2023 ISA Conference Event Schedule*

MAY

Digital Transformation Conference – Brazil
This second annual event will take a deeper dive by going beyond the need for effective cybersecurity to keep up with the increasing pace of digital transformation within the industrial automation field. It will explore the development of a smart manufacturing center of excellence that targets the digital landscape as it continues to evolve. This event will provide a platform for sharing ideas and solutions to address the unfolding issues resulting from rapid technological growth across multiple industries in critical infrastructures such as oil and gas, chemical, water, and power generation.

JUNE

OT Cybersecurity Summit – Scotland
This brand new event will focus on the leading international standards and conformance systems that are being used to keep operational technology (OT) safe and secure in industries such as energy, manufacturing, building automation, and more. New developments within the ISA/IEC 62443 standards series will be highlighted and technical training and certification programs designed to help you implement the standards into your business operations and workforce will be reviewed. Professionals involved in the security process should attend this event to learn more about workforce development strategies, hardware and software protection practices, and ways to improve infrastructure and data security measures.

*Preliminary schedule subject to change.
SEPTEMBER

Digital Transformation Conference – Southeast Asia

This third-annual event will bring together subject matter experts to share end-user case studies and firsthand experiences on how to optimize core assets in acceleration towards energy transition and industrial sustainability through digital transformation. An in-depth program will explore how oil producer companies leverage machine learning, data analytics, and IIoT technologies to streamline operations, improve life-of-field production, and increase HSSE across the region.

OCTOBER

ISA Automation & Leadership Conference

The ISA Automation & Leadership Conference (ALC) is the automation event of the year—combining ISA’s leadership conference with the best technical presentations from its automation conference series into an unparalleled event experience. This multi-day technical and leadership conference and exhibition will bring together a global audience of automation managers, engineers, and technicians who want to stay abreast of trending industry topics focused on digital transformation, cybersecurity, IIoT, smart manufacturing, and process automation. It will provide attendees with access to an array of subject matter experts from the US, Middle East, Brazil, Malaysia, Spain, and India—and will offer the best-of-the-best content and ultimate networking opportunities in a fun, interactive format.

*Preliminary schedule subject to change.*
Large Event Sponsorships

- Multiple days
- Multiple tracks with focused programs on various topics
- Hotel or conference center venue
- Pipe & drape exhibits

Sponsorships for Large Conferences

- OT Cybersecurity Summit
  (Scotland – June)
- ISA Automation & Leadership Conference
  (Location TBD - October)
<table>
<thead>
<tr>
<th><strong>PLATINUM</strong></th>
<th><strong>GOLD</strong></th>
<th><strong>SILVER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>(1 available)</td>
<td>(2 available)</td>
<td>(4 available)</td>
</tr>
<tr>
<td>• Keynotes Sponsor (both days—introduces keynote speaker and includes two slides)</td>
<td>• Lunch Sponsor (includes speaker introduction and two slides, pick Day 1 or Day 2)</td>
<td>• Technology demo presentation – 30 minutes (includes Q&amp;A session), broadcast to both virtual and in-person audiences</td>
</tr>
<tr>
<td>• Reception Sponsor - beverages and snack for in-person attendees (preconference evening or first night of conference, first come, first serve)</td>
<td>• 60-second video welcome message (in-person and virtual)</td>
<td>• 1 x Exhibit space in Exhibition hall, Prime location (in-person and virtual)</td>
</tr>
<tr>
<td>• Opportunity to provide exclusive logo item to conference reception attendees</td>
<td>• 2 x Exhibit space in Exhibition hall, Prime location (in-person and virtual)</td>
<td>• Materials for Goodie bag</td>
</tr>
<tr>
<td>• 3 x Exhibit space in Exhibition hall, Prime location (in-person and virtual)</td>
<td>• Materials for Goodie bag</td>
<td>• 4 Conference Passes, additional purchased at 50% discount</td>
</tr>
<tr>
<td>• Registration/Lanyard/Goodie Bag Sponsor</td>
<td>• 6 Conference Passes, additional purchased at 50% discount</td>
<td>• Receives registration contact information (in-person and virtual)</td>
</tr>
<tr>
<td>• Ad in App Program</td>
<td>• Receives registration contact information (in-person and virtual)</td>
<td>• Logo inclusion on all event promotional materials</td>
</tr>
<tr>
<td>• 10 Conference Passes, additional purchased at 50% discount</td>
<td>• Logo inclusion on all event promotional materials</td>
<td>• Branding exposure in InTech and Automation.com publications prior to event (half-page), event splash</td>
</tr>
<tr>
<td>• Receives registration contact information (in-person and virtual)</td>
<td>• Branding exposure in InTech and Automation.com publications prior to event (full-page), event splash</td>
<td></td>
</tr>
</tbody>
</table>
### CONFERENCE EBOOK SPONSOR

(1 available)
- Sole sponsor of Conference Ebook, a digital publication which is a compilation of articles produced from conference sessions
- Contribute your own non-promotional, technical whitepaper or article related to ebook topic
- Includes one or more full-page ads in the ebook with live links
- Ebooks will be published in PDF format and distributed to ISA and Automation.com audiences and media subscribers.
- Sponsor receive leads from ebook downloads (500-750 leads typical)
- 1 x Exhibit space in Exhibition hall (in-person and virtual)
- Receives registration contact information (in-person and virtual)
- Logo inclusion on all event promotional materials (logo will not be included on ISA training materials)

**$15K**

### WORKSHOP/TRAINING/SPECIAL EVENT SPONSOR

(1 available)
- Sponsors training, workshop, tour or other special event, signage recognition
- 1 x Exhibit space in Exhibition hall (in-person and virtual)
- Receives registration contact information (in-person and virtual)
- Logo inclusion on all event promotional materials (logo will not be included on ISA training materials)

**$8K**

### PROTECTATHON/TECHNOLOGY SPONSOR

(1 available)
- Sponsors conference AV and protectathon, signage recognition
- Sponsors conference Internet Access, signage recognition
- 1 x Exhibit space in Exhibition hall (in-person and virtual)
- Receives registration contact information (in-person and virtual)
- Logo inclusion on all event promotional materials (logo will not be included on ISA training materials)

**$8K**
**BREAKFAST/KEYNOTE SPONSOR**

(2 available)
- Sponsors breakfast for in-person audience (pick Day 1 or Day 2)
- Introduces keynote speaker and includes two slides
- 1 x Exhibit space in Exhibition hall (in-person and virtual)
- Receives registration contact information (in-person and virtual)
- Logo inclusion on all event promotional materials

$12K

**GALA SPONSOR**

(1 available)
- Sponsors dinner for in-person Honors & Awards Gala dinner (includes speaker introduction and two slides)
- Logo on Gala menu and program
- Included reserved dinner table (8 people) in Gala dinner
- 1 x Exhibit space in Exhibition hall (in-person and virtual)
- Receives registration contact information (in-person and virtual)
- Logo inclusion on all event promotional materials

$12K

**RECEPTION SPONSOR**

(2 available)
- (preconference evening or first night of conference, first come, first serve)
- Sponsors beverages and snacks for in-person audience, signage recognition
- Opportunity to provide exclusive logo item to conference reception attendees
- 1 x Exhibit space in Exhibition hall (in-person and virtual)
- Receives registration contact information (in-person and virtual)
- Logo inclusion on all event promotional materials

$10K
# LUNCH SPONSOR

- (1 available)
  - Sponsors President’s lunch for in-person audience
  - Includes speaker introduction and two slides
  - 1 x Exhibit space in Exhibition hall (in-person and virtual)
  - Receives registration contact information (in-person and virtual)
  - Logo inclusion on all event promotional materials

- $12K

# BREAK SPONSOR

- (4 available, 2 per day)
  - Sponsors coffee breaks/snacks for in-person audience (pick morning or afternoon, pick Day 1 or Day 2)
  - Opportunity to provide exclusive logo item to conference reception attendees
  - 1 x Exhibit space in Exhibition hall (in-person and virtual)
  - Receives registration contact information (in-person and virtual)
  - Logo inclusion on all event promotional materials

- $8K

# BOOTH SPONSOR

- 1 x Exhibit space in Exhibition hall (in-person and virtual)
- Receives registration contact information (in-person and virtual)
- Logo inclusion on all event promotional materials

- $5K

Contact us to learn more
Small Event Sponsorships Opportunities

- Single day
- Single (or double) track with focused program
- Donated or small hotel venue
- Table-top exhibits

Sponsorships for Small Conferences

Digital Transformation – Brazil
(Location TBD – May)

Digital Transformation – Southeast Asia
(Location TBD – September)
<table>
<thead>
<tr>
<th>PLATINUM</th>
<th>GOLD</th>
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<tbody>
<tr>
<td>(1 available)</td>
<td>(1 available, 2 available if training on another day)</td>
<td>(2 available per track)</td>
</tr>
<tr>
<td>• Keynote Sponsor (introduces keynote speaker and includes two slides)</td>
<td>• Lunch Sponsor (includes speaker introduction and two slides)</td>
<td>• Technology demo presentation – 30 Minutes (includes Q&amp;A session), Broadcast to both virtual and in-person audiences</td>
</tr>
<tr>
<td>• Reception Sponsor - beverages and snack for in-person attendees</td>
<td>• 60-second video welcome message (virtual, and maybe in-person?)</td>
<td>• 1 x Exhibit space, Prime location (in-person and virtual)</td>
</tr>
<tr>
<td>• Opportunity to provide exclusive logo item to conference reception attendees</td>
<td>• 1 x Exhibit space, Prime location (in-person and virtual)</td>
<td>• Materials for Goodie bag</td>
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<td>• Materials for Goodie bag</td>
<td>• 2 Conference Passes, additional purchased at 50% discount</td>
</tr>
<tr>
<td>• Registration/Lanyard/Goodie Bag Sponsor</td>
<td>• 3 Conference Passes, additional purchased at 50% discount</td>
<td>• Receives registration contact information (in-person and virtual)</td>
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<td>• 4 Conference Passes, additional purchased at 50% discount</td>
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</tr>
</tbody>
</table>

$15K | $10K | $8K
### Conference Ebook Sponsor

- Sole sponsor of Conference Ebook, a digital publication which is a compilation of articles produced from conference sessions
- Contribute your own non-promotional, technical whitepaper or article related to ebook topic
- Includes one or more full-page ads in the ebook with live links
- Ebooks will be published in PDF format and distributed to ISA and Automation.com audiences and media subscribers.
- Sponsor receive leads from ebook downloads (750-1000 leads typical)
- 1 x Exhibit space (in-person and virtual)
- Receives registration contact information (in-person and virtual)
- Logo inclusion on all event promotional materials

$15K

### Reception Sponsor

- Sponsors beverages and snacks for in-person audience, signage recognition
- Opportunity to provide exclusive logo item to conference reception attendees
- 1 x Exhibit space (in-person and virtual)
- Receives registration contact information (in-person and virtual)
- Logo inclusion on all event promotional materials

$10K

### Workshop/Training/Special Event Sponsor

- Sponsors training, workshop, tour or other special event, signage recognition (includes trainer/workshop introduction and two slides)
- 1 x Exhibit space (in-person and virtual)
- Receives registration contact information (in-person and virtual)
- Logo inclusion on all event promotional materials (logo will not be included on ISA training materials)

$8K

Contact us to learn more
### Conference Sponsorships

<table>
<thead>
<tr>
<th>Breakfest/Keynote Sponsor</th>
<th>Lunch Sponsor</th>
<th>Break Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Sponsors breakfast for in-person audience</td>
<td>- Sponsors lunch for in-person audience</td>
<td>- Sponsors coffee breaks/snacks for in-person audience (pick morning or afternoon)</td>
</tr>
<tr>
<td>- Introduces keynote speaker and includes two slides</td>
<td>- Includes speaker introduction and two slides</td>
<td>- Opportunity to provide exclusive logo item to conference reception attendees</td>
</tr>
<tr>
<td>- 1 x Exhibit space (in-person and virtual)</td>
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</tr>
<tr>
<td><strong>$12K</strong></td>
<td><strong>$12K</strong></td>
<td><strong>$8K (or 2 for $12K)</strong></td>
</tr>
</tbody>
</table>

Contact us to learn more
<table>
<thead>
<tr>
<th>CONFERENCE AV/WIFI SPONSOR</th>
<th>BOOTH SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sponsors conference AV, signage recognition</td>
<td>• 1 x Exhibit space (in-person and virtual)</td>
</tr>
<tr>
<td>• Sponsors conference Internet Access, signage recognition</td>
<td>• Receives registration contact information (in-person and virtual)</td>
</tr>
<tr>
<td>• 1 x Exhibit space (in-person and virtual)</td>
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<td></td>
</tr>
<tr>
<td>• Logo inclusion on all event promotional materials</td>
<td></td>
</tr>
</tbody>
</table>

| $5K | $3.5K |

Contact us to learn more
Conference Topic Ebook

An ebook is a compilation of multiple articles on a specific topic and designed to educate, inform, and inspire the reader to take action. Based on the content presented at ISA webinars, virtual conferences, or in-person conferences. ISA editors and subject matter experts will reformat the presentations into written articles, capturing the essence of each session.

Ebooks will be published in PDF format and distributed to ISA and Automation.com audiences and media subscribers. As the ebook sponsor, you will receive a comprehensive lead report with full contact information of all subscribers that download the ebook.

Ebook Sponsorship Benefits:

**Multi-Sponsor Ebook** ........................................ 4,000 USD per Sponsor
- Includes one full-page ad per sponsor in the ebook with live links
- Minimum of three sponsors required per ebook
- Each Sponsor will receive leads from ebook downloads (500-750 leads typical)

**Sole-Sponsored Ebook** ........................................ 12,000 USD
- In addition to the ISA produced content, contribute your own non-promotional, technical whitepaper or article related to ebook topic
- Includes one or more full-page ads in the ebook with live links
- Sponsor receive leads from ebook downloads (500-750 leads typical)

Contact one of our Account Executives for more details.
ISA coordinates with subject matter experts to produce webinars based on standards and best practices. The ISA subject matter expert(s) will work on topic development. ISA will host, moderate, and manage all aspects of the registration process. Additionally, ISA will execute all pre- and post-webinar promotions to ISA and Automation.com audiences and media subscribers.

As the sponsor, you will have the opportunity to align your company’s brand with the topic, introduce the speaker, and present a brief message on a slide before and after the webinar. In addition, you will receive a comprehensive lead report with full contact information of all registrants and attendees.

<table>
<thead>
<tr>
<th>Webinar Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor recognition</td>
<td>The sponsor will get 2 slides about sponsoring company at the beginning and at the end of the webinar.</td>
</tr>
<tr>
<td>Sponsor logo recognition</td>
<td>Logo recognition on website(s) and promotional material as <strong>Webinar Sponsor</strong> with direct link to your home page.</td>
</tr>
<tr>
<td>Sponsor’s 2-3-minute welcome address</td>
<td>Sponsor will welcome webinar’s participants, make opening remarks, and introduce the Speaker.</td>
</tr>
<tr>
<td>ISA-moderated</td>
<td>ISA representative will act as moderator.</td>
</tr>
<tr>
<td>Co-branded (ISA + Sponsor)</td>
<td>Webinar is co-branded with ISA and Sponsor’s logos.</td>
</tr>
<tr>
<td>Hosting and registration</td>
<td>ISA will provide the hosting services using GoTo webinar platform, including landing page for registration, webinar reminders for registrants, and optional live poll questions.</td>
</tr>
<tr>
<td>Reporting (registration, attendance)</td>
<td>Reporting on viewer registration, attendance, Q&amp;A, and optional polling questions.</td>
</tr>
<tr>
<td>Website and newsletter promotion</td>
<td>ISA and Automation.com will promote the webinar in applicable areas on the website, eneletters, and social.</td>
</tr>
<tr>
<td>Custom email invitations</td>
<td>ISA and its channels will create and send up to three custom email invitations to our subscribers or a predetermined segment of our subscribers.</td>
</tr>
<tr>
<td>Recorded and archived</td>
<td>The recorded webinar with PowerPoint slides will be archived on ISA and its channels indefinitely.</td>
</tr>
<tr>
<td>Follow-up email to registrants</td>
<td>Includes thank you message, link to archived webinar (if applicable), or follow-up message.</td>
</tr>
<tr>
<td>Post-webinar email</td>
<td>ISA and its channels will send one post-webinar email to our global subscriber database promoting the recorded version of webinar with registration landing page.</td>
</tr>
</tbody>
</table>
Custom Virtual or Onsite Workshop
ISA will create or repackage technical content tailored to a tightly defined audience. Working across a commercial “firewall,” this impartial information will be presented alongside supplier-generated content. ISA content and organization resources, working with a single supplier, will attract and inform a targeted customer base.

There are two basic approaches to this model:

**Turn-Key**
ISA contracts for all aspects of event logistics, technical programming, and event promotion. Supplier provides content and speakers for their own sessions. The supplier will provide input to the marketing materials created by ISA, and the supplier will utilize the marketing materials to promote the event to their audience.

**Programming Only**
ISA provides a technical programming track to support a commercial event that is organized, promoted, and hosted by the supplier. ISA’s non-commercial and intellectual property standards will be observed in development and execution of the technical program. ISA speakers will receive a stipend for their time, as well as travel and accommodations.
ISA Customized Training Workshop (Virtual or Onsite)

The sponsor offers a condensed ISA technical training course at the sponsor’s virtual or in-person event. ISA will align technical training content with the needs and interests of the event audience. ISA provides subject matter expert instructors to present/teach the training material at the event.

Event attendees will pre-register for the course at no cost to the attendee. At the end of the course, each attendee will receive ISA CEUs and a special code to take the full online version of the ISA training course at a discounted rate. Upon completion of the online training course, the participant will receive additional ISA CEUs.

Through this sponsorship, the sponsor is subsidizing the cost of training for their end user participants. Maximum occupancy depends on the size of the room and course being offered at the event.

The following course topics are available for delivery at an event:

- Fundamentals of Industrial Process Measurement & Control
- Industrial Data Communications Systems
- Understanding Changes in IEC 61511 - Safety Standard for SIS
- Applying Instrumentation in Hazardous Locations Online
- Batch Control Using the ANSI/ISA88 Standards

- Developing and Applying Standard Instrumentation and Control Documentation
- Implementing Business to MES Integration Using the ANSI/ISA95 Standards
- Introduction to Industrial Pressure, Level, and Density Measurement Technologies
- Overview of industrial Flow Measurement Engineering
- Safety Instrumented Systems: Design, Analysis, and Justification

4-hour Workshop Details
- Participants receive .4 ISA CEUs
- Participants can take the full online version of the course at a 25% discount and will earn an additional 2.1 ISA CEUs
- Electronic note sets will be provided

8-hour Workshop Details
- Participants receive .8 ISA CEUs
- Participants can take the full online version of the course at a 40% discount and will earn an additional 2.1 ISA CEUs
- Electronic note sets will be provided
**ISACConnect**

ISACConnect is one of our most popular member benefits – an online community that allows members to connect with peers, participate in discussions, network with accounting colleagues and share knowledge and resources. Advertising on ISA Connect provides you with exposure on the most active pages our members visit daily, allowing you to target more than 14,000 automation professionals.

**Website Positions**

- **Top Leaderboard** (970 x 90) ................................................................. 795 USD per Month
- **Right Skyscraper** (300 x 600) .............................................................. 795 USD per Month

**Email Digest Positions**

- **Bottom Leaderboard** (728 x 90) .......................................................... 795 USD per Month

**Specifications**

- File Size: 100K or less. File formats accepted: JPG, GIF, PNG, HTML5, or 3rd Party Ad Tags

Contact us to learn more
Contacts

Events

**Liz Neiman**  
Managing Director of Strategic Engagement  
Lneiman@isa.org  
+1 917-650-3006

Liz brings 20+ years of creative expertise to overseeing marketing, communications, and events at ISA after serving in leadership roles at MIND Research Institute, and the American National Standards Institute (ANSI). She has a real talent for knowing her audience and delivering content and experiences that are exciting, engaging, and informative.

**Morgan Foor**  
Director of Communications and Events  
mfoor@isa.org  
+1 919-990-9267

With over 12 years of event management and fundraising experience, Morgan brings new ideas for content delivery to optimize events, works with our sponsors to ensure maximum value and brand awareness, and strategizes to create the best event ambiance for networking professionals.

**Kimberly Belinsky**  
Event Manager  
kbelinsky@isa.org  
+1 919-990-9404

Kim brings over 22+ years of experience with ISA in training and program development, working with industry members and SMEs to develop deliverables for the most rewarding event experience for our members and customers.

**Antoine Alexander**  
Event Manager  
aalexander@isa.org  
+1 646-470-0594

With 10+ years of event management experience in technology and marketing, Antoine’s main goal is to elevate the attendee experience and create an environment that promotes growth with actionable content.

Sponsorships Sales

**Rick Zabel**  
Group Publisher and Managing Director  
rzabel@isa.org  
+1 919-990-9233

Rick started his career in automation in 1989 and co-founded Automation.com in 2000. He is currently Group Publisher for Automation.com and InTech and Director of Content Sponsorships.

**Bill Furlow**  
Senior Manager of Partnerships & Business Development  
wfurlow@isa.org  
+1 972-822-4918

Bill started his career as a technical editor in the Oil & Gas industry. For the past 20 years he has worked in business development, creating and launching more than 100 focused technical events. He is currently the Senior Manager of Events for ISA.

**Chris Nelson**  
Account Executive  
cnelson@isa.org  
+1 919-990-9265

Based in the Twin Cities, Chris has been focused on finding the best marketing solutions for clients over the past 11 years, and has a 20+ year history working with technology in industrial applications.

**Richard Simpson**  
Account Executive  
rsimpson@isa.org  
+1 919-414-7395

Based in Cary, NC, Richard has 30+ years of experience in print and electronic media in the automation and control industry.

**Gina DiFrancesco**  
Account Executive  
gdifrancesco@isa.org  
+1 216-509-0592

Based in Cleveland, Ohio. Gina has 25+ years’ experience in print and electronic media in the B2B and local advertising industry. A seasoned sales professional, delivering effective marketing solutions, and productive client partnerships.
Company confirms its purchase of this package; and ISA confirms its intent to deliver this package.

**Conference Name:**
- [ ] OT Cybersecurity Summit
- [ ] ISA Automation & Leadership Conference
- [ ] Both

**Webinar Name:** ________________________________

**Webinar Date:** ________________________________

**Company Name:** ______________________________

**Contact Name:** ______________________________

**Contact Email:** ______________________________

**Title:** ______________________________

**Contact Signature:** ____________________________

**Accounting Contact Name:** _____________________

**Accounting Contact Email:** _____________________

**Marketing Contact:** ___________________________

**Company Address:** ____________________________

**City:** ______________________________

**State/Province/Country:** _______________________

**Zip Code:** ____________________________

ISA Payment Terms: Net 30 Days

State any exception to these terms (if applicable): ______________________________

**ISA Staff/Sales Contact:** _______________________

---

**Select Sponsorship Package** (and enter price)

- [ ] Platinum: ________ USD
- [ ] Gold: ________ USD
- [ ] Silver: ________ USD
- [ ] Protectathon/Technology: ________ USD
- [ ] Workshop/Training/Special Event: ________ USD
- [ ] Conference Ebook: ________ USD
- [ ] Reception: ________ USD
- [ ] Gala: ________ USD
- [ ] Breakfast/Keynote: ________ USD
- [ ] Lunch: ________ USD
- [ ] Break: ________ USD
- [ ] Booth: ________ USD
- [ ] Webinar: ________ USD
- [ ] ISAConnect: ________ USD

**Package Total**: ________ USD
Sponsorship Terms & Conditions

1. APPLICATIONS. Acceptance for sponsorship and/or exhibit space must be made on the form provided, completed as requested, and accompanied by the required payment.

ISA reserves the absolute right to decline any application for space if, in ISA's judgment, the products or services to be shown or demonstrated are unrelated to the scientific and educational purposes of the Conference or Webinar. This application becomes a contract only when accepted by ISA by notifying Sponsor of the assignment of a specified exhibit space.

2. EXHIBIT SPACE/SPONSORSHIP PACKAGE. ISA reserves the right to modify the package to the extent necessary for the best interests of the Sponsors and ISA or to correct inaccuracies or errors. ISA also reserves the right to modify the plan to the extent necessary for the best interests of the Conference/Webinar/Exhibition.

3. SPACE/PACKAGE ASSIGNMENT. Space available will be allocated on a first come basis.

4. PAYMENT SCHEDULE. Sponsorship package fees are due in full, Net 30 from invoice date.

5. CANCELLATION. A Sponsor may cancel the contract by giving written notice of cancellation received by ISA on or before 2 weeks ahead of conference start date. Upon receipt of a timely notice of cancellation, ISA will refund the exhibit fee only previously paid by Sponsor. Sponsor agrees that any cancellation after 2 weeks ahead of conference/webinar start date, withdrawal from the event, or failure to show at the event is a material breach of this agreement and ISA will retain the entire exhibit fee paid by Sponsor in such event. Sponsor agrees that the amount of the sponsorship package is a reasonable measure of the damages to ISA in the event of such breach. ISA agrees that the retention of the fee is Sponsor's sole liability in the event of such breach. No notice is effective unless submitted to ISA in a manner in which proof of receipt by deadline can be shown, such as certified mail with a return receipt, courier with signed receipt, or an acknowledged e-mail from ISA.

6. SUBLETTING SPONSOR/EXHIBIT SPACE. No Sponsor shall assign, sublet or apportion the whole or any part of the space allotted. Sponsor may not display equipment, materials, or content from other than its own firm or joint Sponsors’ firms in said space, without the consent of ISA.

7. INDEMNITY AND LIMITATION ON LIABILITY. Sponsor covenants and agrees to hold harmless ISA; the owners, operators, and managers of the conference/webinar event; and the respective officers, agents and employees of each (collectively referred to as Program Management) from any and all claims of liability, or expense, including Sponsor's employees, agents, and contractors.

Except for cancellations and withdrawals permitted by Section 5 above, the Sponsor is responsible for total sponsorship package irrespective of any reason for such cancellation and withdrawal, including cancellation and withdrawal by the Sponsor because of failure of platform to be prepared for any reason or cancellation by the Sponsors as the result of action by the Program Management or the result of strikes, lock-outs, act of God, inability to obtain labor or materials, government action of whatsoever nature, war, civil disturbance, fire, unavoidable casualty or other causes, whether similar or dissimilar, beyond the control of ISA. In the event of cancellation by ISA as a result of the aforesaid causes, the Sponsor expressly waives such liability and releases ISA of and from all claims for damages and agrees ISA shall have no obligation to Sponsor. If, for any reason, the program is not held or rescheduled, ISA's liability is limited to a credit to a future program.

Sponsor is a licensee of platform/package only and not an agent, employee, partner or joint venture of or with ISA. Sponsor agrees that it is solely responsible for its costs of doing business and agrees to hold ISA harmless from any obligations incurred by the Sponsor as a result of contracting for any goods or services connected with the Sponsor, service contractors, or other persons or companies and to indemnify ISA for any costs or liabilities incurred in defending any such claims against ISA, including attorneys’ fees, expenses, and any judgments awarded or settlement amounts agreed to.

8. GOVERNING DOCUMENTS AND LAWS. Sponsor expressly understands and agrees to be bound by all terms and conditions and rules and regulations contained in this Virtual Conference/Webinar Contract. Sponsor also agrees to be bound by any deadlines or policies stated in the Sponsor information which will be provided by ISA.

Such documents are made an integral part of this Contract by reference as if set forth in full in the Contract.

9. VIOLATIONS. The interpretation and application of these Terms and Conditions and documents incorporated by reference are the sole responsibility of ISA. Violation by Sponsor of these Terms and Conditions shall subject the Sponsor to cancellation of its contract to occupy exhibit table and to retention by ISA of all monies paid. Upon due notice to Sponsor of such cancellation, ISA will have the right to take possession of the Sponsor's space, remove all persons and properties of the Sponsor, and hold the Sponsor accountable for all risks and expenses incurred as a result of such re-entry and removal.

ISA reserves the right to restrict sponsor material which become objectionable because of noise, operational methods, rules violations, or any other reason and may prohibit any content , which in ISA's sole opinion, may detract from the general character of the Conference/Webinar as a whole. In the event of such restriction or eviction, ISA will not be liable for any refunds or expenses of Sponsor.

If ISA must engage an attorney to collect any amounts due under this Agreement, Sponsor agrees to pay all reasonable attorneys’ fees and expenses incurred by ISA.

10. AMENDMENTS. If any unforeseen event renders it necessary, ISA may amend these Terms and Conditions and those documents included by reference. All amendments will be published and mailed to each Sponsor who shall be bound thereby. Any other changes in the terms and conditions and rules and regulations must be in writing and signed by both parties.
Company confirms its purchase of this package; and ISA confirms its intent to deliver this package

**Conference Name:** □ Digital Transformation – Brazil □ Digital Transformation – Southeast Asia □ Both

**Webinar Name:** ______________________________________________________________

**Webinar Date:** _______________________________________________________________

**Company Name:** ____________________________________________________________

**Contact Name:** _____________________________________________________________

**Contact Email:** _____________________________________________________________

**Title:** _________________________________________________________________

**Contact Signature:** __________________________________________________________

**Accounting Contact Name:** __________________________________________________

**Accounting Contact Email:** __________________________________________________

**Marketing Contact:** __________________________________________________________

**Company Address:** __________________________________________________________

**City:** _________________________________________________________________

**State/Province/Country:** ____________________________________________________

**Zip Code:** ___________________________  **Today’s Date:** _______________________

ISA Payment Terms: Net 30 Days
State any exception to these terms (if applicable): ________________________________

**ISA Staff/Sales Contact:** ____________________________________________________

**Select Sponsorship Package** (and enter price)

- Platinum ____________ USD
- Gold ____________ USD
- Silver ____________ USD
- Workshop/Training/Special Event ____________ USD
- Conference Ebook ____________ USD
- Reception ____________ USD
- Breakfast/Keynote ____________ USD
- Lunch ____________ USD
- Break ____________ USD
- Booth ____________ USD
- Webinar ____________ USD
- ISAConnect ____________ USD

**Package Total** ____________ USD
**Sponsorship Terms & Conditions**

1. **APPLICATIONS.** Acceptance for sponsorship and/or exhibit space must be made on the form provided, completed as requested, and accompanied by the required payment.

   ISA reserves the absolute right to decline any application for space if, in ISA’s judgment, the products or services to be shown or demonstrated are unrelated to the scientific and educational purposes of the Conference or Webinar. This application becomes a contract only when accepted by ISA by notifying Sponsor of the assignment of a specified exhibit space.

2. **EXHIBIT SPACE/SPONSORSHIP PACKAGE.** ISA reserves the right to modify the package to the extent necessary for the best interests of the Sponsors and ISA or to correct inaccuracies or errors. ISA also reserves the right to modify the plan to the extent necessary for the best interests of the Conference/Webinar/Exhibition.

3. **SPACE/PACKAGE ASSIGNMENT.** Space available will be allocated on a first come basis.

4. **PAYMENT SCHEDULE.** Sponsorship package fees are due in full, Net 30 from invoice date.

5. **CANCELLATION.** A Sponsor may cancel the contract by giving written notice of cancellation received by ISA on or before 2 weeks ahead of conference start date. Upon receipt of a timely notice of cancellation, ISA will refund the exhibit fee only previously paid by Sponsor. Sponsor agrees that any cancellation after 2 weeks ahead of conference/webinar start date, withdrawal from the event, or failure to show at the event is a material breach of this agreement and ISA will retain the entire exhibit fee paid by Sponsor in such event. Sponsor agrees that the amount of the sponsorship package is a reasonable measure of the damages to ISA in the event of such breach. ISA agrees that the retention of the fee is Sponsor’s sole liability in the event of such breach. No notice is effective unless submitted to ISA in a manner in which proof of receipt by ISA is necessary for the best interests of the Conference/Webinar as a whole. In the event of such restriction or eviction, ISA will not be liable for any refunds or expenses of Sponsor.

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