



WHERE  
BUSINESS

GETS  
DONE

Gaylord Opryland Resort  
& Convention Center

Nashville, TN

March 31 - April 2, 2025

# SPONSORSHIP PROSPECTUS

Get Your Brand in Front of a Targeted Audience  
of Industrial Supply Channel Decision-Makers

Questions? Contact Joby Strobo, ISA's Senior Director of  
Business Development, at [jstrobo@isapartners.org](mailto:jstrobo@isapartners.org).

# ABOUT ISA

The Industrial Supply Association (ISA) is *the* channel association for the industrial MROP industry and represents Distributors, Manufacturers, Independent Manufacturer Representatives (IMRs), and companies that provide relevant business solutions. As the only trade association that connects *all partners* within the industrial supply industry, ISA provides networking opportunities, education, strategies, analytics, and tools for companies to stay relevant – and competitive – throughout industry change all while better serving the end user and Leading the Channel Forward.

## ABOUT ISA25

ISA's annual convention is **the best networking event** within the industrial supply industry, bringing together top leaders to **do business, build relationships, and expand their networks**. This is where deals are made, ideas ignite, and the industry's biggest trends are explored. It's the place where *all players* within the industrial supply channel unite to **learn, grow their businesses, and shape the future** of the industry, driving success and innovation forward.

## ATTENDEE PROFILE

ISA25 is for decision-makers and professionals *at all levels* looking to network, do business, learn, and connect with industry peers. The event attracts C-suite and executive leaders, directors, sales and marketing teams, HR and IT professionals, Women in Industry, Emerging Leaders, and more from Distributors, Manufacturers, IMRs, and Service Providers worldwide.

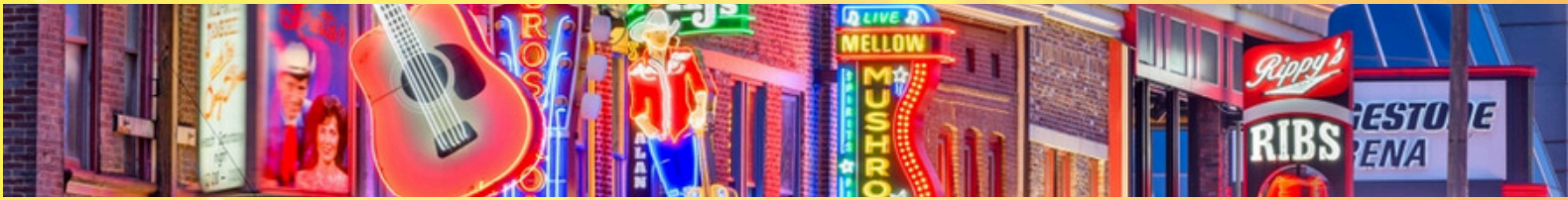
## HOTEL & CONVENTION CENTER

ISA25 will be held at the iconic Gaylord Opryland Resort & Convention Center in Nashville, TN! The expansive convention center will host our Exhibit Hall, while the resort's numerous restaurants, bars, modern lounges, and vibrant nightlife offer the ideal balance of business and leisure.

# PREMIUM SPONSORSHIPS

For more information on premium sponsorship packages, contact Joby Strobo, Senior Director of Business Development at ISA, at [jstrobo@isapartners.org](mailto:jstrobo@isapartners.org).

- Exhibit Hall Networking Lounge Sponsor
- Keynote Sponsors
- Legislative Luncheon Featuring NAW & ISA CEO Fireside Chat
- Industrial End User Panel Discussion: It Starts with the Customer
- Main Deck Casino Night Sponsor of Opening Party on the General Jackson Riverboat



## ADDITIONAL SPONSORSHIPS

### Opening Party on the General Jackson Riverboat

#### Hurricane Deck Sponsorship

**\$10,000**

Exclusive opportunity to sponsor the Hurricane Deck, the top-level venue on the General Jackson Riverboat, accommodating 100-200 guests with the best views onboard. As the sponsor, you'll host this vibrant space, complete with a full bar and live band. You'll also have the opportunity to provide branded giveaways to event attendees.

The package includes pre-event promotion through social media posts and e-blasts, along with "Second Tier" logo placement throughout the entire conference, ensuring your brand is front and center for maximum visibility.

#### ISA25 Event Transit Sponsor

**\$5,000**

Take advantage of this exclusive opportunity to sponsor all ISA25 attendee shuttles, including pre- and post-riverboat service for the Opening Party on the General Jackson, shuttles to and from the Grand Ole Opry, and shuttles to the Charity Golf Outing. Your company's branding will be prominently displayed on all shuttle buses, ensuring maximum visibility throughout the event. This sponsorship also allows for direct engagement with attendees by featuring branded seat-drop items and the option to have your representatives on board to interact with guests, creating personal, lasting connections. This sponsorship delivers high visibility and also allows your brand to be an integral part of the ISA25 experience, making a lasting impression on attendees.

#### Texas Deck – Heritage Hall & Activity Station (Optional)

**\$4,000**

Invite your guests to an exclusive experience in this intimate indoor lounge, featuring a private full bar and stunning views of the Cumberland River. Located just one deck above the Victorian Theatre, Heritage Hall offers a charming faux-stained glass ceiling and a relaxed atmosphere perfect for hosting unique activities. With space for up to 100 guests, it's perfect for hosting a memorable Activity Station (optional) like whiskey tastings, cigar rolling, or any custom experience you choose.

While the sponsor covers activity costs, ISA provides the venue, private bar, and full planning support to ensure a seamless event. **All activities must be approved by ISA.**

*\*View the Riverboat Deck Map on page 5.*

# ADDITIONAL SPONSORSHIPS

## Opening Party on the General Jackson Riverboat

### Texas Deck – Texas Stern Bar Sponsor

**\$3,500**

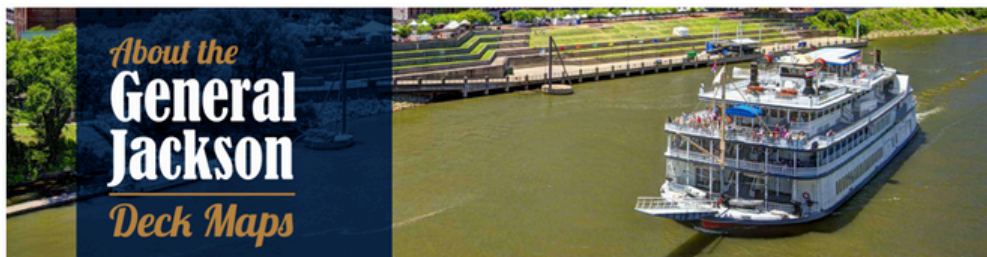
Sponsor the Texas Stern Bar, a charming, covered patio on the third level of the General Jackson, offering a perfect mix of relaxation and scenic views of the Cumberland River. With seating for around 40 guests, this space creates an inviting atmosphere to connect with attendees over drinks. Your sponsorship includes custom bar signage and branded napkins, giving your company prime visibility in this laid-back, memorable setting. It's the perfect opportunity to make a lasting impression in a relaxed, enjoyable environment.

### Upper Deck – Paddlewheel Deck Bar Sponsor

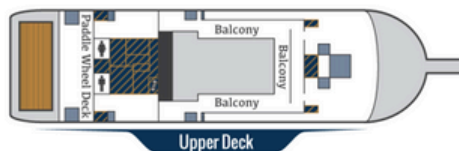
**\$3,500**

Sponsor the Paddlewheel Deck Bar, situated at the stern of the General Jackson, where guests get an up-close view of the iconic paddlewheel in action. As they relax and enjoy the scenic cruise down the Cumberland River, they may even feel the refreshing mist of the water. This sponsorship includes custom bar signage and branded napkins, providing a fantastic opportunity to showcase your company in a memorable and engaging setting.

## General Jackson Riverboat Deck Map



Hurricane Deck



Upper Deck



Texas Deck



Main Deck

#### **Main Deck | Victorian Theater** [600-900 guests]

A two-story venue equipped with a full stage, lighting and sound suitable for a variety of uses, this theater accommodates up to 600 guests for a seated banquet or 900 for standing reception.

#### **Upper Deck | Paddlewheel Deck** [25-40 guests]

Located at the stern of the vessel, this area will provide a first-hand view of the majestic paddlewheel – your guests may even feel the mist of the water while cruising down the Cumberland River!

#### **Texas Deck | Heritage Hall** [50-100 guests]

Experience your group's excursion from this intimate lounge equipped with a private full bar. Located one deck up from our beautiful Victorian Theater, this lounge features a faux-stained glass ceiling, full bar service and windows overlooking the Cumberland River. This is the perfect spot for a private reception of up to 100 guests or a seated dinner for up to 75 guests.

#### **Texas Deck | Texas Stern** [Up to 50 guests]

Located on the third level, this covered deck can seat approximately 40 or serve as additional space for your private gathering in the adjacent Heritage Hall.

#### **Hurricane Deck |** [100-200 guests]

The Hurricane Deck is located on the top level and is equipped with a full bar and stage accommodating up to 200 guests for a private reception or 100 guests for a buffet.

# NETWORKING SPONSORSHIPS

## **The Exchange Lunch Sponsor & Facilitator – \$8,000 | NEW FOR ISA25**

Sponsor 'The Exchange' lunch where networking is redefined through focused, topic-based roundtable discussions. Host this session while engaging industry peers as they network by their topic interests while sharing channel-specific best practices and tackling industry challenges. Sponsor will lead these deep-dive discussions, helping build valuable connections and gain actionable insights. It's a unique opportunity to elevate your brand by creating industry collaboration and thought leadership. The package also includes pre-event promotion through social media posts, e-blasts, and "Second Tier" logo placement throughout the entire conference, maximizing brand visibility.

## **Interactive Activation Station in the Exhibit Hall – \$6,500 (2 available) | NEW FOR ISA25**

Elevate your brand with a Sponsored Interactive Activation Station in the exhibit hall, offering ISA25 attendees a dynamic and engaging experience. With a 20x30 space included in the price, sponsors can create a unique activity\* – whether it's a culinary demonstration, t-shirt branding, or specialty coffee station – you name it! The booth is in a prime location in the exhibit hall and sure to captivate attendees and enhance the overall event atmosphere. Sponsor is responsible for the activity costs; ISA provides the exhibit space and full planning support to ensure a seamless event.

The package also includes pre-event promotion through social media posts, eblasts, and "Second Tier" logo placement throughout the entire conference, maximizing brand visibility.

*\*All activities must be approved by ISA.*

## **Veterans Empowerment Network (VEN) Reception – \$5,000 | NEW FOR ISA25**

Sponsor the VEN Networking Reception, on the exhibit show floor, hosted by the Veterans Empowerment Network, a new initiative dedicated to empowering veterans in the industrial supply industry. This event offers a chance to connect with fellow veterans and industry professionals, creating a supportive community while enjoying an open bar. Network, share experiences, and learn about how VEN is creating opportunities and promoting charitable activities to give back to the veteran community. Sponsorship includes logo on signage, a brief "Welcome Address" and branded cocktail napkins.

## **Women in Industry Reception – \$6,000**

Support women within our industry by sponsoring this evening dedicated to the brilliant women powering the industrial world. Held at the beautiful Crystal Gazebo at the Opryland Gaylord (Tuesday, April 1). Mix and mingle with peers while making new connections as you enjoy an open bar. Sponsorship includes logo on signage, the opportunity to give the group a brief "Welcome Address" and branded cocktail napkins.

*\*ISA will cover the cost of branded items, but quantity and price limits exist.*

## **Emerging Leaders (EL) Network Happy Hour – \$2,500**

Celebrate the future of the industry at the Emerging Leaders Network Happy Hour, where we honor the next generation of leaders. This lively event is the perfect opportunity to connect with rising stars, exchange ideas, and build relationships in a relaxed, energetic atmosphere. Enjoy great conversations, refreshments, and networking as we come together to support and recognize the industry's future leaders. Sponsorship includes logo on signage, a brief "Welcome Address" and branded cocktail napkins.

# EDUCATION & INSIGHT-DRIVEN SPONSORSHIPS

## **Veterans Summit Headliner Sponsor – \$5,500 | NEW FOR ISA25**

Be the exclusive sponsor of the Veterans Empowerment Network (VEN) Summit on Monday, March 31 during the pre-conference day of ISA25. This impactful event is designed to empower veterans within the industrial supply industry, providing a one-of-a-kind opportunity to engage with industry leaders, share experiences, and access specialized educational resources tailored to veterans. Focused on building a strong, supportive community, the Summit will feature interactive workshops, role-specific training, and networking sessions aimed at building peer connections and promoting professional growth. Through these activities, VEN continues its mission of creating opportunities, offering support, and giving back to the veteran community. This sponsorship package includes pre-event promotion through social media posts, eblasts, and "Second Tier" logo placement throughout the entire conference, maximizing brand visibility.

## **Breakout Education Session Sponsor – \$4,000 (limited availability)**

Be the exclusive sponsor of one Breakout Education Session which includes the opportunity to introduce the speaker, play a sponsored video/commercial (1 min) at the beginning of the session, and have your company's logo/branding featured on event signage.

*\*Sessions chosen by sponsor on a first come, first served basis.*

## **Innovative Solutions 30-Minute Spotlight Demo in the Exhibit Hall – \$3,500 (limited availability)**

Do you have an exciting new product or business solution you'd like to showcase to ISA attendees? Secure this exclusive sponsorship and invite your audience to the ISA25 Discovery Deck for a live, 30-minute demo. This dedicated slot aligns perfectly with the meeting scheduler times, providing a prime opportunity to engage directly with attendees, demonstrate your offerings, and make a lasting impression on industry professionals.

## **Tech Leaders Spotlight: ISA Sponsored Panel Participant – \$7,500**

Position your company as a technology leader in the industrial channel with the ISA Tech Panel Sponsorship. This sponsor opportunity allows you to submit for a chance to be part of a high-profile panel discussion. If selected, you'll join a panel of experts speaking directly to industry decision-makers about how your innovative solutions are driving business success. Share insights, demonstrate thought leadership, and showcase how your technology can benefit their organizations. As part of this sponsorship, you will also receive valuable leads, including contact information for all session attendees, ensuring continued engagement beyond the panel.



## COMPANY BRANDING SPONSORSHIPS

### Lanyard Sponsor | \$6,500

Exclusive sponsor of the ISA25 lanyard which includes your company logo with ISA branding featured on each lanyard given to all attendees.

*\*ISA will cover the cost of lanyards, but price limit exists.*

### General Session Beverage Break Sponsor | \$3,000

As the General Session Beverage Break Sponsor, your brand will be front and center during a key networking moment. Attendees will enjoy refreshments between sessions, with your company's logo prominently displayed at beverage stations. This sponsorship offers a prime opportunity to increase brand visibility while providing a valuable service to conference participants, ensuring your company is remembered as they recharge and connect.

### Exhibit Hall Snack Sponsor | \$4,000

Sponsor snacks for all attendees on the show floor and fuel the day! Sponsorship includes branded napkins, logos on takeaways, and logo on signage.

*\*ISA will cover the cost of branded items, but quantity and price limits exist. Sponsor is welcome to provide additional promotional items for use or giveaways.*

### Grand Ole Opry Tour Sponsorship | \$2,500

As the Grand Ole Opry Tour Sponsor, your brand will be featured during an exclusive guided tour of the iconic Grand Ole Opry for 30-60 participants. Attendees will enjoy a behind-the-scenes experience that's sure to impress, while sporting custom t-shirts co-branded with your company's logo. This sponsorship is an excellent opportunity to network with attendees in a unique setting and make a lasting impression, all while connecting your brand with an unforgettable Nashville experience.

## DIGITAL SPONSORSHIPS

### ISA25 Mobile App and Official Meeting Scheduler Sponsor | \$6,500

Exclusive sponsorship of the ISA25 mobile app and official meeting scheduler which all attendees use to set meetings, look up other people at the event, see event agenda, and more. Sponsorship includes a right-side banner ad and exclusive sponsored video on scheduler homepage (website version), a top banner ad on the attendee list page (mobile view), and a footer banner ad on the event agenda page (mobile view).

### "Next Steps" Registration Confirmation Email Sponsor | \$5,000

Exclusive sponsor of ISA25 "Next Steps" Registration Confirmation Emails and reach 800+ attendees when they receive a registration confirmation email with your company's electronic banner linked to your company's website.

*\*To ensure that your banner is seen by the most attendees possible, please purchase this opportunity by January 1, 2025.*

### ISA25 Website Digital Banner Ad Sponsor | \$2,000 (3 available)

Be the exclusive sponsor of a digital banner ad on the highly trafficked ISA25 website. Banner ad locations include Home Page, Agenda Page, Registration Page, or Hotel Info Page. Sponsorship includes banner ad (728 px wide by 90 px high) with link to website of sponsor's choosing.

*\*To ensure that your banner is seen by the most attendees possible, please purchase this opportunity by January 1, 2025.*

### ISA25 Daily Digest Email Sponsor | \$2,000 (3 available)

Be the exclusive sponsor of a daily email sent to all ISA25 attendees with the daily event agenda highlighting exciting happenings and reminders of the day. Sponsorship includes email hero banner (700 px wide x 300 px high), sponsor logo, and links to website of sponsor's choosing.

### Sponsored Social Post | \$1,500 (limited availability)

Gain additional brand recognition and drive traffic to your booth. Promote your company, products, or services via sponsored video or sponsored graphic post through ISA's social media channels (Facebook, LinkedIn, X) and ask attendees to stop by your booth number.

*\*ISA must approve the text/graphic. Social post will be scheduled and launched by ISA.*



# CHARITY GOLF OUTING SPONSORSHIPS

Sponsor the golf outing at the beautiful Gaylord Springs Golf Links followed by an afternoon reception and awards (Monday, March 31).

## **Sponsored Hole Game or Activation Station | \$4,500 (limited availability)**

Host a fun and engaging game or activity for golf tournament participants on your sponsored hole! Sponsor will host the players that engage in activity and provide prizes. (Game examples include: Putting contest, Black Jack, Bingo, etc.) Sponsor is welcome to provide additional golf-related promotional items for giveaways.

## **Charity Golf Outing Gear Sponsor | \$4,000**

As the Charity Golf Outing Gear Sponsor, your brand will be co-branded with ISA on high-quality golf items such as towels, golf ball sleeves, caps, or cooler bags—distributed to all participants during the event. ISA will cover the cost of these branded items (within a set price limit), giving your company an excellent opportunity for lasting visibility. This sponsorship allows your logo to be featured alongside ISAs, ensuring your brand is in the spotlight as attendees enjoy the charity outing and take home memorable, practical gear.

## **Lunch and Awards Presentation Sponsor | \$3,500**

Be the sponsor of the Golf Luncheon, reception, and awards that will conclude the tournament. Sponsorship includes branded signage and opportunity to say a few brief words to the golfers and giveaway prizes to winners. Sponsor is welcome to provide prizes or additional golf-related promotional items for use.

## **Beverage Carts Sponsor | \$3,000**

Sponsor the beverage carts and hydrate the golfers. Sponsorship includes branded cocktail napkins and signage on carts. *\*ISA will cover the cost of branded napkins, but quantity and price limits exist. Sponsor is welcome to provide additional golf or beverage-related promotional items for use (koozies would be great).*

## **Morning Kick – Mimosa & Bloody Mary Station Sponsor | \$2,500**

Sponsor the Morning Kick Mimosa and Bloody Mary Stations which will be open as golfers arrive and warm up. Sponsorship includes branded cocktail napkins and signage on carts.

*\*ISA will cover the cost of branded napkins, but quantity and price limits exist. Sponsor is welcome to provide additional golf or beverage-related promotional items for use (koozies would be great).*

## **Closest to the Pin Game Sponsor | \$2,000**

Sponsor a classic golf tournament game, Closest to the Pin. During the day, the tournament organizers will track which player has gotten closest to the pin! Sponsorship includes logo recognition on signage and pre-conference promotions. Sponsor is welcome to provide additional golf-related promotional items for giveaways.

## **Longest Drive Game Sponsor | \$2,000**

Sponsor a classic golf tournament game, Longest Drive. During the day, the tournament organizers will track which player hits the longest drive! Sponsorship includes logo recognition on signage and pre-conference promotions. Sponsor is welcome to provide additional golf-related promotional items for giveaways.

## **Breakfast Sponsor | \$1,500**

Sponsor the grab-and-go breakfast and fuel the day! Sponsorship includes branded napkins, logos on takeaways, and logo on signage.

*\*ISA will cover the cost of branded items, but quantity and price limit exist. Sponsor is welcome to provide additional golf-related promotional items for use.*

## **FULL SPONSORSHIP BUY-OUT OF THE GOLF OUTING**

Interested in a full buy-out of the golf outing? Contact Joby Strobo, Senior Director of Business Development at ISA, at [jstrobo@isapartners.org](mailto:jstrobo@isapartners.org).

## **Hole Sponsorship | \$1,000 (18 Available)**

Sponsor a hole at ISA25's exciting golf outing and show your support for the industry and its partners.

*\*Sponsorship includes signage at sponsored hole.*