



*Setting the Standard for Automation™*

**Achieve**  
panoramic  
visibility

**Leverage**  
powerful  
marketing  
strategies

**Deliver**  
exceptional  
results



**ISA Corporate Partnerships Program**



# THE ISA CORPORATE PARTNERSHIPS PROGRAM...

is a breakthrough sponsorship program designed to connect companies with end users in an effective, credible way.

As the leading non-profit global association for automation professionals, ISA has an unparalleled reputation around the globe for providing unbiased technical resources to the automation community. ISA's 30,000 members and 220,000 customers are the decision makers that you want to reach with your marketing message. These prospects come from all corners of industry and represent process, discrete, and hybrid manufacturing. They hail from all over the world, representing more than 175 countries. They make purchasing decisions at every level, from plant operations and maintenance to engineering and corporate management.

For the first time, ISA has created innovative sponsorship packages to help companies reach our members and customers, across these major industry groups:

## Raw Materials Processing Industries:

Chemicals  
Food and Beverage  
Metals and Mining  
Oil and Gas Extraction  
Petroleum Refining and  
Related Industries  
Pharmaceuticals  
Pulp, Paper and Allied Products  
Rubber and Plastics  
Stone, Clay, Glass and  
Concrete Products  
Textiles

## Discrete Parts Manufacturing Industries:

Aerospace  
Automotive  
Communications and  
Communications Equipment  
Electronic and Other Electric  
Equipment  
Industrial Machinery and  
Equipment, including Computers  
Instrumentation, Measurement,  
Analysis, and Control Apparatus  
Medical Instrumentation  
and Systems  
Semiconductors and Electronic  
Components  
Transportation  
Valves, Fittings, and Fabricated  
Metal Products

## Engineering and Construction Sectors:

Construction Firms  
Engineering Services  
Management Consulting  
Systems Integration

## Utilities Industries:

Pipeline and Natural Gas Utilities  
Electrical Utilities  
Nuclear, Fossil Fuel, and  
Combination Utilities  
Water/Wastewater Utilities

# ACHIEVE PANORAMIC VISIBILITY...

## **Reach the right people**


ISA sponsorship gives your company an unparalleled opportunity to reach a broad horizontal audience, while simultaneously drilling down into vertical markets with your marketing message. ISA's members and customers come from continuous process, discrete, and hybrid manufacturing environments. They influence buying decisions at every level and represent every major market segment, including energy, food and beverage, chemical, oil and gas, petrochemical, utilities, water/wastewater, and more. With an ISA sponsorship package, you'll be able to penetrate specific markets with your message while building awareness among a broad audience of professionals.

## **Extend your brand**

Keep your company in the spotlight year-round with consistent, persistent brand exposure. With a high-profile ISA sponsorship, your brand will be promoted throughout the year, making thousands upon thousands of impressions among your target audience.

## **Amplify your message**

ISA sponsorship is limited to a select number of companies per year at all levels of support to ensure that our members and customers can focus on your message. Plus, as an ISA Strategic Partner, you'll be able to select a promotional platform for the duration of your sponsorship. A promotional platform allows your company to take advantage of ISA's presence in that subject area, across all vehicles, throughout the year. Your promotional platform can be built around a technology area, such as safety instrumented systems, wireless technology, security, instrumentation, energy, power, enterprise integration, industrial communications, etc. Other platforms might be built around an industry initiative, like workforce development, or around a specific market segment, like utilities or pharmaceuticals.




# LEVERAGE POWERFUL TACTICAL MARKETING STRATEGIES...

## **Utilize a diverse media mix**

ISA offers a variety of media vehicles for your message, because some readers like to have a printed magazine in their hands, while others prefer an electronic version; some like updates throughout the week, and others like to browse online news on their own schedules. With the ISA family of media, including *InTech* print magazine, *InTech* online, the *InTech/Automation.com* Automation Weekly e-newsletter, the *ISA Directory of Automation*, the well-traveled ISA website and more, you can reach all of your targets in the way that they like to receive their information. Plus, ISA's face-to-face outreach opportunities, including special events and technical conferences, offer an unmatched opportunity to connect with your customers and prospects throughout the year.

## **Customize your program**

As an ISA sponsor, you'll have the unique ability to customize a program that truly fits your needs, targets your customers, and achieves your goals. Our marketing experts will work with your company to develop an individually crafted plan that works with your existing campaigns and capitalizes on your marketing strategy.



# DELIVER EXCEPTIONAL RESULTS...

## **Demonstrate value**

ISA sponsorship is results-driven, from the time you evaluate the packages until the conclusion of your sponsorship term. ISA worked with IEG, a team of sponsorship ROI experts, to study the best ways to bring more opportunities to your company. Our Strategic Partner level package comes with a third-party, unbiased evaluation of its fair market value, created using a system endorsed by companies like AT&T, Adidas, MasterCard, Nissan, Subway, and hundreds more. During your sponsorship year, ISA's marketing experts will work with your marketing team to ensure that we're delivering the highest return for your sponsorship investment, and at the conclusion of your contract, we will deliver a detailed fulfillment report showing the results of your sponsorship program.

## **Cut through the clutter**

Integrating marketing tactics and campaigns across events, publications, face-to-face opportunities, and digital communications translates into increased efficiencies for your company. You'll be able to maintain consistent messages, leverage the power of frequency in reaching your audience, and achieve top-of-mind awareness among a highly qualified group of professionals.

## **Experience unparalleled service**

As an ISA sponsor, you're part of an elite group, and you'll enjoy a dedicated, management-level contact servicing your contract throughout the entire duration of your sponsorship. This white-glove service will save you time, money, and headaches, and it will ensure that your program is implemented seamlessly.

# ISA CORPORATE PARTNERSHIPS PROGRAM

## **Sponsorship Levels:**

### **ISA Strategic Partner**

- Consistent, Persistent Exposure through Year-Round Promotion
- Prominent Association-Wide Access and Recognition
- Exclusive Promotional Platform
- Broad Horizontal Reach and Targeted Vertical Penetration
- Powerful Tactical Marketing Program Utilizing Diverse Media Mix

### **ISA Corporate Partner**

- Consistent, Persistent Exposure through Year-Round Promotion
- Second-Tier Association-Wide Access and Recognition
- Powerful Tactical Marketing Program Utilizing Diverse Media Mix

### **ISA Automation Week Partner**

- Intensive Three-Month Promotion
- Exceptional Visibility at ISA Automation Week
- Pre-Event Promotion, On-Site Exposure, and Post-Event Publicity

## **Rise Above the Competition: Become an ISA Sponsor.**

For more information, or to start customizing your sponsorship package, contact:

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Founded in 1945, the International Society of Automation ([www.isa.org](http://www.isa.org)) is a leading, global, nonprofit organization that is setting the standard for automation by helping over 30,000 worldwide members and other professionals solve difficult technical problems, while enhancing their leadership and personal career capabilities. Based in Research Triangle Park, North Carolina, ISA develops standards; certifies industry professionals; provides education and training; publishes books and technical articles; and hosts conferences and exhibitions for automation professionals. ISA is the founding sponsor of the Automation Federation ([www.automationfederation.org](http://www.automationfederation.org)).