



P2P 2020

Accelerating Change to Reboot Your Business

Become a partner of NSCA’s year-long campaign to educate and position integration companies for success in an evolving market — featuring a virtual conference main event.



powered by NSCA PIA SYNEX

Why Become an NSCA Pivot to Profit Partner?

The integration market is constantly evolving, but change was accelerated in 2020 as businesses battle through the COVID-19 pandemic. NSCA's Pivot to Profit has evolved to take on an even more critical role in driving business transformation for integration companies identifying their value amid the "new normal." It's still about pivoting to profit, but it's also about shifting for survival.

Pivot to Profit, once a two-day event, has evolved into a year-long business transformation campaign highlighted by a two-day virtual conference.

NSCA's Pivot to Profit audience learns how to embrace — and benefit from — disruption and innovation. Topics include:

- Positioning for success as the industry reboots
- New apps that drive extreme business value and opportunities for integrators
- Ways that innovation impacts revenue for integrators — and how they can plan accordingly
- Innovation practices that integrators can embrace to help end-users and their own businesses
- Emerging technologies and the infrastructure behind them (Power over Ethernet, virtual reality, artificial intelligence, machine learning, Internet of Things, etc.)
- Framework that supports innovation while maintaining alignment with corporate strategy and mission

Show Integrators How You Can Help Inspire Innovation

At P2P, make sure you're viewed as a resource for creating innovation, as integrators discover how to take advantage of the solutions already available to them through their existing employees, technology capabilities, and product partners like you.

Pivot to Profit continually hammers the business strategy of "pivoting" to help integrators quickly adapt to support new technology trends and business models without disrupting existing revenue streams or other profit centers.

P2P provides integrators with:

- Resources and advice to make the shift to new business models, including managed services and recurring monthly revenue
- An understanding of how new technology impacts business for them and their customers
- Ways to help customers "pivot" to select, deploy, and benefit from new technology

Get Your Products in Front of Integrators Focused on Change

P2P 2020 content provides hundreds of integration firms across North America with business transformation resources. Companies range in size from \$1 million to \$1 billion-plus in gross annual revenue. These integration firms cover a wide spectrum of our industry and company representation is broken down by 87% AV, 47% IT and 54% Security.

Audience includes technology and integration firm leaders (including owners, as well as technical, operations, sales, and marketing leaders) who are serious about learning how to implement and integrate new technology, revenue models, and business processes to stay ahead of the changing industry — and shifting customer demands.



Job Titles Include:

- Chief Executive Officer/President/Owner
- Chief Financial Officer
- Chief Technology Officer
- General Manager
- Managed Services Director
- Vice President and Director of Service
- Vice President of Communications
- Vice President and Director of Operations
- Vice President and Director of Sales
- Vice President and Director of Technical Services
- Vice President and Director of Technology

Company Technology Offerings Include:

AV	81%
IT	47%
SECURITY	54%

Become an NSCA Pivot to Profit Partner

Pivot to Profit is an invitation-only* sponsorship that provides your company and your solutions exposure to valued NSCA member integration firms.

Pivot to Profit Content: Your Thought-Leadership

NSCA's P2P 2020 partners' content marketing and branding opportunities:

- **P2P Series Webinar** — Align your company with critical thought-leadership through sponsorship of a P2P Series Webinar. Earn customer leads and provide presentation material.
- **P2P Series Whitepaper** — Share an appropriate P2P topic focused whitepaper or download to be featured on NSCA's website and promoted to NSCA's member base.
- **Guest Blog** — Apply your company's perspective and expertise to an educational column that supports P2P core objectives. Brainstorm topics with NSCA Director of Industry Outreach Tom LeBlanc, who will help you to optimize your content for NSCA's audience. Promoted through NSCA channels.
- **Video Q&A** — Record a video interview with NSCA Director of Industry Outreach Tom LeBlanc, highlighting your company's expertise on P2P topics to be posted on NSCA's site and promoted through NSCA channels.
- **Press Releases** — Lean on an NSCA template to create a press release amplifying your involvement in 2020 P2P. Promoted through NSCA channels.
- **P2P Newsletter** — Your content will be featured in NSCA's bi-weekly P2P newsletter promoted to NSCA's entire membership.
- **Quarterly Publication** — NSCA's new quarterly journal, Integrate, will feature logos of P2P sponsors with at least Tier 2 partnerships.
- **Social Media** — NSCA will share the value of your P2P partnership via Twitter, LinkedIn, and Facebook.
- **Custom GIF and More** — NSCA will help you amp up awareness of your P2P partnership by creating a GIF and custom graphics to use through your channels.
- **Advertising** — Be featured in a square banner showcase on NSCA's website.
- **Logo Placement** — Your company logo highlighted in a prominent P2P sponsor section on NSCA's website.
- **Annual Partnership** — You will be labeled a content provider and included in promotion throughout Pivot to Profit related topics (June 15, 2020 to June 1, 2021).
- **Product Showcase** — Opportunity to showcase product on NSCA related channels via video promotion or graphic.
- **P2P Media Kit for Promotion** — Includes social media, web and email graphics, sample press releases, sample blogs, and social media posts.

* Sponsorships are open to manufacturers and service providers that offer opportunities for integrators to embrace innovation, take advantage of managed services, and/or implement RMR models.

Become an NSCA Pivot to Profit Partner

Pivot to Profit Virtual Conference: The Main Event

NSCA's P2P 2020 partners' engagement opportunities at the virtual event, September 22-23:

- **Speaking Platform** — Through live or recorded video, seize an opportunity to directly address engaged P2P attendees.
- **Customer Leads** — NSCA provides a list of highly-engaged integration firm registrants prior to the virtual event and an updated list of attendees post-event. Contains contact information for integrator leaders and their teams across the nation (available one week prior to the event, as well as post event).
- **Dependent on Virtual Platform Used** — NSCA provides a platform for explaining and demonstrating your solutions to an engaged audience of P2P attendees. NSCA heavily promotes and points attendees toward your solutions.
- **Conference Registrations** — Up to five members of your entire team can access the event.



For more information
and pricing, please contact
Max Johnson
at mjohnson@nsca.org

* During select times throughout the virtual event, sponsors have the opportunity to give a presentation about their innovative products and services.



Sponsorship Agreement

COMPANY INFORMATION

Company Name _____

Address _____

Phone _____ Website _____

How company name should be listed in marketing materials _____

Name of product solutions being shown during Toolkit Talk _____

Main Sponsor Contact

Name _____ Title _____

Address _____

Office Phone _____ Mobile Phone _____

Email _____

Marketing Contact Same as main contact

Name _____ Title _____

Address _____

Office Phone _____ Mobile Phone _____

Email _____

Accounting Contact Same as main contact

Name _____ Title _____

Address _____

Office Phone _____ Mobile Phone _____

Email _____

P2P Attendee No. 1 Name _____

P2P Attendee No. 2 Name _____

P2P Attendee No. 3 Name _____

P2P Attendee No. 4 Name _____

P2P Attendee No. 5 Name _____

Financial Commitment: As part of this sponsorship, your company will provide an agreed upon sponsorship fee to sponsor Pivot to Profit. Payment is due in full by **Aug. 14, 2020**.

Conference Admission: Your main contact will provide NSCA with the names and contact information for your company representatives no later than **Sept. 2, 2020**.

Logo Usage: NSCA will promote your participation in Pivot to Profit in signage, postcards/brochures, press releases, social media content, newsletters, and other marketing materials. Please send a vector logo (**EPS file**) and a web-ready raster logo (**JPG file**) to Teresa Solorio at tsolorio@nsca.org for inclusion in marketing materials. NSCA will use your logo in the next promotional piece created after the signing of this agreement.

Mutual Confidentiality and Non-Disclosure: This document contains proprietary and confidential information. All data submitted between both parties is provided in reliance upon its consent not to use or disclose any information contained in these documents except in business dealings with NSCA. Both parties agree not disclose any financial or business information to others unless generally known or available by use to the public.

Agreement & Terms: If your company does not return this signed agreement by **July 15, 2020**, NSCA reserves the right to offer this reserved sponsorship opportunity to other industry members. The term of this Sponsorship Agreement shall extend from the date first signed below until completion of the 2020 event on Sept. 25, 2020. Sponsor must maintain NSCA membership throughout contract.

Cancellation or Withdrawal: Cancellation of this sponsorship must be made in writing. Upon NSCA receiving written notice, the sponsor may cancel or withdraw from the sponsorship with the following conditions and restrictions: If cancellation occurs **before July 15, 2020**, your company will be liable for 50% of the total cost of the sponsorship fee. If cancellation occurs **after July 15, 2020**, your company will be liable for 100% of the total cost of the sponsorship fee.

Acknowledgement: Your company enters into this Sponsorship Agreement with NSCA beginning with the date noted below until the completion of the 2020 Pivot to Profit conference.

Sponsor:

NSCA:

Print Name

Print Name

Signature

Signature

Date

Date

Send completed form to
Courtney Kerkman: accounting@nsca.org

Questions? Contact NSCA at 800.446.6722.

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For more information,
please contact
Max Johnson
at mjohnson@nsca.org



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