

ISPA Partnership Programme 2020-2021



CELEBRATING 25 YEARS
ISPAAUK
THE VOICE OF THE UK INTERNET INDUSTRY

**Engage with the organisations delivering
next generation communication services**

WHO IS ISPA

Founded in 1995, the **Internet Services Providers' Association** (ISPA) is the **voice of the UK internet industry** representing over 150 providers of Internet services in the UK.

We lobby Government and engage with our members, through events, meetings and communications to promote our vital sector.

"The internet sector has now become fully mainstream and is one of the biggest drivers of innovation, growth and overall human satisfaction. Internet related issues now top the list of policy challenges facing policymakers in the UK and across the world. ISPA reflect the full spectrum of the UK ISP industry and the contributions that the sector makes to businesses and consumers across the UK."

Andrew Glover, Chair, ISPA



WHO IS ISPA - FACTS AND FIGURES

Background and governance

- Founded in 1995
- European reach
- Industry-leading Code of Practice
- Board of 12 senior ISP executives

150 ISPA members covering the breadth of the market

Tier 1, SME, B2B, Managed Service, FTTx, Wireless, Satellite

Industry figures who attend ISPA events

CEOs, MDs, Heads of Public Affairs, Senior regulatory specialists, Chief Strategy Officers, CTOs, Technical Directors, Heads of Connectivity Services, Product Managers, Senior Sales Managers...

Strong engagement

- 10+ key industry events per year
- 1500 newsletter readership
- 3 policy working groups:
 - Broadband
 - Cyber Security
 - Online safety
- Proactive PR and Comms

COVID-19

Following the unprecedented national response to Covid-19, ISPA members have been working flat out connecting customers, fixing faults and managing networks **as the country relies even more on being connected.**

As part of our response to help support members, ISPA has:

- Helped coordinate **regular and active engagement with Government and regulators** so that engineers and other workers can carry out their critical work
- Established a dedicated **[hub](#) on the ISPA website** with guidance for members
- Led **weekly member calls** to share findings, answer questions and take forward actions
- Briefed journalists on **key industry issues** such as network performance
- Dealt with queries from members
- Updated its **2020 events programme**

ISPA ANNUAL PARTNERSHIP PROGRAMME 2020-2021

HOW IT WORKS

ISPA is looking for a **select number of core partners** to join our **ISPA Annual Partnership Programme** to help us shape and deliver our annual event programme.

This annual partnership programme will provide you with comprehensive and ongoing marketing opportunities **over a 12-month period to enhance your company's exposure** to the 150 leading UK ISPs who are members of ISPA.

On top of the **core ISPA partnership pack**, you can **add key benefits** to fit your strategy, needs and budget.

CORE ISPA PARTNERSHIP

Dedicated account manager to help you get the most value for your budget

Exclusive partner membership

- Attendance at various policy working groups and webinars
- Policy updates on the industry as part of the mailing list

2 main events to engage with our members

- The ISP Business Model Summit
- The ISPA 25th anniversary reception

1 networking event to raise your brand profile:

- The ISPA Awards 2020

Annual visibility on the new ISPA website: Logo & profile throughout the year

ISPA monthly newsletters sent to 1500 contacts:
Welcome announcement + monthly content

Social Media engagement campaign through 3000 Twitter followers



ADD-ONS

1 extra networking event:

The ISPA Conference

1 exclusive workshop or webinar:

Exclusive opportunity to talk to your main target and value your technological solutions

1 high-profile event in Parliament:

Parliament & Internet Conference

1 exclusive dinner /breakfast

Choose one of the key policy issues ISPA deals with (cyber security/online safety/broadband), and support one event in Parliament

About ISPA events

2nd ISP Business Model Summit

19th October 2020

The **ISP Business Model Summit** explores the areas of growth for **ISPs** in today's rapidly changing environment. The 2019 inaugural summit was very successful and met members' expectations to hear more about the latest innovations ISPs can adopt to develop an edge in an ever-increasing competitive market.

Your benefits would include:

- Demonstrating your expertise at the event
- Logo in the marketing campaign
- Logo on the event website page
- Tickets to the event
- Social media engagement
- Logo credits on screen at the event
- Stands in the networking area: marketing material, banner...
- Assisted introduction to relevant stakeholders

2020 sponsors include:



About ISPA events

25th Year Anniversary Reception

19th October 2020

ISPA celebrates 25 years of existence in 2020. To acknowledge this significant milestone, we are delighted to host a reception in central London in October. We will welcome all ISPA's existing and former members, Ofcom, Government bodies, other key regulators and all who helped shape ISPA over the years.

Your benefits would include:

- Keynote address at the reception
- Logo in the marketing campaign
- Logo on the event website page
- Tickets to the event
- Content contribution for a promotional video
- Logo credits on screen at the event
- Main visibility at the event and photo opportunity
- Social media engagement

2020 sponsors include:



About ISPA events

22nd ISPA Awards

18th November 2020

The **ISPA Awards, the ISPAs**, is the leading independent internet industry awards in the UK gathering **over 300 senior figures**. Held in the **prestigious venue**, the event celebrates and rewards the best providers in the sector with awards for broadband, hosting, cyber-security, VoIP, cloud and more.

Your benefits would include:

- Presenting the award category of your choice
- Sponsor credits on promotional mailouts and marketing materials
- Logo and URL link on sponsors page of awards website
- 10 Tickets to the event including a 3 course meal, wine and entertainment (worth £3500)
- Logo credits on screen and stage branding at the event
- Advert on a prominent page in the event programme
- Mention in the press release and social media

2019 sponsors included:

openreach

 **Glide**

 elite

 salumanus
Good ICT Networks

nccgroup

netgem.tv

 magrathea

DrayTek



About ISPA events

Collaborative workshop/webinar

ISPA is delighted to host a **limited number of workshops** with our partners. Working together on an agenda, the workshop are focused on how technology can help ISPs innovate. This is a fantastic opportunity for you to stand out from your competitors and showcase your expertise to a targeted audience of ISPs. **Due to the Covid-19 outbreak, workshops are turned into webinars.**

Your benefits would include:

- Exclusive sponsorship
- Shaping the agenda of the session
- Showcase your expertise
- Co-branded event in partnership with ISPA
- ISPA would host in its London offices and ensure attendance from a set number of members
- Meeting 15-20 key targets
- Generate leads

2020 exclusive workshop sponsors include:

netgem.tv

SONICWALL™

salumanus
Good ICT Networks



About ISPA events

Policy working groups

ISPA is running **three policy working groups**:

- Broadband
- Cyber Security
- Online safety

As a partner, you will be able to attend the subgroups that are the most relevant to your activity.

Since the Covic-19 outbreak, ISPA has also been running **weekly ISPA member calls** to share findings, answer questions and take forward actions. You would also be invited to join these calls.

Your benefits would include:

- Attendance at various policy working groups and ISPA calls
- Policy updates on the industry as part of the mailing list
- Learn industry insights
- Stand out as an industry leader and strategic partner of ISPA

2020 exclusive workshop sponsors include:

netgem.tv

SONICWALL™

 salumanus
Good ICT Networks



About ISPA events

15th Parliament & Internet Conference

February 2021

The Parliament & Internet conference gathers **over 200 delegates** from **Government, Parliament, Whitehall, industry and civil society**. Taking place at Westminster, the event offers partners the opportunity to influence and demonstrate thought-leadership in front of high profile keynote speakers and panellists.

Discover our website here: parliamentandinternet.org.uk

Your benefits would include:

- Demonstrating expertise and thought-leadership
- Meet key influencers
- Logo in the marketing campaign
- Logo on the event website page
- Tickets to the event
- Logo credits on screen at the event
- Assisted introduction to relevant stakeholders

2020 sponsors include:

Raytheon

 Political
Intelligence

openreach

sky



About ISPA events

16th ISPA Conference

May 2021

The annual **ISPA Conference** debates the pressing regulatory, legal, policy and technological issues. You can see the highlights on the right-hand side.

Your benefits would include:

- Demonstrating your expertise at the event
- Logo in the marketing campaign
- Logo on the event website page
- Tickets to the event
- Logo credits on screen at the event
- Stand in the networking area: marketing material, company banner...
- Assisted introduction to relevant stakeholders

2020 sponsors include:



Click
here for
the video



About ISPA website, newsletter and social media

ISPA communication channels

ISPA communicates through various channels on which we would be delighted to push your messages out to:

- **New Website** www.ispa.org.uk
- **Monthly newsletter**
- **Twitter & LinkedIn** [@ISPAUK](https://www.linkedin.com/company/ispa-uk)

The screenshot shows the ISPAUK website homepage. At the top, there is a banner for the ISPA Awards ceremony held on 11th July at the InterContinental London Park Lane Hotel. Below this is the ISPAUK logo and a navigation menu with links for About, Join, Members, Consumers, News, Events, Policy, Contact, Member Area, and Partners. The main content area features a large image of the ISPA Awards 2019 winners. Below the image, there are three columns of information: 'Future Events' listing the Business Model Summit & Annual General Meeting on 19th September; 'Latest News from ISPA' with articles about ThinkBroadband and Mozilla; and 'Join ISPA Today' with a call to action to apply for membership.

The screenshot shows the ISPAUK newsletter sign-up page. It features the ISPAUK logo and a large graphic of a newspaper with the word 'NEWSLETTER' overlaid. Below the graphic, there are several links: ISPA Awards, ISPA Conference, ISPA subgroups update, The ISP Business Model Summit, ISPA Partnerships, ISPA in the Press, New ISPA members, and Partner Events. The main heading is 'ISPA Awards Ceremony' with the ISPA logo and the date '11th July 2019, 7pm - late, London'. A paragraph of text states: 'It's less than 6 weeks to go until the 21st annual ISPA Awards ceremony, one of the highlights of the ISP calendar where we celebrate another successful year in style. The nominees for 2019 ISPA's across 14 categories can be found [here](#).' At the bottom, there is a call to action: 'The gala ceremony includes networking drinks reception, sponsored by Openreach, a three course meal with wine, awards ceremony hosted by Matt Richardson and live band Kudos to finish off the proceedings. You can buy individual tickets or book a table for 10. Please note that we have our last few tables remaining so if you want to attend book your places today!' with an 'Apply Now' button.

The screenshot shows the ISPAUK Twitter profile page. It features the ISPAUK logo and the tagline 'THE VOICE OF THE UK INTERNET INDUSTRY'. Below the logo, there are statistics for Tweets (4,353), Following (1,163), Followers (2,943), Likes (91), and Lists (1). The main content area shows a tweet from SureWIP (@SureWIP) dated Jul 16, which reads: 'Great news for all who won at the ISPA annual awards last week! It's a tough one to win. All who walked away with an award on the night, or received a commendation, deserve our congratulations. Well done all! @ISPAUK #ispawards #Broadband #Internet'. To the right, there is a 'Who to follow' section with profiles for Louise Lancaster (@LouiseLan...), Malcolm Corbett (@malcol...), and NextGen (@EventsNextGen).

The screenshot shows the ISPAUK LinkedIn profile page. It features the ISPAUK logo and the tagline 'ISPA UK'. Below the logo, there is information about the company: 'Telecommunications · London, England · 138 followers'. The background image shows a group of people at an awards ceremony.

ISPA ANNUAL PARTNERSHIP PROGRAMME – BUDGET

| | BENEFITS | CORE | RECOMMENDED | EXTENDED |
|-----------------------|--|-------------|-------------|-------------|
| CORE ISPA PARTNERSHIP | Dedicated account manager to help you get the most value for your budget | √ | √ | √ |
| | Exclusive partner membership <ul style="list-style-type: none"> Attendance at various policy working groups Policy updates on the industry as part of the mailing list | √ | √ | √ |
| | 2 main events to engage with ISPA members: <ul style="list-style-type: none"> The ISP Business Model Summit ISPA 25th anniversary reception | √ | √ | √ |
| | 1 networking event to raise your brand profile: <ul style="list-style-type: none"> The ISPA Awards | √ | √ | √ |
| | Annual visibility on the new ISPA website <i>Logo & profile throughout the year</i> | √ | √ | √ |
| | ISPA monthly newsletters sent to 1500 contacts: <i>Welcome announcement + content</i> | √ | √ | √ |
| | Social media engagement <i>Through 3000 Twitter followers</i> | √ | √ | √ |
| ADD-ONS | 1 extra networking event <i>ISPA Conference</i> | | √ | √ |
| | 1 exclusive workshop or webinar <i>Exclusive opportunity to talk to your main target and value your technological solutions</i> | | √ | √ |
| | 1 high-profile event in Parliament <ul style="list-style-type: none"> Parliament & Internet Conference <u>OR</u> <ul style="list-style-type: none"> Dinner /breakfast in Parliament on of the key policy issues ISPA deals with | | | √ |
| ANNUAL BUDGET | | £12K | £19K | £25K |

JOIN US!

We would be delighted to give you additional information on our programme, better understand your needs and make our partnership even more bespoke to you!

Please give us a call:

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