



# Marketing & Sales

Summit2010

1-3 September 2010  
W Hotel  
Atlanta, GA USA



**Build important alliances,  
increase your customers, and  
meet new prospects.**

Hurry!—Limited exhibit space and  
sponsorship opportunities are available.

**Contact:**

**Carol Schafer**

**[cschafer@isa.org](mailto:cschafer@isa.org)**

**919-990-9206**

**[www.isa.org/exhibit](http://www.isa.org/exhibit)**

## Ready to Position Your Company as an Industry Leader, Build Alliances, and Expand Your Prospect Base?

### Exhibitor and Sponsorship Prospectus

Sponsoring the **2010 ISA Marketing & Sales Summit** puts you face-to-face with a variety of driven professionals looking for your products and services. In return for your sponsorship dollars, you build business alliances and meet new prospects. Join us to help marketing professionals and sales executives in the automation market gain insights into the dynamic demands of marketing and the shift to service selling.

Meet and network with industrial automation marketing and sales professionals holding titles such as CEO, global marketing manager, president, vice president of marketing, manager IT solutions, vice president of sales, sales engineer, and more.

This year's theme, "In Search of the Holy Grail: Integrating Marketing and Sales," will focus on strategy and business development, marketing and sales techniques, online marketing tools and strategies, and sales and best practices.

The summit is scheduled so that conference sessions and exhibit hours do not overlap. Exhibitors will have the full attention of conferees when they meet with them to discuss solutions and applications during conference breaks, meals, and receptions over a two-day period.

Further your own education and networking opportunities while the conference is in session—your exhibit space includes one (1) full conference registration with scheduled luncheons.

See next page for sponsorship and exhibitor opportunities and floorplan.

# Sponsorship Opportunities

## Platinum Sponsor

1–3 September  
\$1,500

- Exhibit during the full conference
- Two paid Summit registrations
- Exhibit space
- Recognition on website and registration

## Lunch Sponsor

2–3 September  
\$1,300

- Exclusive Sponsor for one of two lunches
- One paid Summit registration
- Exhibit space

## Your Exhibit Booth Space Includes:

- 10' wide tabletop space
- 6' skirted table
- Two chairs
- Duplex outlet

*Other sponsorship opportunities are available.*

## Registration Information

**Additional Exhibitor Summit Registration**  
\$445 ISA Member  
\$545 List

**Additional Exhibitor Sales Staff (no Summit)**  
\$150

### Contact:

ISA Sales  
Carol Schafer  
cschafer@isa.org  
919-990-9206  
www.isa.org/exhibit

Sponsorship Committee Chair  
Don Mack  
mack.donald@siemens.com  
215-646-7400 x2566

## Why Sponsor the ISA Marketing & Sales Summit?

- Network with Senior Sales and Marketing Professionals in Automation
- Introduce your products and services to the automation market
- Get in front of key decision makers while 2011 budgets are being finalized
- Form key relationships with growing ISA Community

## Who Should Sponsor?

- Analyst firms serving automation and manufacturing
- Content development, management, and delivery vendors (including graphic design software)
- Social media solutions: blog, wiki, and other community application vendors, social networking platforms, identity, and reputation vendors
- Web hosting and web operations providers
- Search Engine Optimization and other marketing vendors
- Sales training service providers
- CRM providers
- Prospect/Customer list providers

## Who Attends?

- Marketing Executives
- Marketing Directors & Managers
- Marketing Communications Managers
- Sales Executives
- Sales Directors & Managers
- Individual contributors in sales and marketing
- Systems integrators
- Small business owners

## Past Company Attendees

- ABB
- Acromag
- Emerson
- Honeywell
- Jacobs Engineering
- Martel Electronics
- MatrikonOPC
- Monitor Technologies
- Pepperl+Fuchs
- Phoenix Contact
- Racine Federated
- Rockwell
- Siemens