prime exposure during refreshment breaks at the impactful video wall in the main session hallway. Package includes co-branded signage at the refreshment stations during one of the conference breaks, a 10-minute presentation at the content wall in the break area, and a static image on the content wall (no slide decks).

	This sponsorship offers a unique opportunity to showcase your brand, network effectively, and leave a lasting impression.
Pub Crawl Sponsorship	One beer stop at your booth during the pub crawl. Your logo featured on koozies given to attendees and event signage. Booth locations with beer stops will be called out on the on-site Solutions Pavilion map.
Pre-Conference Workshop (Half Day)	Present a half-day workshop on Wednesday (AM or PM Session). Co-branded signage to be provided outside of room. Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Workshops will be listed on the IT Nation Connect website and mobile app. One snack/beverage break will be included.
Hospitality Conference Suite (Three Days)	Reserve three days at the Rosen Shingle Creek in a hospitality conference suite. This is a nonsleeping room with a seating area, dining area, and wet bar. No large gatherings are permitted during conference hours. Incidentals are the responsibility of the exhibitor.
IT Nation Gives Sponsorship	Your sponsorship includes two charity event attendees who will participate on-site in the project. Your logo featured on event signage and website.
Wellness Activity Sponsor	Provide one collateral piece or small promotional item to be distributed to wellness activity participants. Item must be approved by The IT Nation.
Social Media Livestream	Reserve time to take over The IT Nation social media channel and share live updates happening at the event from your perspective. Use this time to reach The IT Nation networks and audience to promote your products and services and highlight your booth.
Lunch and Learn	Host a 60-minute lunch and learn style session over the conference lunch break. The room will be set in rounds. Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Lunch and learns can be listed on the IT Nation Connect website and mobile app or may be private. Regular conference buffet lunch will be provided. Up to 50 attendees.

Private Meeting Space	Private meeting space at the Rosen Shingle Creek for Thursday or Friday.
Women in IT Meetup	Get in front of one of our most enthusiastic interest groups by sponsoring our Women in IT meal. You'll have the opportunity to provide a seat drop or giveaway to attendees and also have a five-minute speaking spot during the meetup.
IT Nation Connect Additional Exhibitor Pass	Add another exhibitor attendee to ensure you have enough staff at IT Nation Connect to interact with attendees!
ON-SITE BRANDING	**DESCRIPTION**
Breakout Room Sponsor	Sponsor a Breakout Room for one day of sessions. These are the largest breakout rooms where we place the highest-value sessions. Sponsorship includes branding on stage, recognition on the mobile app, and a two-minute live or recorded intro before each session (excluding vendor round).
Lanyard	Your logo featured on the co-branded event lanyard given to each attendee.
Conference Bag Sponsor	Your logo featured on the co-branded event bag given to attendees at registration.
Welcome Reception Sponsor	Your logo featured on co-branded signage and beverage napkins at the Welcome Reception. Will also be included in descriptions of Welcome Reception on website and mobile app.
Carpet Squares (10 Per Sponsorship)	Your custom design printed and displayed on 10 co-branded carpet squares throughout the event space
Room Key	Your custom design printed on the back of room keys at conference hotel as permitted by hotel policy. Front of key will be The IT Nation branded.
Break Sponsor	Your logo featured on co-branded signage, beverage napkins, and coffee sleeves at every break during the event.
Flair Button	Your custom design printed on a flair button, available to all attendees alongside The IT Nation flair.

Elevator Co-Branded Cling	Your logo featured on the co-branded elevator cling in the event space.
Escalator Co-Branded Cling	Your co-branded logo will be displayed prominently on the escalator in the conference area.
Stairwell Co-Branded Cling (Set)	Your co-branded logo will be displayed prominently on two stairways located in the conference area.
Rotunda Stairwell Co-Branded Cling	Your co-branded logo will be displayed prominently on the rotunda stairwell at the main conference entrance.
Column Wrap	Your logo displayed on a column in the main rotunda area.
Hallway DJ Branding	Sponsorship includes signage near the DJ area, sponsor permitted to provide branded DJ attire (t-shirt and hat), brief sponsor announcements (30 seconds) made by the DJ every 30 minutes.

MESSAGE DELIVERY	DESCRIPTION
Breakout Session Seat Drop	Provide one small item to be dropped on each seat, in each breakout session room, before the first round of sessions. Item must be approved by The IT Nation.
Conference Bag Insert	Provide 1 collateral piece or small promotional item to be placed in each registration bag. Item must be approved by The IT Nation.

DIGITAL PROMOTION	DESCRIPTION
Mobile App Sponsor	Your logo featured on event signage and a banner ad in the mobile app that links to a URL.
Wi-Fi Sponsor	Your logo featured on event signage and carpet squares. Your choice of password for the attendee Wi-Fi. Must fit password requirements and be approved by The IT Nation.
Push Notification	Send attendees a push notification through our event mobile app. Encourage attendees to stop by your booth and/or notify them of your promotions and offers. Timing of push notification to be selected by The IT Nation.
Digital Promotion Slide	One slide featured on the digital streaming area.

Digital Ad Bundle	Your logo or promo ad featured on digital signage in the conference center public spaces throughout the duration of the event.
Mobile App Splash Page Ad	Make a big splash with your logo or custom artwork, front and center! Logo will be the first thing attendees see upon opening the event app. Available for one day of the conference. Artwork must be approved by The IT Nation.
Feature on Mobile App Exhibitor Page	Be visible in the app. Your logo featured on The IT Nation mobile app exhibitor page with company website linked.
LOUNGES	**DESCRIPTION**
Charging Lounge	Your custom-designed charging lounge and signage located outside the Solutions Pavilion. Lounge description on the IT Nation Connect website and mobile app. Includes furniture and structure for lounge space. Power from the venue will be provided for charging stations. Additional electric, AV, and furniture are not included and must be purchased by the sponsor through the Freeman exhibitor kit.
Bow Wow Lounge	What attracts people more than puppies?! The lounge includes a 10x20 structure with a brandable tower and carpet located outside the Solutions Pavilion and a lounge description on the IT Nation Connect website and mobile app. Dogs are provided by a local rescue group (hours are TBD). Electric, AV, and/or additional furniture are not included and may be purchased by the sponsor through the Freeman exhibitor kit.
Custom Networking Lounge	Do you have a creative idea for your own custom lounge? This is your chance to highlight your creative side. The lounge includes a 10x20 structure with brandable towers and carpet located outside the Solutions Pavilion and a lounge description on IT Nation Connect website and mobile app. Lounge theme must be approved prior to purchase. Electric, AV, and/or additional furniture are not included and may be purchased by the sponsor through the Freeman exhibitor kit.