

2019 Sponsorship Program

North America



Sponsoring ITSMA events provides direct access to the best and brightest B2B marketing leaders in the technology, professional services, and telecom industries. Sponsors play a critical role in sustaining the ITSMA community and advancing marketing excellence.

Sponsorship Benefits

- Branded association with the ITSMA community
- Up close and personal access to senior marketing leaders
- Limited number of sponsorships per event, maximizing sponsor + attendee interaction
- Participation in events that cover critical marketing trends and best practice examples
- Added exposure and increased lead gen opportunities through event app (Whova)

Sponsorship Opportunities

- Annual Marketing Leadership Forum (platinum, gold, and silver levels)
- Annual Marketing Vision Conference (platinum, gold, and silver levels)
- Online briefings (exclusive host sponsor)
- Lunch/evening briefings (exclusive event sponsor)

“One of the best professional events I’ve attended in my career. The topical discussions, experience shared by attendees, research presented, and venue were all first class and extremely worthwhile.”

Allison McDougall
Former VP, Emerging Business, Lionbridge (Past ITSMA Sponsor)

Past Sponsors



“Incredibly valuable. Two simple words that describe a truly meaningful sponsorship experience for us. Why? We see a direct correlation between the value of a sponsorship and the confluence of three key things: an engaged group of impressive attendees, integrated opportunities for building brand awareness, and seamless opportunities for networking. ITSMA sponsorships bring all three together for us. We gained value from their community, the connections we have made, and the business we are driving because of ITSMA.”

Brent Turner, SVP, Marketing & Technology, Cramer

Create Your Own Package

Along with the different events, activities, and levels of sponsorship available to you, ITSMA is happy to customize a sponsorship package to meet your company's needs.

Contact Dirk Mullenger at +1 661 298 0015 or dmullenger@itsma.com to discuss how we can help you meet your business goals.

About ITSMA

For more than 25 years, ITSMA has led the way in defining, building, and inspiring excellence in B2B marketing. With a dedicated focus on services and solutions for the connected economy, we provide our member community with insight, advice, and hands-on help to strengthen reputation, increase revenue, and deepen customer relationships. Learn more at www.itsma.com.

More information

For more information about pricing and how you can enjoy sponsorship benefits, contact Dirk Mullenger at +1 661 298 0015 or dmullenger@itsma.com.

Speakers at past ITSMA events have included:

- Stella Goulet, CMO, **Avanade**
- Adele Revella, CEO, **Buyer Persona Institute**
- Mani Dasgupta, CMO, **Capgemini North America**
- Karen Walker, CMO, **Cisco Systems**
- Malcolm Frank, Executive Vice President, Strategy & Marketing, **Cognizant**
- Clayton Christensen, Professor, **Harvard Business School**, and author of *The Innovator's Dilemma*
- Teresa Cook, VP, Global Portfolio Marketing, **IBM**
- John Gallagher, CMO, Global Technology Services, **IBM**
- Scott Brinker, Chief Technology Officer, **ion interactive** & author of the Chief Marketing Technologist blog
- Chris Goodman, CMO, **KPMG**
- Dr. Carmen Simon, Cognitive Neuroscientist, Founder of **Memzy**
- Jonathan Copulsky, Former Chief Content Officer & Principal, Deloitte; author & lecturer, **Northwestern University**
- Jeb Dasteel, SVP & Chief Customer Officer, **Oracle**
- Matt Lieberman, CMO, US/Mexico, **PwC**
- Vala Afshar, Chief Digital Evangelist, **Salesforce**
- Dave Hutchison, SVP of North America Marketing, **SAP**
- Ravi Viswanathan, CMO, **Tata Consultancy Services**
- Iris Meijer, CMO, **Vodafone Business**
- Naveen Rajdev, CMO, **Wipro**

Attendees at past ITSMA events have included:

- **Adobe**, Head of Strategic & Vertical Accounts Marketing
- **BT Global Services**, Head of Marketing, Americas
- **Capgemini**, Head of ABM Marketing, NA
- **Ciena**, Sr. Director, Americas Field & Channel Marketing
- **Cisco Systems**, Director, CxO Thought Leadership
- **Cognizant**, CMO, Financial Services
- **Dell EMC**, Director, Sales Enablement & Strategy
- **DXC Technology**, VP, Brand, Demand & Digital Marketing
- **EXL Services**, VP & Chief Marketing Officer
- **EY**, COO Americas Brand Marketing & Communications
- **HCL Technologies**, Executive Vice President & CMO
- **HPE**, Senior Director, Marketing Data Science
- **IBM**, Vice President, Global Portfolio Marketing
- **Juniper Networks**, Senior Director, Marketing Operations
- **Linked In**, Global Head of Content Marketing
- **KPMG LLP**, Executive Director, Brand and Channels
- **Microsoft Corporation**, Director, Enterprise Services Solutions and Strategy
- **NTT DATA Services**, CxO Marketing Programs/Account Based Marketer
- **Optum**, Director, Content Development Strategy
- **Panasonic**, Chief Marketing Officer
- **Pitney Bowes**, VP, Marketing & Communications, Software Solutions
- **PwC**, US Sector Marketing Leader
- **SAP**, Head of Digital Marketing, North America
- **Splunk**, Chief Marketing Officer
- **Unisys Corporation**, Client Satisfaction & Loyalty Leader
- **VMware**, Sr. Manager, Healthcare Field Marketing

Sponsorship Opportunities

Event	Sponsorship level	Number available	Benefits of sponsorship
ITSMA Leadership Forum/Conference (Two events)			
<p>Marketing Vision 2019: ITSMA's annual conference for marketing executives, directors, and managers to explore new ideas, research, and best practices in marketing and selling technology services and solutions.</p> <p>Marketing Leadership Forum: Exclusive event for senior marketing executives to explore the latest strategic thinking, challenges, and opportunities in marketing and selling technology solutions.</p>	Platinum Sponsor	One per event	<ul style="list-style-type: none"> • Logo featured as premier sponsor in all event marketing collateral and on ITSMA website • Sponsor name included in all event-related promotion, including PR, advertising, and direct campaigns • Premier display space at event • Premier sponsorship of the event welcome reception, including signage • Attendance at all event sessions for up to three representatives • Promotional insert (up to four pages) in event handout • Opportunity for a sponsoring senior executive to conduct a topic-appropriate break-out session (if applicable) with sponsor's client • Opportunity for sponsor to invite their clients to attend the event at the ITSMA member rate • Reciprocal hyperlink on ITSMA website • Added exposure and increased lead gen opportunities through event app (Whova), including sponsor banner ad
	Gold Sponsor	Two per event	<ul style="list-style-type: none"> • Logo included in all event marketing collateral and on ITSMA website • Sponsor name included in all event-related promotion, including PR, advertising, and direct campaigns • Display space at event • Sponsorship of event welcome reception, including signage • Sponsorship of breakfast (Day 1), with opportunity to provide demo or giveaway(s) to attendees • Attendance at all event sessions for up to two representatives • Promotional insert (up to two pages) in event handout • Reciprocal hyperlink on ITSMA website • Added exposure and increased lead gen opportunities through event app (Whova), including sponsor banner ad
	Silver Sponsor	Two to four per event	<ul style="list-style-type: none"> • Logo included in all event marketing collateral and on ITSMA website • Sponsor name included in all event-related promotion, including PR, advertising, and direct campaigns • Display space at event • Attendance at all event sessions for one representative • Promotional insert (one page) in event handout • Reciprocal hyperlink on ITSMA website • Added exposure and increased lead gen opportunities through event app (Whova)

Continued»

Event	Sponsorship level	Number available	Benefits of sponsorship
Sponsorship Add-On Opportunities			
For any level sponsorship, sponsor a separate activity for additional exposure	Networking Breaks	One per event	<ul style="list-style-type: none"> • Sponsor name highlighted on website and event handout agenda • Logo displayed on conference signage • Logo included on conference slide promoting event
	Table Topics Luncheon	One per event	<ul style="list-style-type: none"> • Sponsor name highlighted on website and event handout agenda • Logo displayed on conference signage • Logo included on conference slide promoting event
	Awards Ceremony	One per event	<ul style="list-style-type: none"> • Sponsor name highlighted on website and event handout agenda • Logo displayed on table tent cards & other signage • Logo included on conference slide promoting event
ITSMA Online Briefings (Six events)			
One-hour web briefings bringing together marketing executives and managers to learn about new ITSMA research and analysis on a variety of critical topics.	Host Sponsor	One per briefing	<ul style="list-style-type: none"> • Logo featured as premier sponsor in ITSMA's newsletter, event email invitations, and on ITSMA website • Opportunity to welcome and introduce speakers • Attendance at briefing for three sites • Logo included on first and last presentation slides
Two-hour briefings in different US cities bringing together marketing executives and managers for a discussion of new ITSMA research and analysis on current trends and best practices.	Event Sponsor	One per briefing	<ul style="list-style-type: none"> • Logo featured as premier sponsor in all event marketing collateral and on ITSMA website • Opportunity to welcome and introduce speakers • Display space at event • Attendance at briefing for three representatives • Promotional insert (one page) in event handout