



Network Group

STRENGTH IN NUMBERS

Engagement Proposal 2024

#NGis30



30

30

Want to grow your MSP network?

Our quarterly events put your organisation in front of an engaged audience of MSP business owners, decision makers and IT service professionals.

Our member community comprises entrepreneurial MSPs across the UK, Ireland, Channel Islands and Gibraltar, all looking for opportunities.

We offer an engagement programme to vendor partners, tiered according to their annual commitment. This guarantees exposure to our membership, opportunities to deliver content to them face to face, as well as presence at our exhibition showcases and team networking opportunities.

Why partner with us?



Membership community of 80+ high-performing, mature MSP/TSP businesses



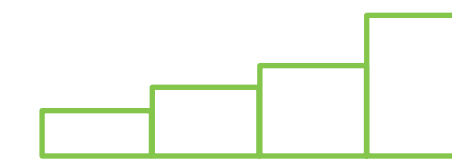
Reach business owners, decision makers, influencers



Combined Group turnover growing annually, with incentives for spend through preferred partners



B2B, B2E & B2C coverage



Choice of 4 tiers of engagement to suit your needs and budget



Main stage and breakout formats to encourage educational/thought-leadership content



2 x Power expo events per year providing dedicated face time with our audience



Brand promotion opportunities including online credits (website, social media, PR, email) and on-site options



Additional sponsorship opportunities available to help raise your profile and maximise your investment

Our 30th | Be part of our 30-year celebrations.

Network Group is 30 years old.

Since it was established in 1994, Network Group has evolved from a traditional buying group to a thriving and engaged community of MSPs, IT Resellers and Retailers. Owned by the members, for the members, our focus is on building trusted relationships so that people can learn together, collaborate, share experiences and progress. Our members are committed to this way of working. They know it adds value and has real long-term benefits to help grow & scale their business. Join us as we celebrate the 30th birthday of the UK's most innovative and entrepreneurial IT group.

Save the dates for 2024

January Event

Hyatt Regency Birmingham
23rd - 24th January

January Event launches with partner-led roundtables, followed by a lively networking dinner. Day two offers further face time with Members, with a unique series of short focus sessions providing exposure to our entire audience.

Exhibition, Gala and Awards

Wembley Stadium
25th April

Our annual Gala and Awards are a channel favourite. Recognition as a Network Group Award Winner carries significant weight as a validation of true partnership, as recognised by our Members – your partners. Morning workshops, an afternoon exhibition and the Gala and Awards evening will offer abundant opportunities for direct engagement and networking alongside recognition of exceptional service, support and partnership.

July Event

Carden Park, Cheshire
2nd - 3rd July

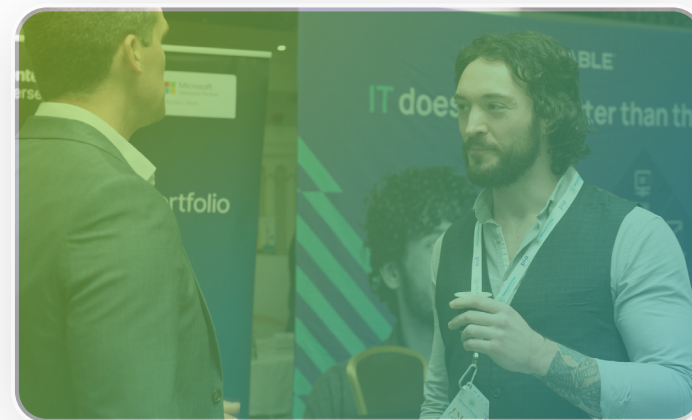
Our summer fun event is all about building relationships – with opportunities to spend quality time with members and partners whilst engaging in an exciting team challenge (think outdoor pursuits!), followed by a celebratory al-fresco dinner. Providing unparalleled networking and relationship building, July Event creates the open, honest and truly collaborative partner and member relationships that are at the heart of everything we do.

Roadshow

venue TBC
16th October

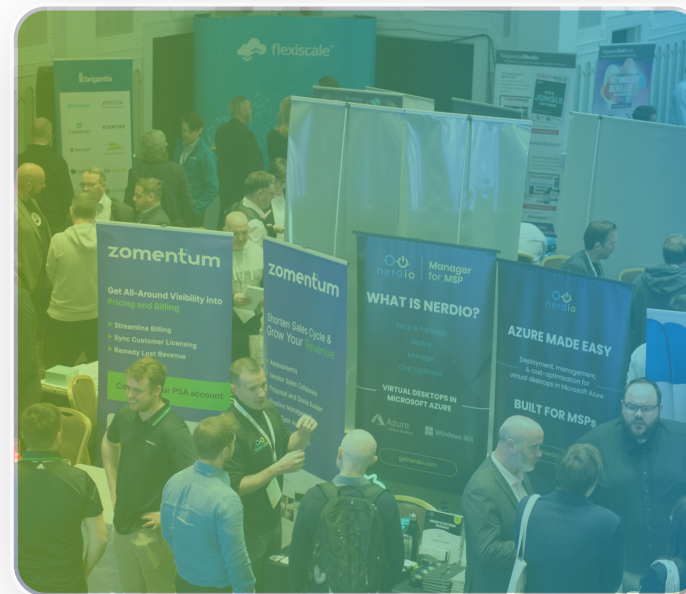
A split day with morning panel discussions and keynotes, an afternoon tabletop exhibition, followed by a casual networking dinner. This is a perfect vehicle to grow your sales, promote your brand, launch a product, network with the best in the industry or all of the above.

There are 4 ways to partner with us.



Engage Lite

Tier 1



Engage

Tier 2



Accelerate

Tier 3



Inspire

Tier 4



Engage Lite

Our entry-point package gives you access to two power expo events per year, taking place in April and October – an interactive setting to showcase your brand, products and services during our dedicated afternoon exhibitions.

Engage

Being an active participant in our community makes it easier for our members to do business with your brand. If you'd like more regular exposure to our audience our Engage package provides the opportunity to be present at all four of our core events. In addition to the two power expos per year (April and October) you'll also be able to attend our January and July events to network, engage and build relationships with our Members.

Accelerate

If you're looking for more focused time to educate and raise awareness of your technology solutions, then our Accelerate package offers two formats for engagement through our speed-pitches and panel sessions:

Speed Pitches: Our fast-paced speed pitches provide an exciting and effective way to address our entire membership. We'll send you into small groups where you'll meet different members on rotation and deliver a 10-minute overview, before moving on to the next group.

Panel Seat: Take part in a panel debate session on a topical theme/trend. We'll provide the questions; you send up your top spokesperson, delivered to a break-out group of peers who have self-selected to hear about this topic.



Inspire

Are you a market leader looking for maximum exposure to our audience? Our Inspire package offers dedicated engagement and presentation time through a variety of formats across each of our events:

Table Topic Discussions: This is an opportunity for you to moderate a roundtable discussion with a select group of attendees – a unique way to network, engage and build relationships with our Members in a small group environment, and share your thoughts, views and experiences on some of the current hot topics/challenges facing our industry.

Speed Pitches: Our fast-paced speed pitches provide an exciting and effective way to address our entire membership. We'll send you into small groups where you'll meet different members on rotation and deliver a 10-minute overview, before moving on to the next group.

Focus-30: a Partner breakout session in an intimate environment with an engaged audience, giving sponsors the opportunity to have their own room for 30-minutes during the event, for more targeted messaging around your solutions.

Panel Seat: each year you'll be invited to take part in a panel debate session on a key theme, topic or trend, designed to share your brand and industry perspectives.

Solution Spotlight: The MSP leaders in the room are looking for a fresh perspective, best practices and innovative ways to go to market – simply pitching your brand is not enough. The Solution Spotlight is designed for storytelling, for our Partners to 'buddy' with a Member champion to demonstrate best practice in implementing your solutions, a 10-minute showcase in the main plenary room. A live case study in action brought together from a client and vendor perspective!



Engagement opportunities

Our tiered engagement programme for vendors is based upon an annual commitment as either an Engage Lite, Engage, Accelerate or Inspire partner.

Each tier gives access to a thriving community of MSPs who are actively seeking partnerships. Through thought leadership, face-to-face engagement, peer-to-peer learning and a host of activities, our events bring the channel together.

The tiered structure enables vendors to choose the level of engagement that suits their needs and priorities. See table for what is included in each tier.

	Inspire	Accelerate	Engage	Engage lite
Engagement Opportunities - Q1				
Table Topic Discussions	✓	-	-	-
Speed Pitch/Table Hop	✓	✓	-	-
Team Activity/Networking Dinner	✓	✓	✓**	-
Staff Passes	4	2	1	-
Engagement Opportunities - Q2				
Focus 30	✓	-	-	-
Exhibition Stand	Premium	Large	Small	Small
Staff Passes	4	2	2	1
Staff hosts on up to x2 tables at Gala dinner	✓	-	-	-
Engagement Opportunities - Q3				
Vendor/Member Spotlight - main plenary	✓	-	-	-
Panel seat, 25-minutes, breakout session	-	✓	-	-
Team Activity/Networking Dinner	✓	✓	✓**	-
Staff Passes	4	2	1	-
Engagement Opportunities - Q4				
Panel seat, 60-minutes, main plenary	✓	-	-	-
Exhibition Stand	Premium	Large	Small	Small
Staff Passes	4	2	2	1
Accompanying Event Assets (for each event)				
Logo on event website/landing page	✓	✓	✓	✓
Logo on event email marketing	✓	✓	✓	✓
Event Book ad pages	4	2	1	1
Event Book editorial pages - Staff Q&A	1	1 p.a.	-	-
Pre-event EDM	1	1	-	-
Post Event EDM	1	-	-	-
Inclusion within event Press Release	✓	✓	-	-
Social Media Blast	✓	✓	multi-vdr	multi-vdr
Details of registrations & attendees	✓	✓	✓	✓
Goodie Bag Insert – print collateral*	✓	✓	-	-
Goodie Bag Insert – 1 branded giveaway*	✓	✓	-	-
Present a Member award at Gala	✓	-	-	-
Other engagements throughout the year				
EDMs	4	2	-	-
Guest Blog post on NG/TTG websites	2	1	-	-
Slack Comms	2 p.w.	1 p.w.	1 p.m.	-
Investment (per quarter)	£7,500	£3,500	£1,995	£1,795***
Investment (per annum)	£30,000	£14,000	£7,980	£7,180

* Goodie bags supplied at Gala event only - giveaway collateral supplied by Sponsor

** Invite to team activity only, no team captain/host

*** Billed quarterly to spread your budget but could be billed twice yearly at £3,590 per event

Optional Upgrades

NEW Elevator Pitch:

Designed predominantly for our Engage Lite/Engage Partners who want to address our entire audience – maybe it’s your first time at a Network Group event and you’re looking to make an instant impression? This is the perfect way to introduce yourself and your headline messages. Very limited opportunities at each event to provide an opening quick “pitch”, to the main plenary audience. Each sponsor will have 5-minute pitch session. Your Elevator Pitch will be featured in our official agenda online, within our event book and will also be featured in event-specific emails.

Elevator Pitch Replay:

Scale the impact of your Elevator Pitch by turning it into a video. The Network Group team will record and package your elevator pitch from the event so that you can use the video on your website and in your marketing materials. The session will also be available on-demand and published on our dedicated YouTube and Slack channels that are available to our Members.

Inspire Dinner Host:

Discussing business over dinner and drinks is a tried-and-tested way to make new connections and solidify existing ones. So why not do it ahead of our flagship event, our Exhibition, Gala & Awards? We’ll buddy you up with ~10-12 Members, giving you the opportunity for some extended one-on-one face time with potential customers, this includes the ability to provide a “wish list” of attendees you would like to see at your dinner, whom we would invite on your behalf. As an official Inspire Dinner sponsor, your company logo will be featured within the Inspire Dinner invitations, in our official agenda online, within our event book and will also be featured in the sponsorship acknowledgment email blasts. **Sponsorship fee covers basic set-menu and entry drink, any overages are the responsibility of the sponsor and not included in the sponsorship price. Available to our Inspire Partners only, on the evening ahead of our Gala event (24th April).

	Sponsorship	Jan	April	July	Oct
Engage+					
Elevator Pitch - 5-minutes, main plenary	£2,000	2 available	1 available	2 available	1 available
Elevator Pitch Replay – up-grade to digital asset	£1,500	-	-	-	-
	-	-	-	-	-
Inspire					
Inspire Dinner Host* (Gala pre-evening only)	£1,000	-	6 available	-	-

Sponsorship Add-ons

Make your company stand out and maximise your exposure at Network Group events through our extensive range of sponsorship options. A variety of brand promotion options will be available per event, to help raise your profile and maximise your investment with Network Group. Full details will be available in the individual marketing packs which will accompany each event or speak to a member of the team to express your interest, enquire for pricing or share your ideas for bespoke options.

Headline Sponsor

Headline partnership offers your organisation the single biggest opportunity to align your brand with our event marketing campaign, from start to finish, positioning your brand at the forefront of our messaging throughout. Also includes enhanced branding and engagement on-site. Contact the team for further information. Exclusive opportunity, only available in April & July.

£12,500

Co-branded Lanyards

Get your logo around the necks of every participant at Network Group events. This sponsorship includes two colour sponsor logo imprinted on lanyards, printed end to end, to be distributed at registration (company logo supplied by sponsor).

£1,500

Drinks Sponsor

The wine is flowing on guest tables and ready for consumption as the guests take their seats for dinner. Our wine sponsor has their brand on every bottle (via bottle collars) ensuring they are reaching the eye of all guests. Also includes logo in the evening programme, and online credits (website, social media, PR, email).

£5,000

Keynote Sponsor

Attendees look to our keynote sessions for the strategies they need to build their business, their teams and themselves. As a keynote sponsor, your company will be recognised as a thought leader, helping our Members achieve their goals. Sponsorship acknowledgement in our official agenda online, within our event book and email blasts. Verbal sponsorship acknowledgement and thank-you during the keynote session introduction.

£3,500

Coffee Sponsor (Exhibition events only)

Provide coffee during our exhibitions with this fantastic branding opportunity. Your exhibition stand, right next to the branded artisan Coffee stand, with the Barista, and even the chocolate on top of the cappuccino sporting your logo, there really isn't a better way to ensure your brand is more prevalent! Also includes online credits (website, social media, PR, email)

£3,000

Dinner/Entertainment Sponsor

Whether it's gaming at the Arcade Club, perfecting your swing at Top Golf or belting out classics at Musical Bingo, our Network Group evening entertainment is pretty legendary! As dinner/entertainment sponsor your company will be recognised for bringing all the fun to the event! Activity/entertainment varies at each location. Sponsorship acknowledgement in our official agenda online, within our event book and email blasts. Verbal sponsorship acknowledgement and thank-you during the evening introduction.

£5,000

Why Attend?

“Excellent event, the best in ages if not the best. Great to do something different!”
Olly Duquemin – Resolution IT

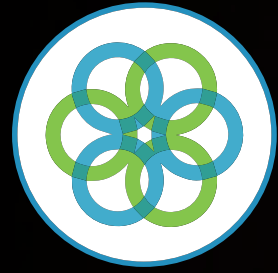
“Fantastic event. Location, ease of access, entertainment, company. Everything went smoothly. Nights like that remind me why I love my job so a huge thank you and congratulations to your team.”
Paul Sidaway – i3i Distribution

“What I feel is really different about this group from others I’ve been part of, is that it’s owned by the Members for the Members. From their forums, to mentoring, to exchanging valuable business experience and knowledge, I was able to see first hand what an impact Network Group is having in the MSP community”
Brook Lee, Pia

“The venue was spot on, the guest speakers were really interesting...a great opportunity to meet new people and build new connections”
Simon Edwards, NewCMI

“The Gala and Awards was an amazing part of the event”
Chris Massey – N-Able





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Are you ready to join our community?

To discuss your involvement, ask any questions or make a booking please contact the team. Packages are limited so we recommend booking early to avoid disappointment:

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