THE ISPI Performance Improvement Conference

Celebrating our Past - Accelerating the Future of Performance Improvement!

2022 Conference Sponsorship Opportunities
The International Society for Performance Improvement is a non-profit membership organization that believes “Being Better Matters.” We help people and organizations make a difference. To their co-workers and clients. Their communities. Their world. By providing tools and strategies for effective and universal improvement, we are helping members create bigger impact, make greater contributions, and, ultimately, make our world a better place to be.

ISPI is a nonprofit, tax exempt organization, directed by an elected-volunteer Board responsible for the many facets of Society leadership and sustainability of our organization. Our Society thrives on strong partnerships with an extensive network of local and regional chapters throughout the world. The strategic efforts of the Board and Chapter network are supported by our membership.

Now in our 60th year, our annual flagship event—THE Performance Improvement Conference—brings together the best and the brightest in the multi-disciplinary field of performance improvement to share the latest research, innovations, tools, and technologies.
Top 3 Reasons why sponsoring THE Performance Improvement Conference provides value to your organization

1. Direct contact with our audience of passionate Human Performance thought leaders, technologists, product owners, developers, trainers and coaches practitioners, and academia.

2. 60% of our participants are first-time attendees, eager to bring back information and solutions to their organizations. 20% of our participants are active students eager to learn about your products.

3. Your message of your processes, tools, techniques, and programs will be viewed and captured by individuals from every level of representational organizations—from governmental organizations to private corporations.
Accenture Federal Services
Airgas, LLC
Allstate Insurance Company
Amazon Consulting, Inc.
American Express
Ameriprise Financial
Amtrak
Anthem
Ball Aerospace
Bank of China
Baxter
Best Buy
Boeing
Boise State University
Bon Secours Mercy Health System
CACI, Inc.
Canadian Armed Forces
Capella University
Centers for Disease Control and Prevention
Central Bank of Nigeria
China Telecom
Chicago State University
Clemson University
Colorado State University
Comcast Business
Defense Contract Audit Agency
Delta Airlines
Duke Energy
Facebook
Federal Aviation Administration
FedEx Office
Florida State University
Ford Motor Company
Franklin Templeton Investments Inc
Genentech, Inc.
General Dynamics Land Systems
General Motors
George Mason University
Georgia State University
Ghana Civil Aviation Authority
Global Health Fellows Program
Good Samaritan Society
Governor's Center, University of Texas
GP Strategies
Gracie Strategic Services, Inc.
Graci Leadership Solutions, LLC
Grantham University
Graphic Tools for Thinking & Learning
Greater Cincinnati Water Works
Group Harmonics, Inc.
GROW to Improve, LLC
Guardian Premier Solutions
H-E-B
Hale Associates
Harvard University
Honda of America Mfg., Inc.
Honeywell International
Improvement Consulting
Indiana University
JetBlue Airways
Kaiser Permanente
Ken's Foods
Mayo Clinic
Microsoft Corporation
Nigeria LNG Limited
National Institutes for Health
NIPSCO
Nissan North America
Northwestern Mutual
Northwestern University
Novartis
Oak Ridge National Laboratory
Oakland University
Old Dominion University
Oracle Corporation
PACCAR
PNC Bank
Quest Diagnostics
Raytheon Technologies
ROI Institute, Inc.
Royal Caribbean Cruises, Ltd.
RTI Consulting LLC
SAIC
Samsung Electronics
San Diego State University
Sandia National Laboratories
Sanofi
Sheetz, Inc.
Sinotrac Consulting Co., Ltd
State Farm
State Grid Corporation of China
State of Tennessee
Syracuse University
T-Mobile
T. Rowe Price
TD Ameritrade
The Thiagi Group
Turks and Caicos Islands Hospital
U.S. Citizenship and Immigration Services
U.S. Coast Guard
U.S. Department of Defense
U.S. Office of Personnel Management
UNC Charlotte
UPS
US Air Force
US Army
US Army Materiel Command
US Centers for Disease Control & Prevention
US Coast Guard
US Department of Agriculture
US Department of Defense
US Dept of Homeland Security
US Navy
USAID
Valdosta State University
Vanderbilt University
VW Credit Inc.
Washington State University
Wawa
Wayne State University
Western Michigan University
Wirtgen Group
Xerox
Yale University
Zurich North America

* Just a sample of represented organizations
Sponsorship Packages

GLOBAL SPONSOR
$25,000

TITLE SPONSOR
$15,000

PLATINUM SPONSOR
$10,000

GOLD SPONSOR
$7,500

SILVER SPONSOR
$5,000

BRONZE SPONSOR
$2,500

ELITE SPONSOR
Customizable Pricing
Our Global Sponsor is our signature sponsor offering and is the highest level of annual partnership with ISPI. It not only enjoys the highest level of visibility and benefits, but also has the opportunity to explore innovative ways of generating more societal and professional value. In short, a Global Sponsor will be on the front lines to establish initiative(s) to satisfy current and future performance needs.

**ON-SITE**
- Special ISPI Global project collaboration opportunity to promote branding
- Special speaking opportunity during the general session of the annual conference
- 8 complimentary conference registrations
- ISPI Award of Excellence named for your organization
- Exhibit table in a premium location in the exhibit area
- Your company logo shared on the Conference Title
- Logo shared on conference badge
- Exclusive video streaming of a 5-minute video (virtually and in-house) during general session breaks promoting your company and brand
- Verbal recognition by ISPI leadership during welcome remarks, business meetings, closing remarks, and other times as appropriate
- Recognition in on-site materials including lobby banners and slideshows
- Full page PerformanceXpress e-newsletter advertisement and sponsor profile
- Full page PerformanceXpress e-newsletter sponsor profile

**DIGITAL**
- All aspects of our digital marketing for the conference (where appropriate).
- Naming in all digital materials as: “THE Performance Improvement Conference presented by YOU.”
- 200-word description on ISPI’s conference website
- Premium ISPI website presence, email marketing, and social media.
- Recognition in all electronic marketing materials
- Logo with hotlink from the ISPI website to your company home page
- 2 e-blast messages sent to all ISPI membership and conference attendees on your behalf (pre- and post-conference)
- Use of conference attendee contact information
- Complimentary Organizational Corporate Membership for One Year
- One-on-one meet-and-greet with the Conference Keynote
Our Title Sponsor is our event partner. Title Sponsors are represented at all Conference Committee meetings and are directly involved with conference planning, pre-event promotions, central onsite presence, and post-event opportunities to continue to build relationships with our highly engaged audience.

The Title Sponsor (limited to one) is our most visible sponsor and conference partner. Your sponsorship at this level will reach potentially hundreds of thousands of HPT practitioners, managers, and executives world-wide through all of our marketing and social media channels.

**ON-SITE**
- Exhibit table in a premium location in the exhibit area
- Your company logo shared on the Conference Title
- Logo shared on conference badge
- Exclusive video streaming of a 5-minute video (virtually and in-house) during general session breaks promoting your company and brand
- Verbal recognition by ISPI leadership during welcome remarks, business meetings, closing remarks, and other times as appropriate
- 6 complimentary conference registrations
- Recognition in on-site materials including lobby banners and slideshows
- Full page PerformanceXpress e-newsletter advertisement
- Full page PerformanceXpress e-newsletter sponsor profile

**DIGITAL**
- All aspects of our digital marketing for the conference (where appropriate).
- Naming in all digital materials as: “THE Performance Improvement Conference presented by YOU.”
- 200-word description on ISPI’s conference website
- Premium ISPI website presence, email marketing, and social media.
- Recognition in all electronic marketing materials
- Logo with hotlink from the ISPI website to your company home page
- 2 e-blast messages sent to all ISPI membership and conference attendees on your behalf (pre- and post-conference)
- Use of conference attendee contact information
- Complimentary Organizational Corporate Membership for One Year
- One-on-one meet-and-greet with the Conference Keynote
ISPI brings together passionate HPT professionals each year. With Gold Sponsorship, you’ll step up from Silver level and be able to connect with the global community and attendees before, during, and after the conference. This incredible value, which includes a premium location in the conference lobby, complimentary registrations, and digital promotion of your brand and services.

**ON-SITE**

- Exhibit table in a premium location in the exhibit hall
- 4 complimentary conference registrations
- Show a one-minute video during general session promoting your company and brand
- Verbal recognition during conference
- Recognition in selected on-site materials (banners, slideshow, etc.)
- 1/4 page *PerformanceXpress* e-newsletter advertisement
- 1/4 page *PerformanceXpress* e-newsletter sponsor profile

**DIGITAL**

- 50-word description on ISPI’s conference website
- ISPI website presence, email marketing, and social media.
- Recognition in all electronic marketing materials
- Logo with hotlink from the ISPI website to your company home page
- 1 e-blast messages sent to all ISPI membership and conference attendees on behalf of Gold Sponsors (pre- and post-conference)
- Meet-and-greet with the Conference Keynote
ISPI brings together passionate HPT professionals each year. With Silver Sponsorship, you’ll step up from Bronze level and be able to connect with the global community and attendees before, during, and after the conference. This incredible value, which includes a dedicated location in the conference lobby, complimentary registration, and digital promotion of your brand and services.

**ON-SITE**
- Exhibit table in a premium location in the exhibit hall
- 3 complimentary conference registrations
- Show a brief video during general session promoting your company and brand
- Verbal recognition during conference
- Recognition in selected on-site materials (banners, slideshow, etc.)
- Line item mention in PerformanceXpress e-newsletter advertisement
- Line item PerformanceXpress e-newsletter sponsor profile

**DIGITAL**
- 25-word description on ISPI’s conference website
- ISPI website presence, email marketing, and social media.
- Recognition in all electronic marketing materials
- Logo with hotlink from the ISPI website to your company home page
- 1 e-blast messages sent to all ISPI membership and conference attendees on behalf of Silver Sponsors (pre- and post-conference)
- Meet-and-greet with the Conference Keynote
ISPI brings together passionate HPT professionals each year. With Bronze Sponsorship, you’ll have the opportunity to custom tailor your sponsorship funds and be able to connect with the global community and attendees before, during, and after the conference. Our Conference Staff will work with your team to find the right blend of onsite and digital promotion of your brand and services.

**TAILORED SOLUTIONS**

- Designated space along side sponsors and virtual forum space for networking
- 2 complimentary conference registrations
- One (1) 400-word sponsor profile in the PerformanceXpress e-newsletter
- One (1) Banner ad to run for a year on the PerformanceXpress e-newsletter

**POTENTIAL OPPORTUNITIES**

- Track Sponsorship
- Snack and Beverage Sponsorship
- Dining Out and Meal Event Sponsorship
- Session Sponsorship
- Common/Open space banner/media representation (we will even design/print/and display your banner)
- Social media mentions announcing your participation
  - Company logo on screen during general sessions
  - Company logo on conference webpage and marketing

*Talk to us to find out more, discuss your sponsorship needs, and find out what is available at finance@ispi.org or conference@ispi.org.*
ISPI brings together passionate HPT professionals each year. With Elite Sponsorship, you’ll have the opportunity to custom tailor your sponsorship funds and be able to connect with the global community and attendees before, during, and after the conference. Our Conference Staff will work with your team to find the right blend of onsite and digital promotion of your brand and services.

**TAILORED SOLUTIONS**

- Designated space alongside sponsors and virtual forum space for networking
- One (1) 400-word sponsor profile in the PerformanceXpress e-newsletter
- One (1) Banner ad to run for a year on the PerformanceXpress e-newsletter

**POTENTIAL OPPORTUNITIES**

- Track Sponsorship
- Snack and Beverage Sponsorship
- Dining Out and Meal Event Sponsorship
- Session Sponsorship
- Common/Open space banner/media representation (we will even design/print/and display your banner
- University Case Study Competition Sponsorship
- Student(s) and Faculty Sponsorship
- and much, much more!

Talk to us to find out more, discuss your sponsorship needs, and find out what is available at finance@ispi.org or conference@ispi.org.