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.

**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:

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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).