

# ITNATION<sup>®</sup> EVOLVE

peer groups by  ConnectWise<sup>®</sup>

## Program Overview

This membership program is where TSP owners and leaders meet quarterly in face-to-face peer groups. There is no better place in the channel to build relationships with the decision makers of high performing, mature partners.



### Meeting Attendees

Owners  
Decision Makers  
Influencers



### Program Growth

2018: 500 companies  
2019: 540 companies  
2020: 580 companies  
2021: 650 companies



### Event Locations

Q1 – Phoenix, AZ (Virtual) | Feb 1 - 5  
Q2 – Dallas, TX (Virtual) | May 3 – 7  
Q3 – Denver, CO | August 2 - 6  
Q4 – Orlando, FL | Nov 8 – 12

	DIAMOND	PLATINUM	GOLD	A-LA-CARTE
<b>BUSINESS INTELLIGENCE</b>				
Quarterly Jumpstart IT Nation Evolve Community Training	•	•	•	
Attend Community Day Education Sessions <i>(when applicable, pre-registration required)</i>	•	•	•	
Meeting Attendees <i>(virtual/in-person) (per quarter)</i>	5	4	3	
Customer Review Dashboard	•	•	•	
IT Nation Evolve Member Data	Quarterly Updates			
IT Nation Evolve Quarterly Newsletter	•	•	•	
IT Nation Evolve Monthly Solution Partner Success Webinars*	•	•	•	
Solution Partner Member Directory	•	•	•	
Solution Partner Internal Marketing Kit <i>(SPIMK)</i>	•	•	•	
Solution Partner Peer Group Membership	2	1	\$2,000	
Strategic Planning With IT Nation Evolve Leadership*	Exclusive			
<b>CONTENT, INTERACTIONS &amp; NETWORKING</b>				
Lunch & Learn <i>(virtual and in-person)</i>	6	4	2	\$8,000.00
Hosted Peer Group Evenings Out	2	1		\$2,000.00
Virtual Platform and Booth*	•	•	•	
SEPG/Owner Alignment Workshop Sponsorship*	•	•		
Solution Partner Day*	•	•		
IT Nation Evolve Workshop Series Sponsorship*	•	•		
Community Day Sponsorship <i>(Partner Success Video Contest) *</i>	Exclusive			
Community Day Quick Fire*	•			\$2,000.00
Thought Leadership Session - Community Day*	Exclusive			
Diamond Exclusive Networking Event	Exclusive			
Attend Welcome Receptions	•	•	•	
Community Day Breakfast Sponsor <i>(1 available)</i>				\$12,500.00
Networking Event	•	•	•	
Community Day Sponsorship <i>(Awards)</i>	•	•	•	
Industry Insights with Evolve Leadership*	Exclusive			
Hub Branding: Shared Banner Ads <i>(1 per year with more available for purchase) *</i>	•	•		\$2,000.00
Hubsite Tuesdays: Solution Partner updates*	•	•	•	

	DIAMOND	PLATINUM	GOLD	A-LA-CARTE
<b>ON-SITE BRANDING &amp; PROMOTION</b>				
Branded Ad With Partner Quote	Exclusive			
Company Logo on IT Nation Evolve Website	•	•	•	
Logo on Event Signage	•	•	•	
Networking Welcome Reception <i>(2 available for purchase)</i>				\$10,000.00
Coffee & Break Sponsor <i>(2 available for purchase)</i>				\$5,000.00
Partner Member Testimonial Recorded Video <i>(available for additional purchase)</i>	Exclusive			\$5,000.00
Webinar Promotion				\$5,000.00
Meeting Room Drop <i>(2 available for additional purchase)</i>				\$7,500.00
<b>ADD-ON PACKAGES</b>				
Service Exec. Peer Groups Access <i>(6 available)</i>				\$20,000.00
Service Summit at Service Exec Peer Groups	Exclusive			\$5,000.00
One - Partner Focus Group Facilitation*				Custom
One - Senior C-Level Leadership Calls*				Custom
Hub Specialized Branding <i>(8 available for purchase) *</i>				\$2,000.00
Community Day Quick Fire*				\$2,000.00
<b>TOTAL PRICE</b>	<b>\$75,000</b> <i>Only 10 Available</i>	<b>\$50,000</b> <i>Only 25 Available</i>	<b>\$25,000</b> <i>Only 25 Available</i>	

\*Indicates new 2021 deliverable

## DELIVERABLE

### Quarterly Jumpstart Evolve Community Training

Gain a deeper understanding of your deliverables, and how to maximize your sponsorship building relationships in the IT Nation Evolve Partner community.

### Attend Community Day Education Sessions *(when applicable, pre-registration required)*

Each quarter you can attend thought leadership and business maturity sessions made available to you. Pre-registration is required.

### Meeting Attendees *(virtual / in-person) (per quarter)*

### Customer Review Dashboard

Share your partner's experience and leverage your great reputation to drive more business for you. Gather and display your partner reviews using our custom survey and review system.

### IT Nation Evolve Member Data

Annual member data with quarterly Service Leadership Inc, summary data updates.

### IT Nation Evolve Quarterly Newsletter

Observations from the channel, including insight into member trends and issues.

### IT Nation Evolve Monthly Solution Partner Success Webinars\*

Attend monthly webinars to increase your understanding and knowledge of engagement within the peer groups. Sessions will include best practices, guest speakers, success stories, upcoming engagements, and more.

### Solution Partner Member Directory

Online directory of all IT Nation Evolve Solution Partners for members to learn about your offerings including links to your website and contact information.

### Solution Partner Internal Marketing Kit (SPIMK)

Find everything you need to know for the upcoming quarterly meetings, includes a video library and various tools to help you be successful in your sponsorship.

### Solution Partner Peer Group Membership

Your designated peer group members meet quarterly over two days to share best practices, formulate goals, and hold each other accountable.

### Strategic Planning with IT Nation Evolve Leadership\*

Develop a plan with IT Nation Evolve leadership to strategically engage with the peer group community virtually.

## CONTENT, INTERACTIONS & NETWORKING

### Lunch & Learn *(virtual and in-person)*

Interaction with an IT Nation Evolve peer group to share subject matter expertise and educate group about products and offerings. Scorecard and survey results will be provided post event.

### Hosted Peer Group Evenings Out

Connect with IT Nation Evolve peer group members at a social dinner or fun outing the evening prior to your Lunch & Learn. Solution Partner covers the cost of dinner and transportation for the group. Held in Q3 & Q4.

### Virtual Platform and Booth\*

Booth space in the Virtual IT Nation Evolve exhibit hall during Q1 and Q2.

### SEPG / Owner Alignment Workshop Sponsorship\*

Sponsor a workshop and webinar series designed to facilitate alignment between owners and service executive as well as solidify business planning in Q2 & Q4.

### Solution Partner Day\*

Participate and present in a dedicated full day designated to Solution Partners of IT Nation Evolve. Sessions will include thought leadership around solutions, panels, and industry insights on tech solutions for our members in Q1 & Q2.

### IT Nation Evolve Workshop Series Sponsorship\*

Monthly branding and engagement opportunities in between quarterly meetings during Q1 & Q3.

### Community Day Sponsorship (Partner Success Video Contest) \*

Create a Partner Success video highlighting how and why the partnership has had a successful outcome in Q2.

### Community Day Quickfire\*

Highlight your company in a Quickfire session during Community Day in Q1, Q3, and Q4.

### Thought Leadership Session - Community Day\*

Drive Partners to your virtual booth with a live thought leadership session during the open pavilion hours in Q1 and Q2.

### Diamond Exclusive Networking Event

The NA Diamond Solution Partners will be hosting a networking event in Q3.

### Attend Welcome Receptions

Join the IT Nation Evolve community for network welcome receptions in Q3 & Q4.

### Community Day Breakfast Sponsor *(1 available)*

Sponsor a breakfast on Wednesday's Community Day. Includes onsite logoed signage. Sponsor may send branded materials and giveaways. Network and connect with members at this exclusive meal at Q3.

### Networking Event

Attend a networking event and meet members in a social, relaxed setting held in Q4.

### Community Day Sponsorship (Awards)

In Q4 awards will be presented to Solution Partners from the IT Nation Evolve membership.

### Industry Insights with Evolve Leadership\*

IT Nation Evolve leadership will meet and interview Solution Partners on what they are doing and share perspective with the community once per quarter.

### Hub Branding: Shared Banner Ads *(1 per year with more available for purchase) \**

Display your company's logo on the exclusive collaboration platform of the IT Nation Evolve peer groups.

### Hubsite Tuesdays: Solution Partner updates\*

Share your company updates with the IT Nation Evolve community once a month in a newsletter-like format.

## ON-SITE BRANDING & PROMOTION

### Branded Ad With Partner Quote

IT Nation Evolve will create a branded banner ad with an IT Nation Evolve partner testimonial quote that will be digitally displayed at the quarterly meetings on your behalf.

### Company Logo on IT Nation Evolve Website

Your logo featured on IT Nation Evolve website with pop-up company description.

### Logo on Event Signage

Your company logo will be featured on event signage in Q4.

### Networking Welcome Reception *(2 available for purchase)*

Sponsor the two-night Welcome Reception (Monday and Thursday evening) during the Q3 & Q4 events. Includes on-site and website recognition. Sponsor may send branded materials and giveaways.

### Coffee & Break Sponsor *(2 available for purchase)*

Sponsor the morning coffee, mid-morning break, and afternoon break. Includes on-site logoed signage. Sponsor may send branded materials and giveaways. Available in Q3 & Q4.

### Partner Member Testimonial Recorded Video *(available for additional purchase)*

Our team schedules time with a member of your choice and creates a testimonial video that tells your story to your future partners. Solution Partner selects the IT Nation Evolve partner and we do the rest, sending you a finished video that you can use anywhere.

### Webinar Promotion

One email invitation and one of The IT Nation social post sent to IT Nation Evolve members on Solution Partner's behalf. Solution Partner manages the registration process, hosts, and presents the webinar.

### Meeting Room Drop *(2 available for additional purchase)*

Have a custom piece of collateral or branded item left in each peer group meeting room at the Q3 & Q4 meetings. Sponsor provided, item creation and shipping not included. Items must be approved by ConnectWise.

## ADD-ON PACKAGES

### Service Exec. Peer Groups Access *(6 available)*

The Service Exec. Peer Groups meet two times per year, and the attendees are the service leaders at the IT Nation Evolve companies. Sponsorship includes the opportunity to provide a product demo and thought leadership to four groups per meeting (for a total of 8 sessions per year)

### Service Summit at Service Exec Peer Groups

Service Summit takes place during the one of the Service Exec. Peer Group meetings only and allows you to connect with the service leaders using your products. Tabletop exhibit time throughout the day, plus rapid-fire quick pitch from main stage and onsite signage.

### One - Partner Focus Group Facilitation\*

Enjoy a facilitated focus group of our members to gain insight and understanding of your current and future products and solutions.

### One - Senior C-Level Leadership Calls\*

Your Senior Leader will have an opportunity to connect with a group of Evolve Partners to get feedback and understanding directly from MSP owners.

### Hub Specialized Branding *(8 available for purchase) \**

Display your company's logo on the exclusive collaboration platform of the IT Nation Evolve peer groups.

### Community Day Quickfire\*

Highlight your company in a Quickfire session during Community Day in Q1, Q3, and Q4.

