



ISA 2021 Sponsorship Prospectus

Webinar Series 3

Ebook Series 4

Virtual Conference Series 5

Community Engagement 20

Custom Workshop 21

Training Workshop 22

In 2021, ISA will host a series of webinars, virtual conferences, and publish a series of educational ebooks covering four broad automation topic categories:

- Cybersecurity
- IIoT & Smart Manufacturing
- Digital Transformation
- Process Control & Instrumentation

Content contributors to these virtual events and ebooks include subject-matter experts from industry, various ISA committees, event program committees, and ISA departments and organizations.

Webinar Series

Align Your Company's Brand with a Key Industry Topic

Sponsor a single webinar or a complete series

Ebook Series

Educate, Inform, and Inspire the Reader to Take Action

Sponsor a single ebook or a complete series

Virtual Conference Series

Exhibit & Network with your Target Audience

Sponsor a single event or bundle multiple events

Cybersecurity Series

This series focuses on critical and fast-changing elements of industrial cybersecurity, including new threats, emerging protection methods, best practices, the importance of ISA/IEC 62443, ISASecure certifications, and much more.

IIoT/Smart Manufacturing Series

This series highlights the technologies driving the next generation of industrial operations, known as Industry 4.0. These new technologies include Industrial Internet of Things, data analytics, edge computing, artificial intelligence, wireless communications, cloud and mobile computing, robotics, autonomous vehicles, digital twins, integrated engineering, virtual commissioning and more.

Digital Transformation Series

This series focuses on best-practice advice and real-world experiences related to the digital transformation of engineering firms and industrial facilities. Events will delve into global trends, business drivers, case histories and technologies being used in a variety of vertical industry segments including oil & gas, chemical, heavy manufacturing, food & beverage and more.

Process Control & Instrumentation Series

This series encompasses foundational technologies and topics essential to industrial operations. Topics include safety, quality, compliance, instrumentation and measurement, data analysis, human-machine interfaces, asset management, machine maintenance.

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.

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 GoToWebinar, 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, e-newsletters, 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.

Conference Topic Ebook

An ebook is a compilation of multiple articles on a specific topic and are 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 per Sponsor

- Includes one full-page ad per sponsor in the ebook with live links
- Each Sponsor will receive leads from ebook downloads (1000-1500 leads typical)

Sole-Sponsored Ebook \$10,000

- In addition to the ISA produced content, contribute your own non-promotional, technical white paper or article related to ebook topic
- Includes one or more full-page ads in the ebook with live links
- Sponsor receive leads from ebook downloads (1000-1500 leads typical)

Contact one of our Account Executives for more details.



ISA will produce a number of virtual conferences designed to educate and engage with ISA's audience of automation and control professionals. A virtual conference offers live online sessions or panels with live Q&A, virtual exhibits, and networking/chat opportunities. These 4- to 8-hour events will provide attendees

with insight into key operational and business topics, enabling automation professionals to increase their knowledge, and network with peers from the comfort and safety of their phone or desktop. Each virtual conference will offer multiple sponsorship and/or exhibit opportunities.

ISA Upstream Data Analytics Virtual Conference

22 February 2021

This all-new conference will use case-studies from early adopters to identify real-world applications that help asset owners shift their focus to building and implementing more robust analytics models, rather than cleaning up and formatting data. The conference will address these emerging issues from both the Data Capture and Data Analytics perspective.

ISA Analysis Division Virtual Conference

23 March 2021

This industry event is recognized as the outstanding forum for discussions of new and innovative analytical techniques, developments, and applications for process and laboratory applications.

ISA IIoT & Smart Manufacturing Virtual Conference

11 May 2021

This technology-focused event will encompass topics regarding advances in connectivity, automation, and security within the operational context of hybrid manufacturing applications across multiple vertical industries.

ISA Digital Transformation Virtual Conference

31 August 2021

As automation evolves to include the latest digital technologies, manufacturers and operators focus on efficiency and productivity. The International Society of Automation looks at applications of technology that accelerate the design, certification and start-up processes, while improving safety and efficiency. Users will discuss real-world applications of enabling technology that have made projects financially viable.

ISA Digital Transformation Virtual Conference - Malaysia

21 September 2021

ISA partners with Petronas to explore the acceleration of safety processes through Digital Transformation. This conference takes a deep dive into technology applications that accelerate design, certification, and start-up processes, while improving safety and efficiency.

ISA Cybersecurity Standards Implementation Virtual Conference - Middle East

18 October 2021

Join ISA and Saudi Aramco for a conference centered around bringing cyber threats and vulnerabilities in the Middle East to light, real solutions industrial

cybersecurity standards can bring, and how to successfully implement them to your business structure for the best results.

ISA Cybersecurity Standards Implementation Virtual Conference

19 October 2021

Join ISA, the thought leader and developer of the world's only consensus-based industrial cybersecurity standards (ISA/IEC 62443), for a rapid fire, elevated conference event, focusing on expert discussions surrounding awareness and solutions for organizational threats/vulnerabilities with the implementation of a standards-based cybersecurity program.

ISA Process Industry Virtual Conference

2 November 2021

This event offers comprehensive technical content from leading experts in the energy processing and process manufacturing industries covering critical areas including process instrumentation/control, cybersecurity and safety systems, open architecture & infrastructure, operational excellence in light of our change to "new normal" operations.

Virtual Conference Series



Platinum Sponsor \$9,000 (1 available)

- Welcome Video Spot - When attendees enter the virtual event, the sponsor's video can be made to pop-up and auto-play
- Sponsored Push Notifications - The push notifications allow sponsors to broadcast messages during the event
- Full Attendee Registration Information
- Logo in Virtual Auditorium
- Hanging Logo Banners in Virtual Hall
- Fully Customized Booth with Interactive Calls to Action on Booth Panels
- First-tier Booth Prominence and Placement (Larger Booth at Front of Hall)
- Text, Audio, Video Chat Capability
- Group and Panel Interview Capability
- Unlimited Document and Media Uploads to your Booth
- Full User Report on Interaction with Booth Activities
- Logo Branding on Landing Page (Top Tier)
- Logo Branding in Virtual Lobby (Top Tier)
- Logo Branding in Email Marketing (Top Tier)
- Extended Exposure for 30 Days after Event

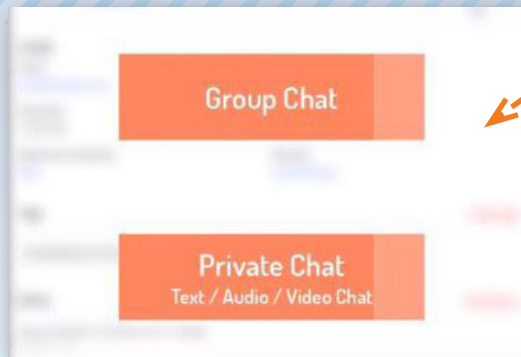
Price: \$9K

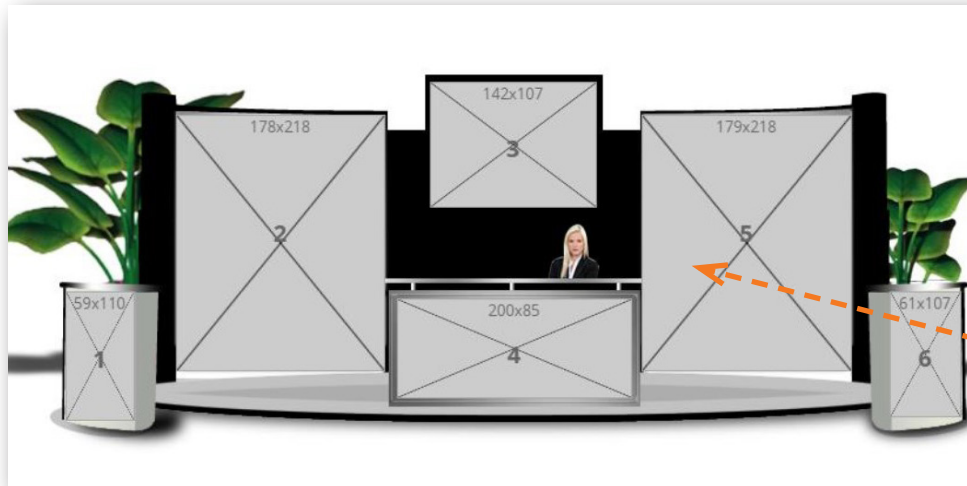


Lunch Presentation Sponsor \$8,000 (1 available)

- Lunch presentation by senior-level company representative (must include an end-user to discuss a case study) – 30-minute session (15-minute presentation/15-minute Q&A session)
- Full Attendee Registration Information
- Fully Customized Booth with Interactive Calls to Action on Booth Panels
- Second-tier Booth Placement
- Text, Audio, Video Chat Capability
- Group and Panel Interview Capability
- Unlimited Document and Media Uploads to your Booth
- Full User Report on Interaction with Booth Activities
- Logo Branding on Landing Page (Second Tier)
- Logo Branding in Virtual Lobby (Second Tier)
- Logo Branding in Email Marketing (Second Tier)
- Extended Exposure for 30 Days after Event

Price: \$8K



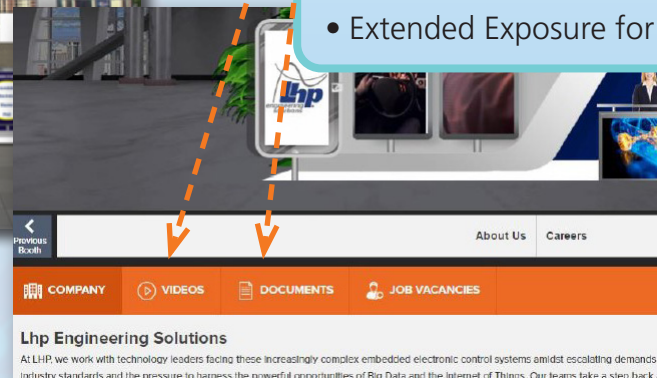


Technology Demo Sponsor

\$8,000 (1-2 available, if applicable, as related to presentations)

- Technology Demo presentation after session or panel – 30-minute session (15-minute presentation/ 15-minute Q&A session)
- Full Attendee Registration Information
- Fully Customized Booth with Interactive Calls to Action on Booth Panels
- Second-tier Booth Placement
- Text, Audio, Video Chat Capability
- Group and Panel Interview Capability
- Unlimited Document and Media Uploads to your Booth
- Full User Report on Interaction with Booth Activities
- Logo Branding on Landing Page (Second Tier)
- Logo Branding in Virtual Lobby (Second Tier)
- Logo Branding in Email Marketing (Second Tier)
- Extended Exposure for 30 Days after Event

Price: \$8K



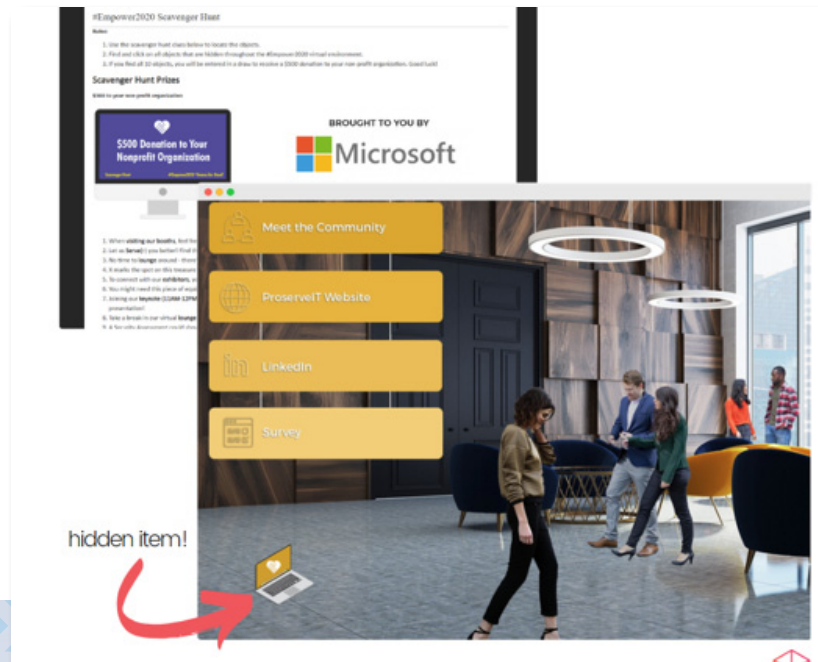
Virtual Conference Series



Gold Sponsor \$5,000 (2 available)

- Marketing Video in Welcome Lobby or Exhibit Hall (pick one)
- Exhibition Hall Branding - Exhibition floor branding on signs and banners
- Full Attendee Registration Information
- Fully Customized Booth with Interactive Calls to Action on Booth Panels
- Second-tier Booth Placement
- Text, Audio, Video Chat Capability
- Group and Panel Interview Capability
- Unlimited Document and Media Uploads to your Booth
- Full User Report on Interaction with Booth Activities
- Logo Branding on Landing Page (Second Tier)
- Logo Branding in Virtual Lobby (Second Tier)
- Logo Branding in Email Marketing (Second Tier)
- Extended Exposure for 30 Days after Event

Price: \$5K



Gamification & Happy Hour Sponsor

\$4,000 (1 available)

- Gamification Sponsor - Online scavenger hunt where attendees can be asked to find hidden objects to win points. These objects are items related to the sponsor to reinforce brand recall. The activity and prize center pages are also be branded with the sponsor.
- Recognition & Logo on Happy Hour signage
- Full Attendee Registration Information
- Fully Customized Booth with Interactive Calls to Action on Booth Panels
- Third-tier Booth Placement
- Text, Audio, Video Chat Capability
- Group and Panel Interview Capability
- Unlimited Document and Media Uploads to your Booth
- Full User Report on Interaction with Booth Activities
- Logo Branding on Landing Page (Third Tier)
- Logo Branding in Email Marketing (Third Tier)
- Extended Exposure for 30 Days after Event

Price: \$4K



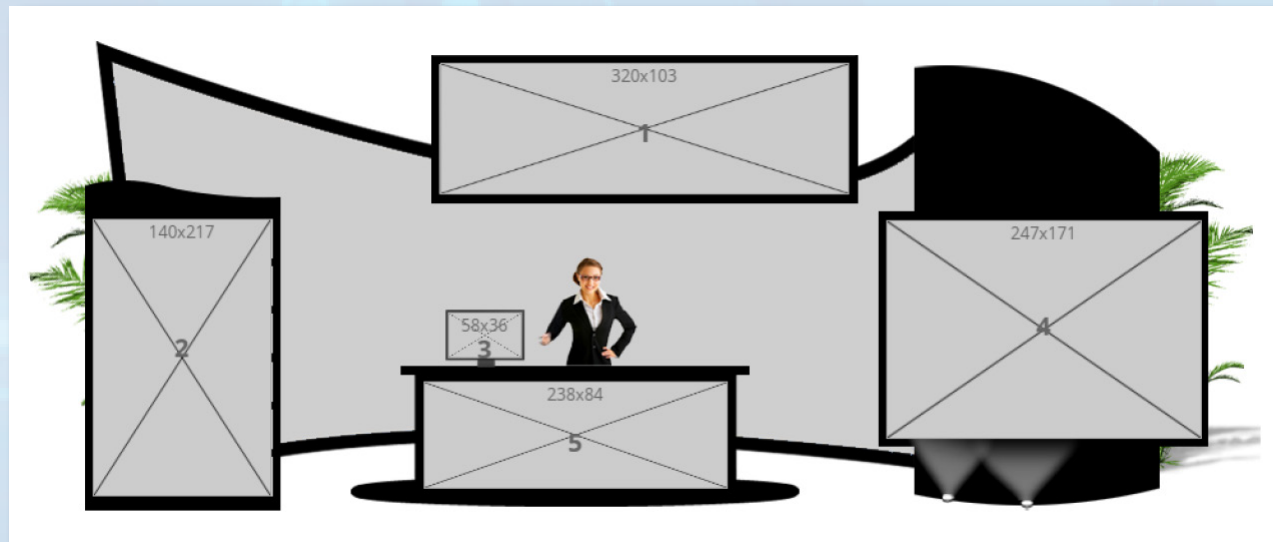
With your personalization

Silver Sponsor \$3,000 (16 available)

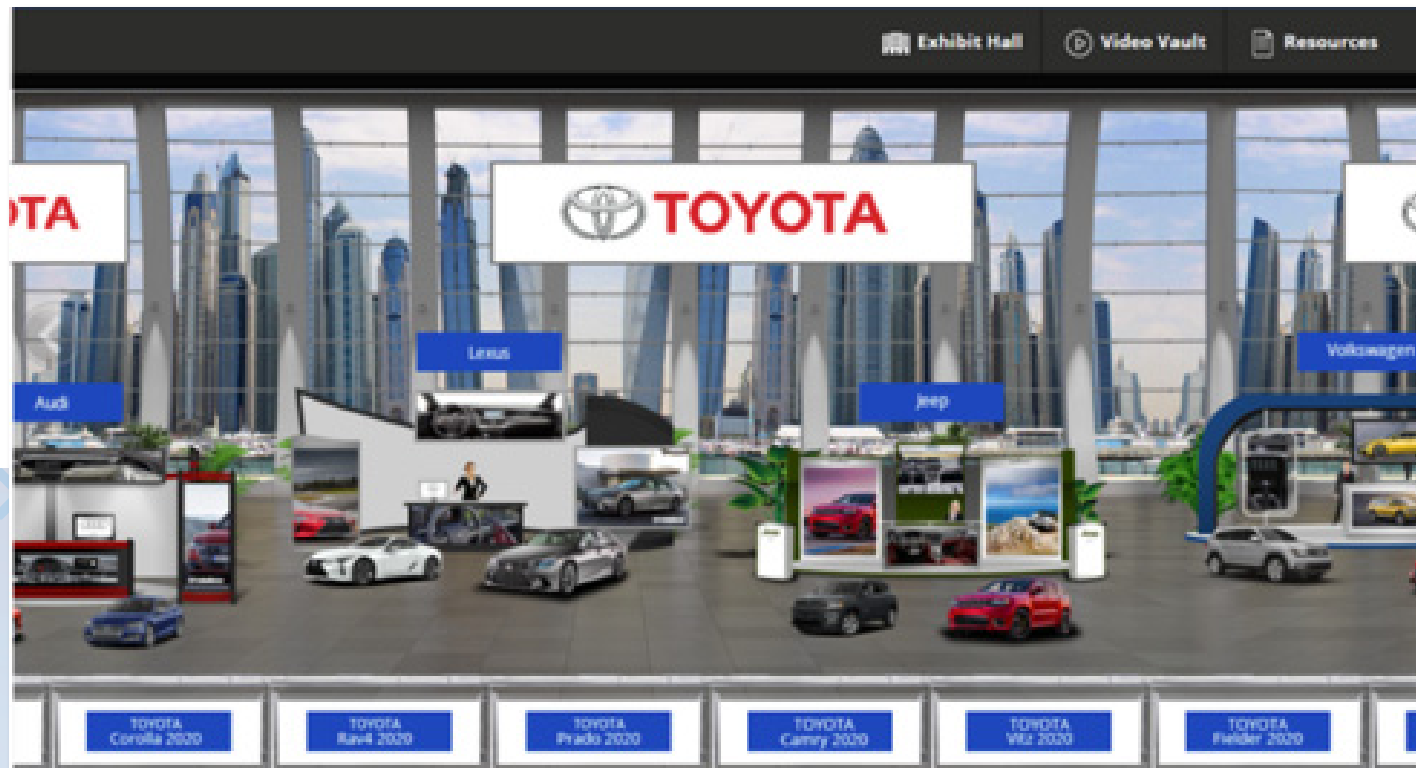
- Full Attendee Registration Information
- Fully Customized Booth with Interactive Calls to Action on Booth Panels
- Third-tier Booth Placement
- Text, Audio, Video Chat Capability
- Group and Panel Interview Capability
- Unlimited Document and Media Uploads to your Booth
- Full User Report on Interaction with Booth Activities
- Logo Branding on Landing Page (Third Tier)
- Logo Branding in Email Marketing (Third Tier)
- Extended Exposure for 30 Days after Event

Price: \$3K

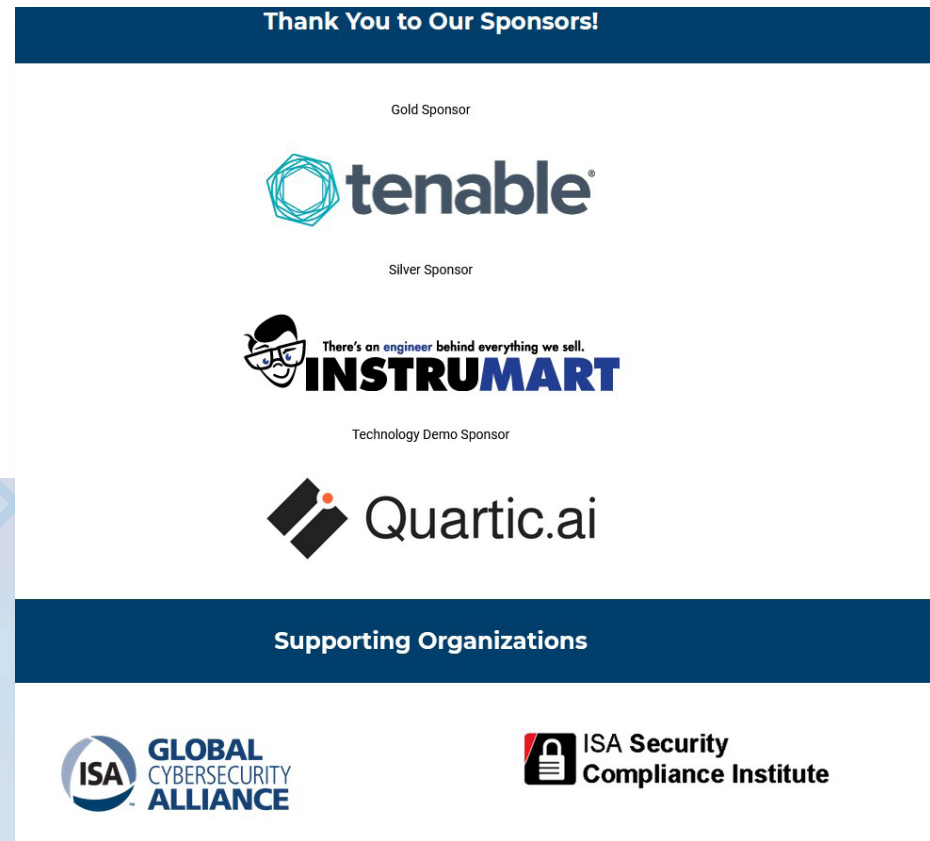
Sample Booth Design



Example of Booth Prominence & Placement



Logo on Landing Page



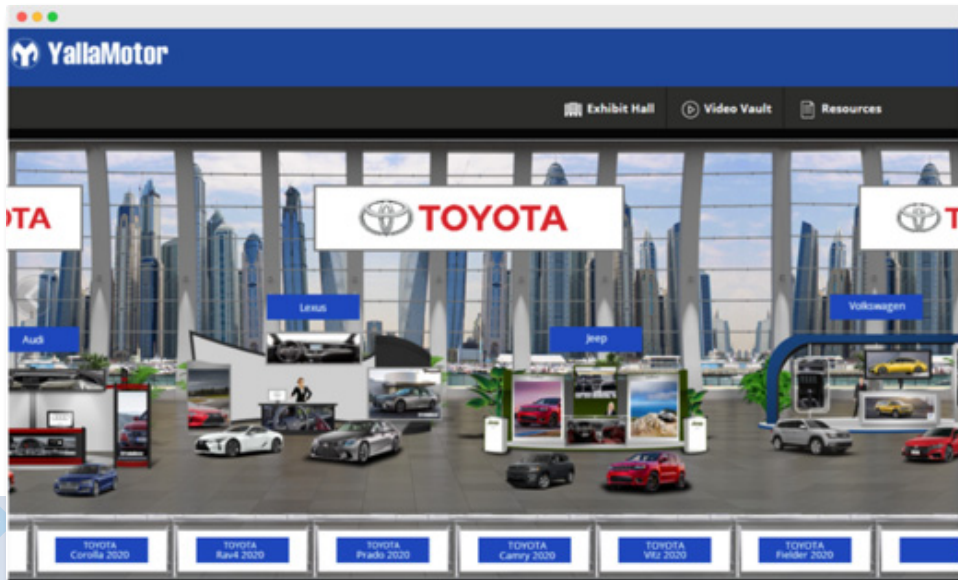
Logo on Virtual Lobby



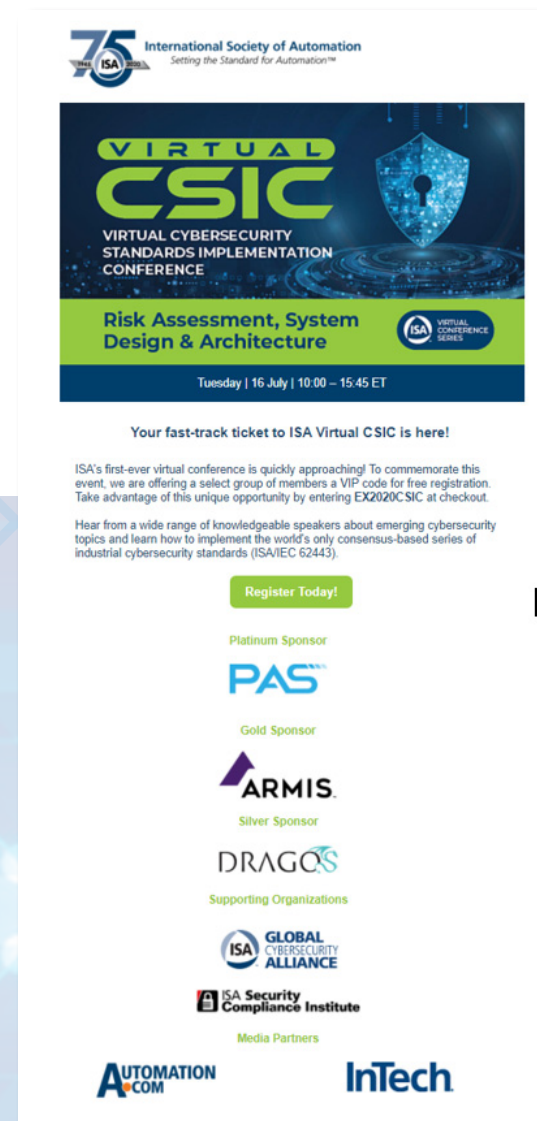
Logo on Virtual Auditorium



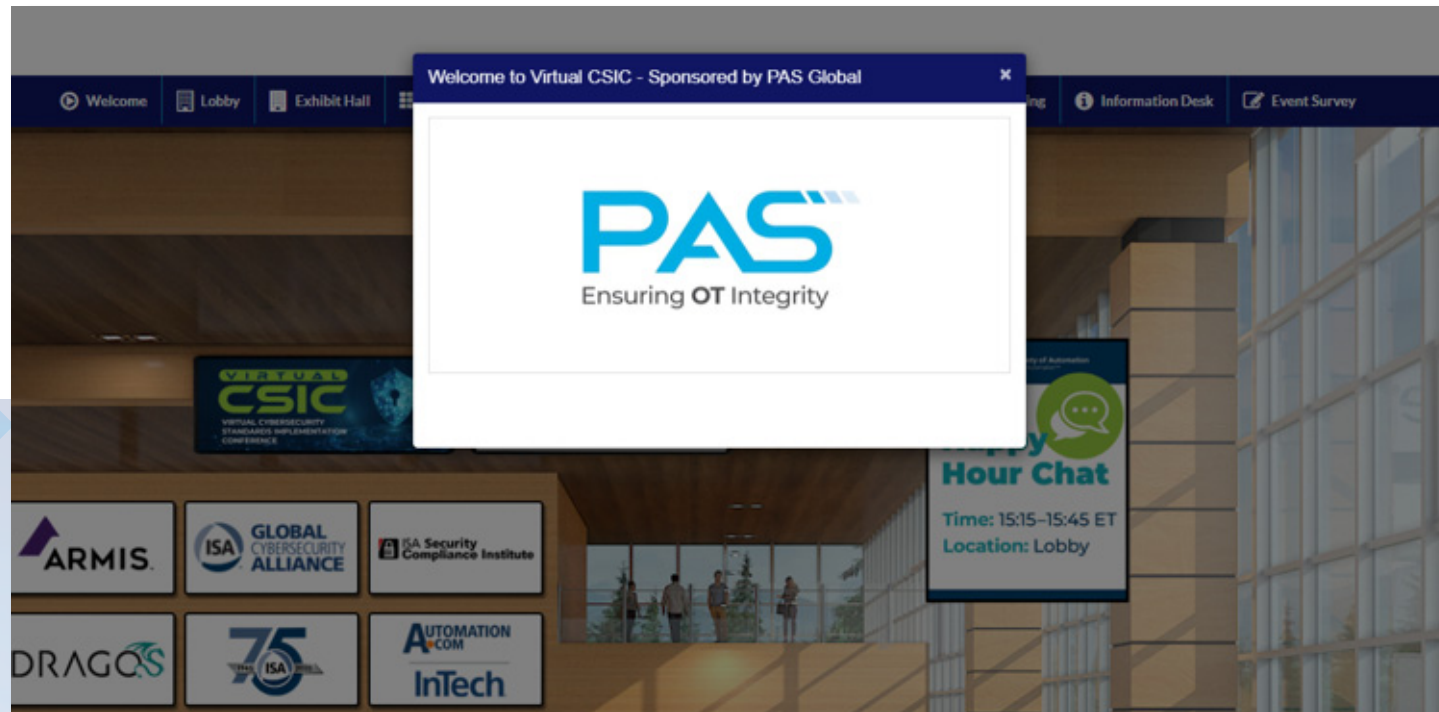
Logo in Virtual Hall



Logo in Email Marketing



Welcome Video Spotlight



Marketing Video in Virtual Spaces (Welcome Lobby or Exhibition Hall)



ISAConnect

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

Top Leaderboard (970 x 90)\$795 USD per Month

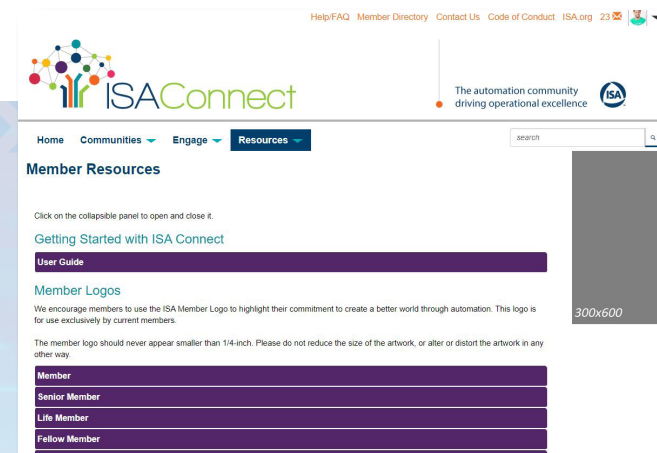
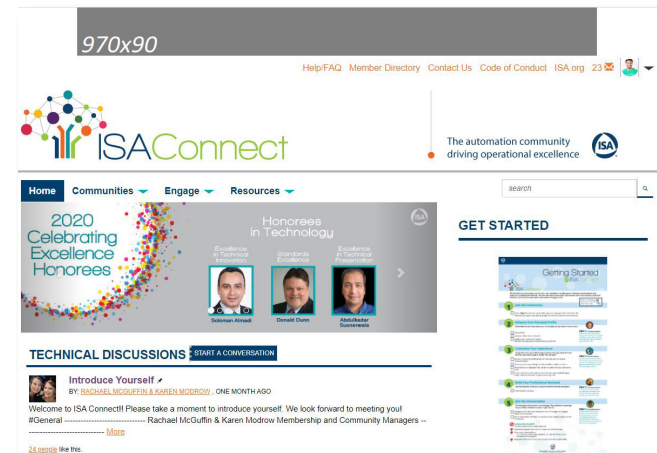
Right Skyscraper (300 x 600)\$795 USD per Month

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



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.

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

- 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 & 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

**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. He is currently Group Publisher for Automation.com and *InTech* and Director of Content Sponsorships.

**Bill Furlow**

Senior Manager & Business Development, Conferences & Events

wfurrow@isa.org

+1 972-822-4918

Bill started his career as a technical editor in the Oil & Gas industry. For the past 20 years he has worked in business development, creating and launching more than 100 focused technical events. He is currently the Senior Manager of Events for ISA.

Sales

**Chris Nelson**

Account Executive

cnelson@isa.org

+1 919-990-9265

Based in the Twin Cities, 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.

**Richard Simpson**

Account Executive

rsimpson@isa.org

+1 919-414-7395

Based in Cary, NC, Richard has 30+ years of experience in print and electronic media in the automation and control industry.

**Gina DiFrancesco**

Account Representative

gdi francesco@isa.org

+1 216-509-0592

Based in Cleveland, Ohio. Gina has 25+ years' experience in print and electronic media in the B2B and local advertising industry. A seasoned sales professional, delivering effective marketing solutions, and productive client partnerships.

**Kimberly Belinsky**

Event Manager

kbelinsky@isa.org

+1 919-990-9404

Kim brings 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.

**Morgan Foor**

Event Manager

mfoor@isa.org

+1 919-990-9267

With over 12 years of event management and fundraising experience, Morgan brings new ideas for content delivery to optimize events, works with our sponsors to ensure maximum value and brand awareness, and strategizes to create the best event ambience for networking professionals.

Sponsorship Contract Acceptance Information

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

Conference/Webinar Name: _____

Conference/Webinar Date: _____

Company Name: _____

Contact Name: _____

Title: _____

Contact Signature: _____

Accounting Contact Name: _____

Accounting Contact Email: _____

Company Address: _____

City: _____

State/Province/Country: _____

Zip Code: _____ **Today's Date:** _____

ISA Payment Terms: Net 30 Days

State any exception to these terms (if applicable): _____

ISA Staff/Sales Contact: _____

Select Sponsorship Package (and enter Price):

☐ Platinum \$ _____

☐ Lunch Presentation \$ _____

☐ Technology Demo \$ _____

☐ Gold \$ _____

☐ Gamification & HH \$ _____

☐ Silver \$ _____

☐ Individual Webinar \$ _____

☐ ISACONNECT (_____) \$ _____
of months

☐ Custom \$ _____

Package Total \$ _____

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, Net 30 from invoice date.

- 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.