

Commercial Update



Network Group

STRENGTH IN NUMBERS

**Engagement
Proposal 2025**



Want to grow your MSP network?

Our quarterly events put your organisation in front of an engaged and receptive 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 and seeking new technology and solutions available in the market today.

We offer an engagement programme to vendor partners, tiered according to their annual commitment. This guarantees exposure to our membership, opportunities to present to a live audience, plenty of face-to-face connection and the potential for bespoke networking events, as well as presence at our dedicated exhibition showcases and team networking activities.

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 3 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

Why should you attend our events?

The relationship we forge with our channel partners are of huge importance to us. We work hard together to influence and drive our mutual objectives of success – for you as vendors and distributors; for us representing our members.

Hear from some of our existing vendor partners on why they choose to partner with Network Group, by clicking on the video to the right.



Click the play button to watch the video

Not working? Follow this link:
<https://youtu.be/60Tt3jbO010?si=AGng3x17SyoABu8X>

Network Group Quarterly Events

Network Group are known for providing some of the most engaging (and fun!) networking events in the channel. Every quarter, the NG community comes together at our events to get inspired by engaging content sessions, learn about the hottest industry trends, and make invaluable connections.

Save the dates

February Event

The Grand Hotel, Birmingham
4th - 5th February

February Event launches with partner-led workshops, 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 & Awards

Kimpton Clocktower Hotel,
Manchester
8th May

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
1st - 2nd 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.

ConfEx

Europa Hotel, Belfast
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.

3 ways to partner with us

Engage

Our entry-point package gives you access to two power expo events per year, taking place in May and October – an interactive setting to showcase your brand, products and services during our dedicated afternoon exhibitions. In addition, you'll also be able to attend our February and July events to network, engage and build relationships with our Members, providing the opportunity to be present at all four of our core events.

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 table topic discussions:

Table Hops: 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.

Table Topic Discussion: 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. They offer a prime opportunity for networking and knowledge sharing.



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:

Skill-Building Workshops: Deliver thought-leadership to a highly receptive senior MSP audience who are hungry for the latest expert know-how (session topic suggestions will be provided).

Booth Breaks: Your chance to network with Members and other industry faithful in an informal, yet meaningful environment – simply bring a banner and get ready to connect and build new business relationships and collaborations...and strengthen relationships with existing customers.

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!

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.



Engagement opportunities

Our tiered engagement programme for vendors is based upon an annual commitment as either an 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 and build significant and sustained brand awareness for our sponsors.

The tiered structure enables vendors to tailor their event presence to match objectives and requirements through our range of packages and multiple session formats on offer. See table for what is included in each tier.

For vendors looking for maximum exposure we offer a range of additional upgrade opportunities including exclusive Headline Sponsor options, limited bespoke half-day masterclasses and NEW themed tracks designed to deliver content deeper with our Member businesses, targeting Technical, Marketing & Finance Teams.

	Choose your sponsorship			Optional upgrades		
	Only 6 spots available	Only 8 spots available		1 spot per event - when it's gone, it's gone!	Only 2 spots per year	Limited spots per event
	Inspire	Accelerate	Engage	Headline Sponsor	Pre-Event Masterclass	Content Tracks
Engagement Opportunities - Q1						
Headline Sponsor 20-minute plenary session speaking slot				✓		
Content Track, 60-minutes - Technical Focus						4 available
60-minute workshop - breakout session	✓					
Booth Time	✓					
Table Hops		✓				
Team Activity/Networking Dinner	✓	✓	✓			
Staff Passes	4	2	1			
Engagement Opportunities - Q2						
Custom Pre-Event Masterclass					1 available	
Headline Sponsor 20-minute plenary session speaking slot				✓		
Content Track, 60-minutes - Marketing Focus						3 available
Spotlight Session	✓					
Exhibition Stand	Premium	Large	Small			
Staff Passes	4	2	2			
Staff hosts on up to x2 tables at Gala dinner	✓					
Inspire Dinners Host	✓					
Engagement Opportunities - Q3						
Headline Sponsor 20-minute plenary session speaking slot				✓		
Content Track - Focus TBC						4 available
Focus 30 breakout session	✓					
Table Topic Discussions		✓				
Team Activity/Networking Dinner	✓	✓	✓			
Staff Passes	4	2	1			
Engagement Opportunities - Q4						
Custom Pre-Event Masterclass					1 available	
Headline Sponsor 20-minute plenary session speaking slot				✓		
Content Track - Focus TBC						3 available
Panel Seat	✓					
Exhibition Stand	Premium	Large	Small			
Staff Passes	4	2	2			



Engagement opportunities

	Inspire	Accelerate	Engage	Headline Sponsor	Pre-Event Masterclass	Content Tracks
Accompanying Event Assets (for each event)						
Logo on event website/landing page	✓	✓	✓			
Logo on event email marketing	✓	✓	✓			
EventApp Content - Upload Files	✓	✓	✓			
EventApp Content - Upload/Link Video	✓	✓				
EventApp Content - Links to your content	✓					
EventApp - Featured Partner	✓					
EventApp - Splash Screen/Login Page Feature				✓		
EventApp - Notification to attendees				✓		
EventApp - Webpage Link				✓		
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						
Bespoke Webinar - 45 minutes	1					
EDMs	2	1				
Guest Blog post on NG/TTG websites	4	2				
Slack Comms	2 p/w	1 p/w	1 p/m			
Investment (per quarter)	£8,750	£5,000	£2,500	£15,000	£7,500	£2,000
Investment (per annum)	£35,000	£20,000	£10,000			

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

Optional Upgrades Explained

Headline Sponsor – Exclusive Opportunity

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. Includes 20-minute main plenary speaking session on main event day. Also includes enhanced branding and engagement on-site, subject to what is plausible at each venue. Contact the team for further information.

£15,000

Custom Pre-Event Masterclass – May & October Only

Your opportunity to deliver a deep-dive masterclass during a half-day dedicated session. Expert speakers should provide attendees with learning-orientated sessions to improve their skills, exchange ideas and gain new perspectives and strategies to apply within their organisations.

The focus of this session must be on big picture, strategic themes, or real-world case studies/interviews/ joint presentations etc. We'll workshop the theme and direction of your Masterclass with you to ensure it delivers value to both our audience and you as a sponsor. Previous topics have included Incident Response, Industry Benchmarking, Co-Managed IT, RMM Playbook and Sales & Marketing. We anticipate a small-group format for this session with upwards of ~25 Members, topic dependent (our recent Incident Response workshop yielded ~60 delegates).

£7,500

NEW Content Tracks

Our NEW themed tracks are designed to deliver content deeper with our Member businesses, targeting Technical, Marketing & Finance Teams. This is an opportunity to extend your reach beyond the business owner, bringing together departmental leaders/key staff for problem-solving and idea development; they should help participants hone skills, meet peers and work with others in a collaborative setting. These dedicated content tracks will run alongside the main agenda at each of our events and guidance will be provided around session topics.

£2,000

Why Attend?

"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

"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

"I wanted to pass along thanks from Augmentt for the Gala event last week. Gavin said it was tremendous success and the Wembley venue was outstanding. Congratulations to you and rest of the event and marketing team for a job well done!"

George Smith, Augmentt

"It was a great event! Very well run, excellent information leading up to the event. You guys did an amazing job! Can't wait to do more with Network Group!"

Eric Torres, ScalePad

"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

"Thank you for the amazing event held last week! Our Sophos Staff were amazed! Thank you, once again!"

María Borrás Guerrero, Sophos



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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