



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 40,000+ members and 392,000+ 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 200 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 Promotional Partner

- Intensive Multi-Month Promotion
- Select Advertising, Exhibiting, and Direct Marketing Opportunities

Rise Above the Competition: Become an ISA Sponsor.

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

Jennifer Infantino Halsey
ISA Director,
Marketing and Communications
jhalsey@isa.org
+1 919 990 9287

Rick Zabel
Director of Advertising and
Sponsorship Sales
rick@automation.com
+1 919 990 9233



The International Society of Automation (www.isa.org) is a nonprofit professional association that sets the standard for those who apply engineering and technology to improve the management, safety, and cybersecurity of modern automation and control systems used across industry and critical infrastructure. Founded in 1945, ISA develops widely used global standards; certifies industry professionals; provides education and training; publishes books and technical articles; hosts conferences and exhibits; and provides networking and career development programs for its 40,000 members and 400,000 customers around the world.

ISA owns Automation.com, a leading online publisher of automation-related content, and is the founding sponsor of The Automation Federation (www.automationfederation.org), an association of non-profit organizations serving as "The Voice of Automation." Through a wholly owned subsidiary, ISA bridges the gap between standards and their implementation with the ISA Security Compliance Institute (www.isasecure.org) and the ISA Wireless Compliance Institute (www.isa100wci.org).