International Society of Automation
Setting the Standard for Automation™

Eventeer Awards 2023
WINNER

ALC 2022 Awards
- **Best in Class Hybrid Event**
- **Best Use of a Mobile App**

2024
ISA Sponsorship Prospectus

2024 ISA Conference Event Schedule*

18-19 JUNE

OT Cybersecurity Summit – London, England

This 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.

30 SEPTEMBER-2 OCTOBER

ISA Automation & Leadership Conference – Charleston, SC, USA

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.

ALC 2022 Awards
- Best in Class Hybrid Event
- Best Use of a Mobile App

Preliminary schedule subject to change.

NOVEMBER

Digital Transformation Conference – Asia Pacific
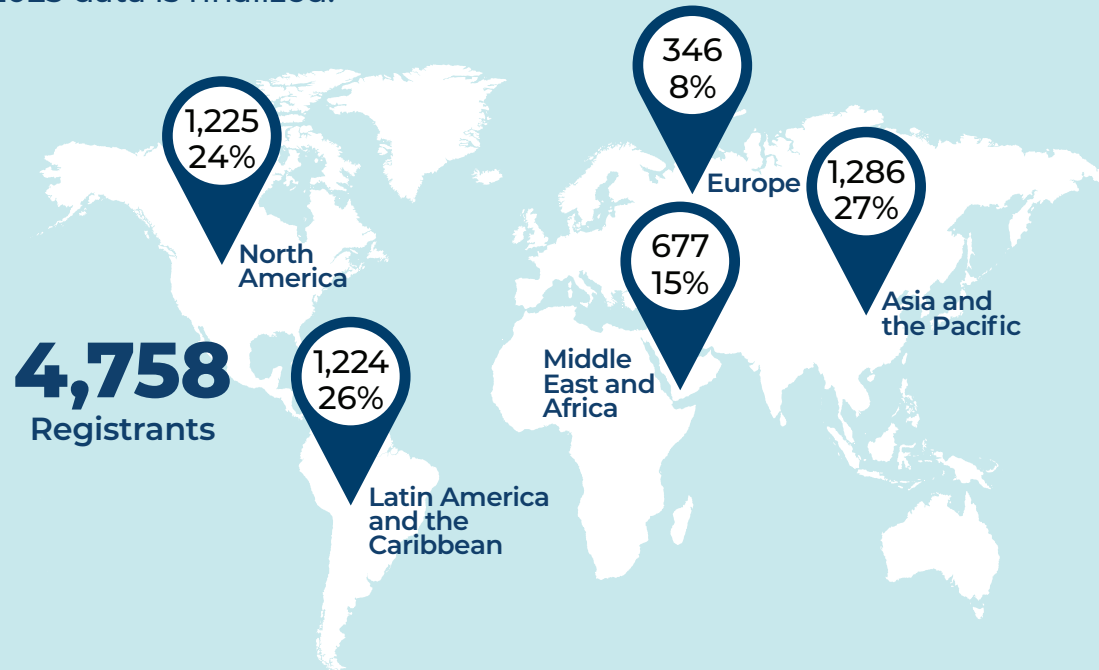## – Singapore, Singapore

This fourth-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.
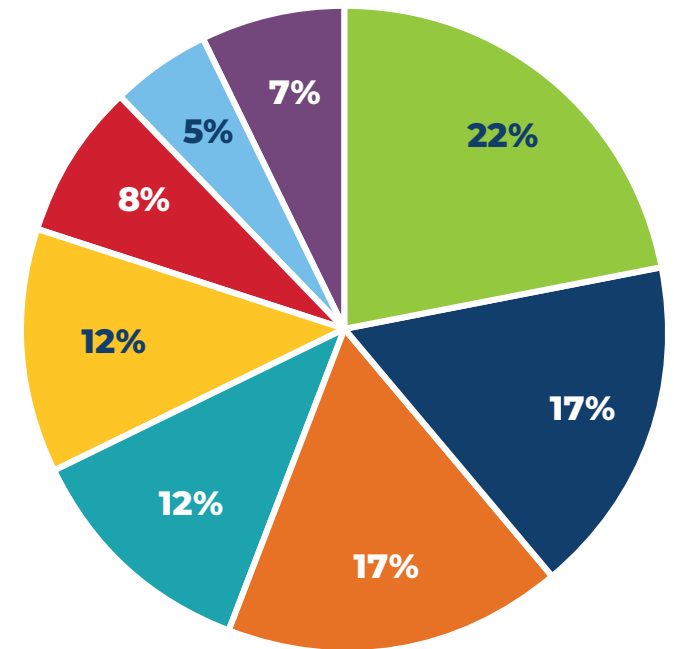
Preliminary schedule subject to change.

Contact us to learn more

AUDIENCE BY REGION

Note: This map is based on 2022 data and will be updated once 2023 data is finalized.

4,758
Registrants

1,225 24%
North America

1,224 26%
Latin America and the Caribbean

346 8%
Europe

677 15%
Middle East and Africa

1,286 27%
Asia and the Pacific

Highlights
- Launched first set of hybrid events
- Won two **Eventeer Awards** through our software provider for **Best in Class Hybrid Event of 2022** and **Best Use of Mobil App for ALC 2022**
- Increased global reach by 4.9%

Eventeer Awards 2023 WINNER

AUDIENCE BY JOB FUNCTION

- 22%
- 17%
- 17%
- 12%
- 12%
- 8%
- 5%
- 7%

Legend:
- **Automation/Control Engineering**
- **Engineering/Operations Management**
- **Operations & Maintenance**
- **Production/Manufacturing Engineering**
- **Systems Integrators/Consultants**
- **Product/Systems Design Engineering**
- **Education**
- **Other**

Contact us to learn more

3

PLATINUM

(1 available)

- Technology demo presentation – 30 minutes (includes Q&A session)
- Reception Sponsor - beverages and snack for in-person attendees (preconference evening or first night of conference, first come, first serve)
- Opportunity to provide exclusive logo item to conference reception attendees
- (2) 8**'** x 8**'** Table Top Exhibit Space, Prime location (in-person and app)
- Registration/Lanyard/Goodie Bag Sponsor
- Ad in App Program
- (10) Conference Passes, additional purchased at 50% discount
- Receives registration contact information
- Logo inclusion on all event promotional materials (earlier commitment equals more exposure)

GOLD

(4 available)

- Technology demo presentation – 30 minutes (includes Q&A session)
- (1) 8**'** x 8**'** Table Top Exhibit Space, Prime location (in-person and app)
- Materials for Goodie bag
- (6) Conference Passes, additional purchased at 50% discount
- Receives registration contact information
- Logo inclusion on all event promotional materials (earlier commitment equals more exposure)

SILVER

(2 available)

- Lunch Sponsor (includes speaker introduction and two slides, pick Day 1 or Day 2)
- 60-second video welcome message (virtual only)
- (1) 8**'** x 8**'** Table Top Exhibit Space, Prime location (in-person and app)
- Materials for Goodie bag
- (6) Conference Passes, additional purchased at 50% discount
- Receives registration contact information
- Logo inclusion on all event promotional materials (earlier commitment equals more exposure)

20K USD | **15K USD** | **12K USD**

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) 8**'** x 8**'** Table Top Exhibit Space (in-person and app, optional)
- Receives registration contact information
- Logo inclusion on all event promotional materials (earlier commitment equals more exposure)

15K USD

WORKSHOP/TRAINING/ SPECIAL EVENT SPONSOR

(1 available)

- Sponsors training, workshop, tour or other special event, signage recognition
- (1) 8**'** x 8**'** Table Top Exhibit Space (in-person and app)
- Receives registration contact information
- Logo inclusion on all event promotional materials (logo will not be included on ISA training materials) (earlier commitment equals more exposure)

6K USD

GALA SPONSOR (ALC ONLY)

(1 available)

- Sponsors dinner for Honors & Awards Gala dinner (includes speaker introduction and two slides)
- Logo on Gala menu and program
- Tickets for 10 attendees to Honors & Awards Gala dinner
- (1) 8**'** x 8**'** Table Top Exhibit Space (in-person and app)
- Receives registration contact information
- Logo inclusion on all event promotional materials (earlier commitment equals more exposure)

60K USD

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) 8' x 8' Table Top Exhibit Space (in-person and app)
- Receives registration contact information
- Logo inclusion on all event promotional materials (earlier commitment equals more exposure)

10K USD

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) 8' x 8' Table Top Exhibit Space (in-person and app)
- Receives registration contact information
- Logo inclusion on all event promotional materials (earlier commitment equals more exposure)

8K USD

BOOTH SPONSOR

- (1) 8' x 8' Table Top Exhibit Space (in-person and app)
- Receives registration contact information
- Logo inclusion on all event promotional materials (earlier commitment equals more exposure)
- Minimum 6-foot skirted table with two chairs

5K USD

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 four sponsors required per ebook

• Each Sponsor will receive leads from ebook downloads (500-750 leads typical)

Sole-Sponsor Ebook ....15,000 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 receives leads from ebook downloads (500-750 leads typical)

Contact one of our Account Executives for more details.

Industrial Automation and Control Cybersecurity Perspectives

CONFERENCE REPORT

Lead-generation opportunity!

CSIC
CYBERSECURITY STANDARDS IMPLEMENTATION CONFERENCE
VIRTUAL CONFERENCE SERIES

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.

**Sponsored Webinar
12,600 USD**

Webinar Element	Description
Sponsor recognition	The sponsor will get 2 slides about sponsoring company at the beginning and at the end of the webinar.
Sponsor logo recognition	Logo recognition on website(s) and promotional material as **Webinar Sponsor** with direct link to your home page.
Sponsor's 2-3-minute welcome address	Sponsor will welcome webinar's participants, make opening remarks, and introduce the Speaker.
ISA-moderated	ISA representative will act as moderator.
Co-branded (ISA + Sponsor)	Webinar is co-branded with ISA and Sponsor's logos.
Hosting and registration	ISA will provide the hosting services using GoTo webinar platform, including landing page for registration, webinar reminders for registrants, and optional live poll questions.
Reporting (registration, attendance)	Reporting on viewer registration, attendance, Q&A, and optional polling questions.
Website and newsletter promotion	ISA and Automation.com will promote the webinar in applicable areas on the website, enewsletters, and social.
Custom email invitations	ISA and its channels will create and send up to three custom email invitations to our subscribers or a predetermined segment of our subscribers.
Recorded and archived	The recorded webinar with PowerPoint slides will be archived on ISA and its channels indefinitely.
Follow-up email to registrants	Includes thank you message, link to archived webinar (if applicable), or follow-up message.
Post-webinar email	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.

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.

Contact Morgan Foor to help you design a customized workshop!

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

*Contact Morgan Foor to help you design a customized training workshop!*

- 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
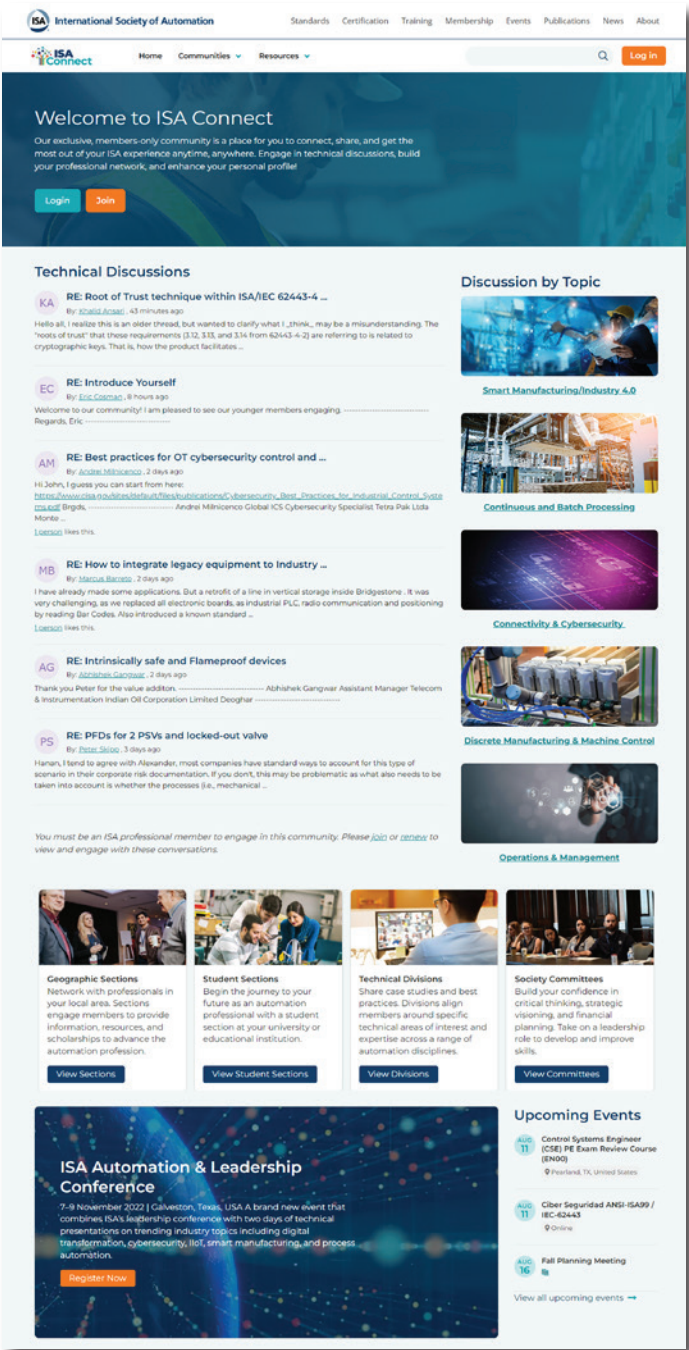
ISA Connect

ISA Connect is one of our most popular member benefits – an online community that allows members to connect with peers, participate in discussions, network with 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

Bottom Leaderboard (970 x 90) ....595 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 for Sponsorship Information

Morgan Foor
Director of Communications and Events

mfoor@isa.org
+1 919-990-9267
With over 15 years of event management and fundraising experience, Morgan brings new ideas for content delivery to optimize events, and works with our sponsors to ensure maximum value and brand awareness.

Kimberly Belinsky
Manager, Strategic Alliances

kbelinsky@isa.org
+1 919-990-9404
Kim has 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.

Chris Nelson
Account Executive

cnelson@isa.org
+1 919-990-9265
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.

Gina DiFrancesco
Account Executive

gdifrancesco@isa.org
+1 216-509-0592
Gina has 25+ years experience in print and electronic media in the B2B and local advertising industry. She is a seasoned sales professional, delivering effective marketing solutions, and productive client partnerships.

Richard Simpson
Account Executive

rsimpson@isa.org
+1 919-414-7395
Richard has 30+ years of experience in print and electronic media in the automation and control industry.

MaChelle Beason
Event Coordinator

mbeason@isa.org
+1 919-990-9388
MaChelle brings over 8 years of ISA experience to the events team. In her prior position, she coordinated the ISA award programs. Currently, she is managing event logistics and vendor relations.

Natalie Larocco
Events Manager

nlarocco@isa.org
+1 919-323-3424
Natalie brings more than 15 years of project management and events experience with non-profits and scientific membership associations to ISA. Currently, she is managing vent program construction, logistics, and volunteer and exhibitor relations.

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 to ISA after serving in leadership roles at MIND Research Institute, and the American National Standards Institute (ANSI).

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. Currently, he directs the operations of Automation.com, InTech, and ISA Sponsorships.

Company confirms its purchase of this package; and ISA confirms its intent to deliver this package.

Select Event(s)

Conference Name:

☐ OT Cybersecurity Summit   ☐ ISA Automation & Leadership Conference

☐ Digital Transformation – Asia Pacific   ☐ All

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: Due Upon Receipt. State any exception to these terms (if applicable):

_____

ISA Staff/Sales Contact: _____

Email: _____

Select Sponsorship Package (and enter price)

☐ Platinum _____USD

☐ Gold _____USD

☐ Silver _____USD

☐ Workshop/Training/Special Event _____USD

☐ Conference Ebook _____USD

☐ Reception _____USD

☐ Gala _____USD

☐ Break _____USD

☐ Booth _____USD

☐ Webinar _____USD

☐ ISA Connect _____USD

Package Total _____USD

**Complete this form and submit via email
to your ISA staff/sales contact listed
on the bottom left of this form.**

ISA International Society of Automation
Setting the Standard for Automation™

13

International Society of Automation (ISA) 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 upon receipt of invoice. If payment for sponsorship is not received prior to event or arrangement for payment has not been made prior to the event, the sponsor will not be allowed to participate in the event.

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 the 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.