



Dates of Event:
October 26 & 27, 2023

SYNERGY CONFERENCE

SPONSORSHIP OPPORTUNITIES

Unlock Your Brand's Potential

Harrah's Resort
777 Harrah's Blvd Atlantic City, NJ - 08401

HIGHLIGHTS

ITServe Alliance is the single largest association of IT Services companies in the United States, established in 2010 in the great city of Dallas, TX, now representing



- 2,000+ member companies, Small & Medium scale IT Staffing & Services Organizations, which are the economic engine of this great nation.
- 20 chapters established across 23 States and doing business all over the country.
- 150,000+ employed by member companies throughout the United States and 60,000+ employed overseas in supporting the member companies in the country.
- \$12+ Billion in combined revenue.

2,000+
Total
Companies

150,000+
Total
Employees

\$12 bn+
Combined Gross
Revenue

2,500+
CXO's

ONE-STOP SHOP: ITServe offers an environment of knowledge sharing, networking, industry best practices, top talent, protection, strength & stability any growing business needs to succeed and sustain itself in a growing economy.

Learn More →

BRIEF HISTORY & ORIGINS (ITSERVE'S STORY)

ITServe Alliance was founded in 2010 to represent the collective interests of IT Services companies to protect and deal with unjust practices/policies and help the small business that is the economic engine of this great country, the United States, which in turn help the communities in economic development with the job creation, job retention, and job growth. ITServe Alliance represents many prestigious IT companies functioning with similar interests across the United States.

ITServe offers many other sponsorship and exhibitor opportunities to members that will help facilitate awareness to the business owners/executives of its member and potential member companies.



Idea



Action



Search



Target



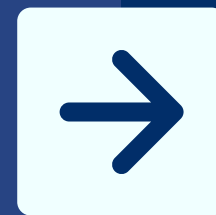
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SPONSORSHIP OPTIONS AT A GLANCE



01	SYNERGY GRAND <i>(Real Estate)</i>	\$250,000
	SYNERGY GRAND <i>(Non-Real Estate)</i>	\$175,000
	SYNERGY PLATINUM	\$100,000
04	SYNERGY DIAMOND	\$50,000
05	SYNERGY GOLD	\$25,000
06	SYNERGY SILVER	\$12,500

VARIOUS SPONSORSHIP OPTIONS

SYNERGY
SPONSORSHIP 2023



ITServe Alliance
Empowering Local Employment

DESCRIPTION

	SYNERGY GRAND \$175,000	SYNERGY PLATINUM \$100,000	SYNERGY DIAMOND \$50,000	SYNERGY GOLD \$25,000	SYNERGY SILVER \$12,500
TITLE SPONSORSHIP	✓	✗	✗	✗	✗
EXHIBITOR'S BOOTH SPACE	300SF PRIME & LOBBY	200SF PRIME & LOBBY	150SF PRIME & LOBBY	100SF PRIME & LOBBY	100SF STANDARD BOOTH
ATTENDEE PASSES WITH ACCESS TO COCKTAIL NIGHT AND BANQUET DINNER	12	08	05	03	02
SESSION AD VIDEO DISPLAY	06	04	02	01	✗
HOTEL ROOMS - FOR 3 NIGHTS ONLY. ADDITIONAL NIGHTS FOR EXTRA PRICE FOR PURCHASE	04	03	02	01	01
FOOD & DRINK SPONSOR : THE TITLE SPONSOR FOR BREAKFAST, LUNCH OR COCKTAIL HOUR	2 EVENTS	1 EVENT	✗	✗	✗
BREAK OUT SESSIONS SLOT (SPONSORS RESPONSIBILITY)	04	02	01	✗	✗
ON STAGE RECOGNITION	✓	✓	✓	✗	✗
AD IN SOUVENIR KIT	2 FULL PAGE ADS	1 FULL PAGE AD	1 FULL PAGE AD	HALF PAGE AD	QUARTER PAGE AD
LOGO, DESCRIPTION & COMPANY URL ON THE SYNERGY 2023 CONFERENCE PAGES, MOBILE APP AND ITSERVE SOCIAL MEDIA PAGES	✓	✓	✓	✓	✓

ADDITIONAL SPONSORSHIP OPPORTUNITIES



 GRAND PRIZE	 BADGE	 WOMEN IN TECHNOLOGY LUNCH EVENT
 COCKTAIL NIGHT	 WATER BOTTLES	 BREAKFAST
 MOBILE APP	 BANQUET NIGHT (ENTERTAINMENT)	 LOGO & SPONSERSHIP
 LANYARD	 NETWORKING LUNCH	 AISLE SIGN SPONSORSHIP
 BANQUET NIGHT (DINNER)	 COCKTAIL HOUR (ENTERTAINMENT)	 REFRESHMENT BREAKS
 BAGS	 CHARGING STATION	 MEDIA BOOTH SPONSOR
 ELITE DINNER	 WIFI CONECTIVITY	
 REGISTRATION BOOTH	 HOTEL KEY	

Learn More →

GRAND PRIZE SPONSOR

\$50,000

EACH (2 SPONSORSHIPS)



A Tesla Model 3 will be displayed at the booths with Sponsor's Name at Booth. Attendees who go to 80% of sponsorship booths will get an option to enter a Raffle. The winner has option to one of the following

- Tesla Model 3

**** The recipient of the grand prize is accountable for covering all taxes, as well as any shipping and handling fees associated with the delivery of the Model 3 Tesla prize to their chosen destination.**

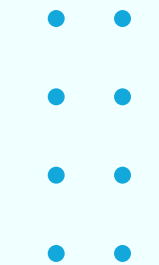


COCKTAIL NIGHT \$30,000



There are TWO sponsorships available for cocktail Night Dinner.

- Your Logo on the screen.
- Recognition as Dinner Sponsor.
- Your Company Name and Details on the table.
- One photo op with the Chief guest of the Night.
- 2 min sponsor video on stage during the Night.



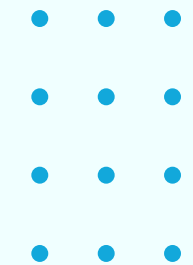
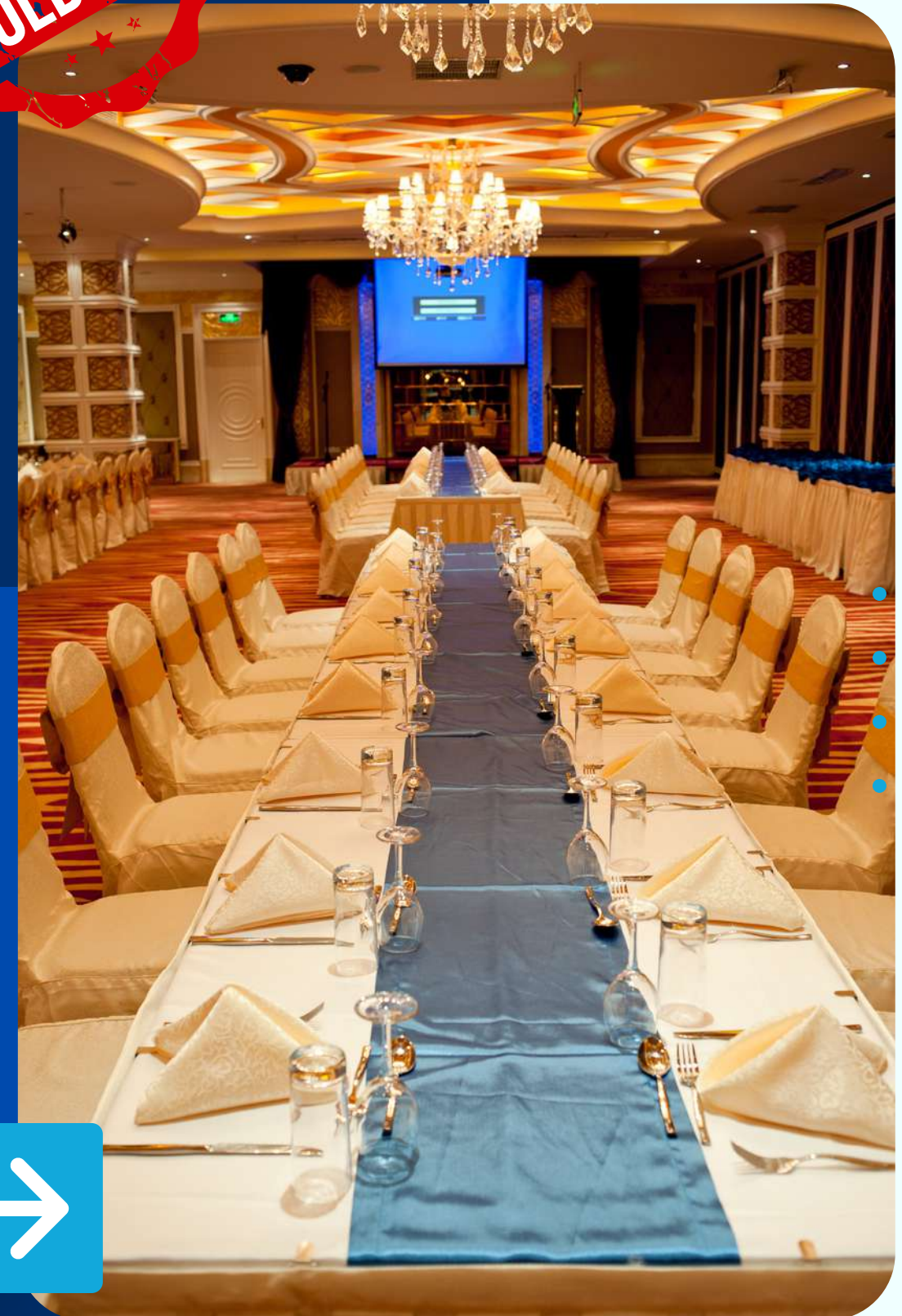
BANQUET NIGHT (DINNER)

\$50,000



There are TWO sponsorships available for Banquet Night Dinner.

- Your Logo on the screen.
- Your Company Name and Details on the table.
- One photo op with the Chief guest of the Night.
- 2 min sponsor video on stage during the Night.
- 2 Attendee Passes included.



BANQUET NIGHT (ENTERTAINMENT)

\$25,000



You can be heard by everyone loud and clear though you are not able to be everywhere at the same time. You will be announced at the entertainment events during the Synergy Conference and raise your brand awareness among the attendees and beyond.

- 2 Attendee Passes included



MOBILE APP

\$30,000



SPONSOR OUR MOBILE APP AND BE VISIBLE TO ALL SYNERGY ATTENDEES and prospective customers from the time the program was announced to until the Synergy conference is complete and beyond for a long period.



LANYARD

\$30,000



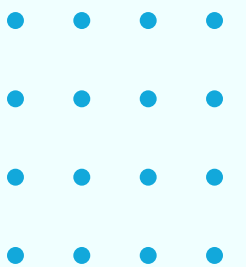
Sponsored By



Lanyard for the conference attendees is the very first piece of identity every attendee needs to get into the conference, and know each other when interacting with one another.

The Lanyard sponsor will be the “front face” throughout the Synergy Conference event and your logo will be on every attendee’s badge and you will be known by every Synergy conference attendee.

- 2 Attendee Passes included



BADGE

\$25,000



Sponsored By
VESTIAN

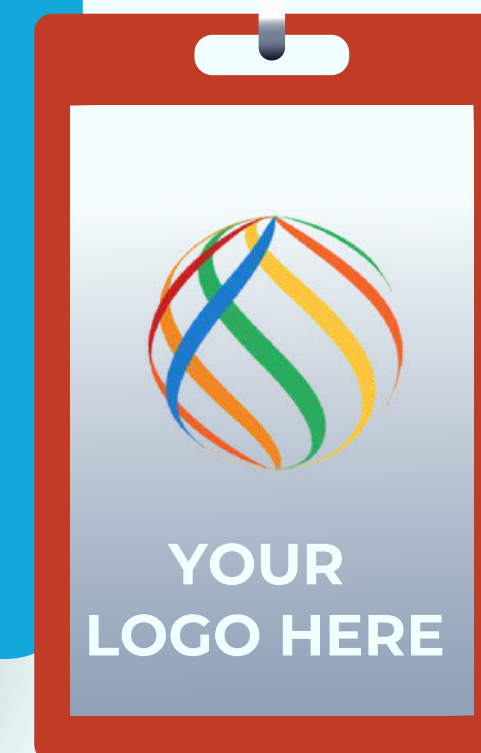


BADGEs for the conference attendees is the very first piece of identity every attendee needs to get into the conference, and know each other when interacting with one another.



The BADGE sponsor will be the “front face” throughout the Synergy Conference event and your logo will be on every attendee’s badge and you will be known by every Synergy conference attendee.

- 2 Attendee Passes included



BAGS

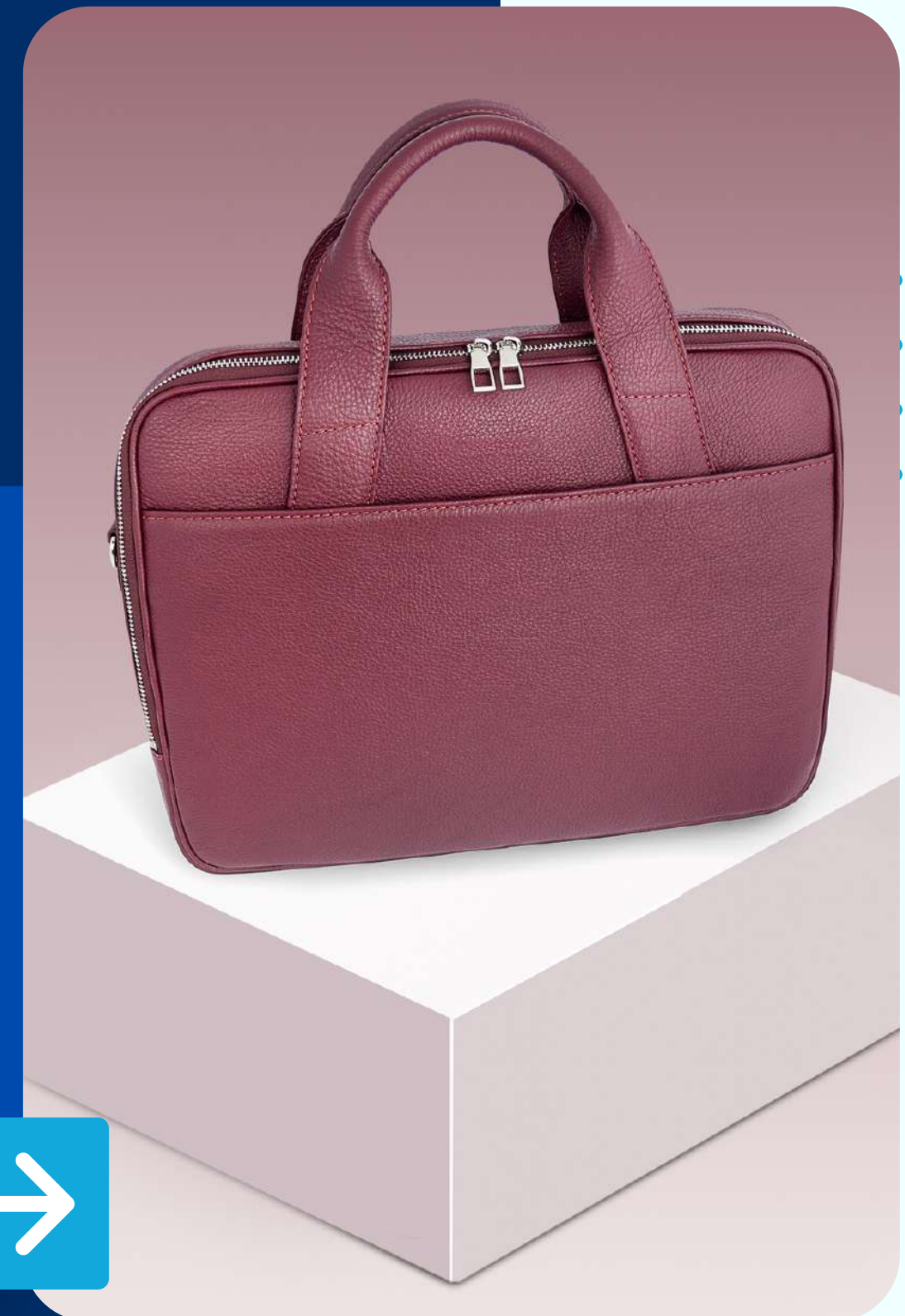
\$25,000 Each (4 Sponsorships)



Conference BAGs are an absolute necessity for every attendee at the synergy conference to carry their presentations, conference materials, purchases, etc., and comfortably navigate every event with ease throughout their time at Synergy Conference.

Display your LOGO on the conference BAG and it will become a household item to carry home, put to regular use, and be remembered.

- 2 Attendee Passes included



ELITE DINNER \$25,000



- 2 Attendee Passes.
- Recognition as Dinner Sponsor.
- Your Company Name and Details on the table.
- 2 min sponsor video on stage during the Night.



REGISTRATION BOOTH

\$40,000



Sponsored By



- Sponsor's name and logo included in prominent signage in the registration area.
- Sponsor the Registration Booth where all attendees must check-in.
- Sponsor's name and logo incorporated in the design of the registration desks and decor.
- Sponsor may provide a short video to run in a loop on two TV screens.
- 2 Attendee Passes included.



(Only 3 Sponsorships Left)

WATER BOTTLES
\$20,000



Sponsored By



HURRY
UP!



HELP keep the Synergy Conference attendees hydrated and safe by providing water bottles as they check in at the registration.

You will be helping the environment around us go green and keep everyone safe especially during the pandemic season by sponsoring the reusable water bottles.

- 2 Attendee Passes

NETWORKING LUNCH

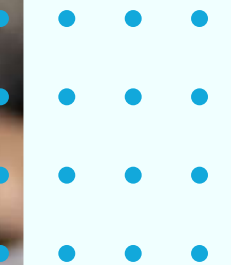
\$25,000

EACH DAY, 1 SPONSORSHIP
(OCT 26TH OR OCT 27TH)



Synergy attendees and exhibitors have the opportunity to talk business, network, and just enjoy each other's company over a hot meal.

- Sponsor's marks on all event-related signage, invitations, and promotional material about the event.
- Sponsor may give guests a small token at numerous locations—outside of its booth.
- Customized branding on serving materials.
- Public address promotional announcements encouraging attendees to visit the sponsor's booth.
- 2 Attendee Passes Included.



COCKTAIL HOUR (ENTERTAINMENT)

\$25,000

EACH DAY, 1 SPONSORSHIP
(OCT 26TH OR OCT 27TH)



You can be heard by everyone loud and clear though you are not able to be everywhere at the same time.

You will be announced at the entertainment events during the Synergy Conference and raise your brand awareness among the attendees and beyond.

- 2 Attendee Passes included



CHARGING STATION \$15,000



Sponsored By



SOLD OUT



CHARGING STATIONS gives excellent onsite visibility to the sponsor(s) as everyone will be looking for it at some point during the conference to continue to stay in touch. They will be placed in high-traffic areas throughout the Synergy Conference arena.

Conference attendees can use readily available desktop computers, plug in their laptops and/or charge their phones, iPad/other devices and capture the moments and images that will be cherished for a very long a time to come.

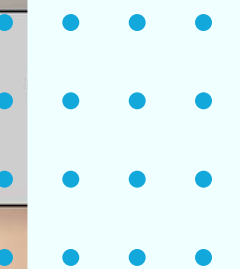
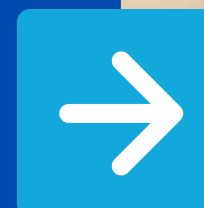


WI-FI CONNECTIVITY

\$25,000



- Digitally connect with attendees by providing free Wi-Fi in the Synergy general sessions, workshops, and conference center common areas. Help attendees download session presentations, keep up with email, tweet comments—and browse your website.
- Sponsor's name and logo on signage and promotional material about Wi-Fi access.
- Sponsor name and logo on Wi-Fi log-in page.
- Sponsor name will be used as log-in password.
- Option to add a squeeze page featuring sponsor content or advertisement.
- 2 Attendee Passes included.



HOTEL KEY CARD

\$20,000

EACH (2 SPONSORSHIPS)



Enhance your presence and visibility by branding the Synergy Conference Hotel Keycards that all attendees will be using a countless number of times when they enter and exit their rooms.

You will be in their hands from the time they check-in till the time they leave for their homes after the Synergy Conference.

- 2 Attendee Passes included



WOMEN IN TECHNOLOGY (LUNCH EVENT) \$15,000

● ● ●

This is a unique way to recognize and honor women's contributions in TECHNOLOGY Space by sponsoring a Lunch EVENT to for all the Women CEOs.

They have gone through a lot during the years of the Pandemic and sacrificed to keep the families intact, sustain and be together during these testing times and this is a perfect occasion to honor them.



BREAKFASTS

\$15,000

EACH DAY, 1 SPONSORSHIP (OCT 26TH OR OCT 27TH)



Synergy attendees, speakers, and Board members will be invited to a special breakfast where they can network with their peers and sponsor.

- Sponsor's name or logo on all related signage, invitations, and promotional material about the event.
- Branded napkins at the coffee stations.
- Sponsor will be recognized at the start of the session.
- Sponsor may give attendees a small token.
- Organization representative may meet and greet guests at the door and network with guests during breakfast.

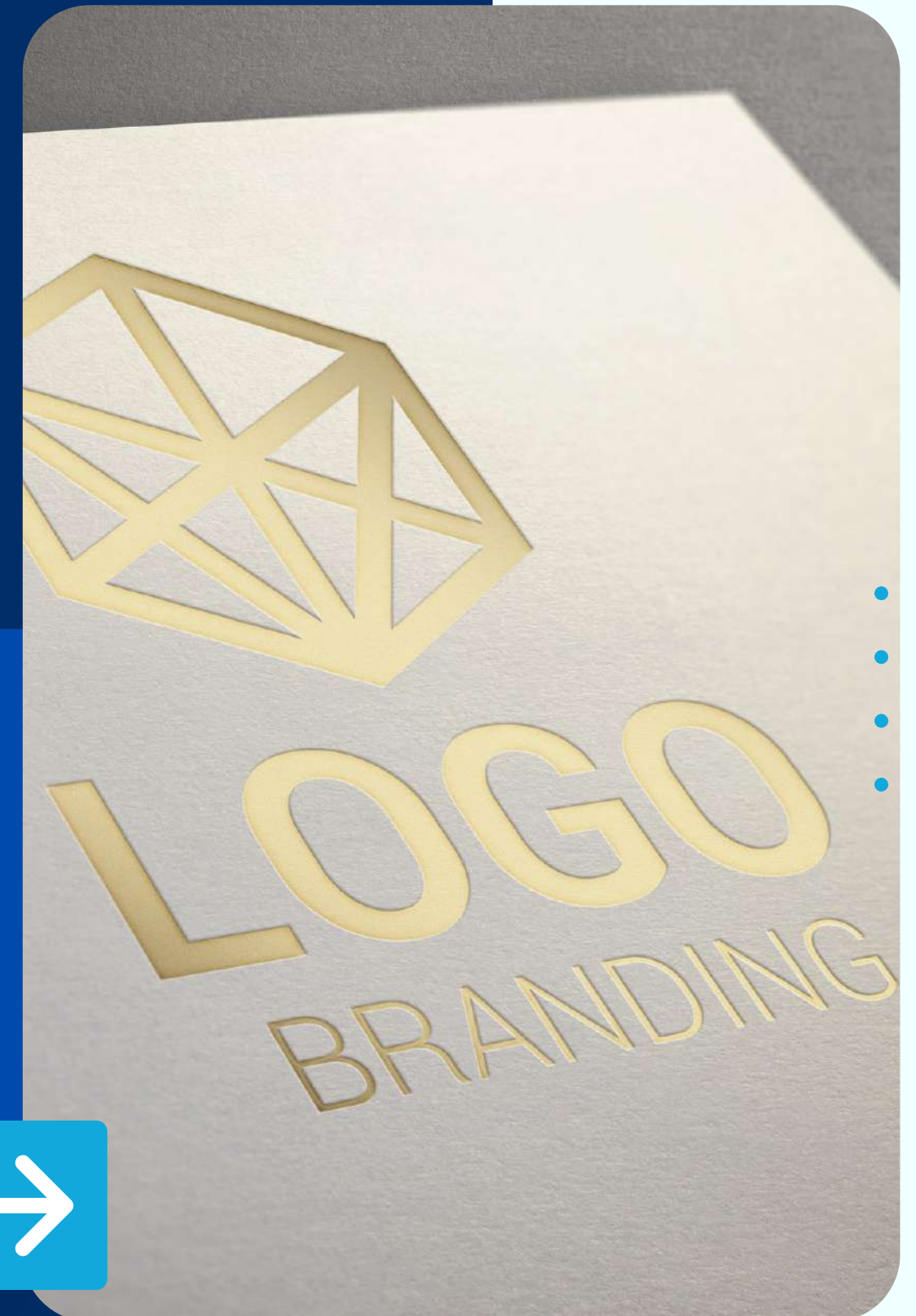


LOGO AND BANNER SPONSORSHIP

\$3,000



- Each Banner or Standee \$3000.
- This will be a customized package based on the sponsor's budget.
- We can print Logos on the Conference Journal and other conference materials.
- Banners will be placed at various exhibits, breakout sessions, ballroom, and other conference areas.



AISLE SIGN SPONSORSHIP

\$5,000

PER AISLE



- Draw extra attention and visibility to your booth by sponsoring an aisle.
- Your organization's name and logo will be hung on a banner below the Aisle Sign. Only one per aisle.
- Will assign a sponsor name to Aisle.



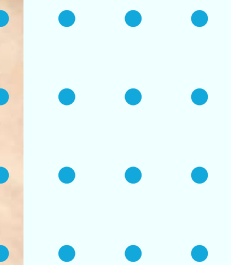
REFRESHMENT BREAKS

\$5,000 EACH REFRESHMENTS



Host one of 5 Refreshments or Networking breaks.

- Sponsor's name and logo on all related signage.
- Sponsor-branded napkins.
- Space to leave brochures or small tokens for attendees.
- Organization representative may greet and network with attendees.



MEDIA BOOTH SPONSER

\$20,000



- Logo on all Video bytes created at Synergy 2023 with various interviews. Video bytes will be used for display in Synergy 2023 as well as promotional material till the end of this year.
- One Standard 10'X10' size booth at the exhibitor arena.
- Advertise with a picture and brief writeup on all ITServe's social media handles.
- Total of 4 Attendee Passes.
- Flyer in a welcome booklet.
- Ads on various digital displays and TVs at the conference arena.
- Hotel Room for 2 Nights.



IMMIGRATION PANEL PACKAGES

PANEL TITLE SPONSOR \$30,000

- IMMIGRATION PANEL TITLE SPONSORSHIP.
- Advertise with a picture and brief writeup on all ITServe's social media handles.
- A total of 6 Attendee Passes.
- One Seat on Immigration Panel Discussion.
- One Standard 10'x10' size booth at the exhibitor arena.
- Flyer in a welcome booklet.
- Advertisement on various digital displays and TVs at the conference arena.
- 1 Hotel Room for 2 Nights.

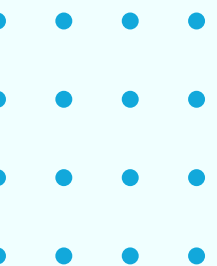
ELITE SPONSOR \$20,000

- One Seat on IMMIGRATION Panel Discussion.
- One Standard 10'x10' size booth at the exhibitor arena.
- Advertise with a picture and brief writeup on all ITServe's social media handles.
- Total of 4 Attendee Passes
- Flyer in a welcome booklet.
- Adds on various digital displays and TVs at the conference arena.
- 1 Hotel Room for 2 Nights.

PANEL SPONSOR \$15,000

- One seat on the IMMIGRATION Panel discussion.
- Total of 2 Attendee Passes with access to banquet event.
- One standard 10'x10' size booth at the exhibitor arena.
- 1 Hotel Room for Two Nights.

**Please refer to the Limitations / Restrictions listed on the page no 39*



M&A PANEL

PANEL TITLE SPONSOR \$30,000

- M&A PANEL TITLE SPONSORSHIP.
- Advertise with a picture and brief writeup on all ITServe's social media handles.
- A total of 6 Attendee Passes.
- One Seat on M&A Panel Discussion.
- One Standard 10'x10' size booth at the exhibitor arena.
- Flyer in a welcome booklet.
- Advertisement on various digital displays and TVs at the conference arena.
- 1 Hotel Room for 2 Nights.

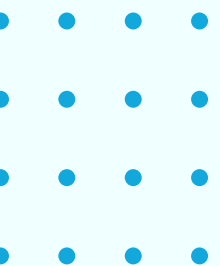
ELITE SPONSOR \$20,000

- One Seat on M&A Panel Discussion.
- One Standard 10'x10' size booth at the exhibitor arena.
- Advertise with a picture and brief writeup on all ITServe's social media handles.
- Total of 4 Attendee Passes
- Flyer in a welcome booklet.
- Adds on various digital displays and TVs at the conference arena.
- 1 Hotel Room for 2 Nights.

PANEL SPONSOR \$15,000

- One seat on M&A Panel discussion.
- Total of 2 Attendee Passes with access to banquet event.
- One standard 10'x10' size booth at the exhibitor arena.
- 1 Hotel Room for Two Nights.

**Please refer to the Limitations / Restrictions listed on the page no 39*



STARTUP CUBE PANEL

PANEL TITLE SPONSOR \$30,000

- STARTUP CUBE PANEL TITLE SPONSORSHIP.
- Advertise with a picture and brief writeup on all ITServe's social media handles.
- A total of 6 Attendee Passes.
- One Seat on STARTUP CUBE Panel Discussion.
- One Standard 10'x10' size booth at the exhibitor arena.
- Flyer in a welcome booklet.
- Advertisement on various digital displays and TVs at the conference arena.
- 1 Hotel Room for 2 Nights.

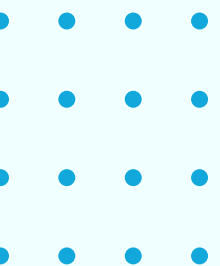
ELITE SPONSOR \$20,000

- One Seat on STARTUP CUBE Panel Discussion.
- One Standard 10'x10' size booth at the exhibitor arena.
- Advertise with a picture and brief writeup on all ITServe's social media handles.
- Total of 4 Attendee Passes
- Flyer in a welcome booklet.
- Adds on various digital displays and TVs at the conference arena.
- 1 Hotel Room for 2 Nights.

PANEL SPONSOR \$15,000

- One seat on the STARTUP CUBE Panel discussion.
- Total of 2 Attendee Passes with access to banquet event.
- One standard 10'x10' size booth at the exhibitor arena.
- 1 Hotel Room for Two Nights.

**Please refer to the Limitations / Restrictions listed on the page no 39*



FEDERAL CONTRACTS PANEL

PANEL TITLE SPONSOR \$30,000

- Federal Contracts PANEL TITLE SPONSORSHIP.
- Advertise with a picture and brief writeup on all ITServe's social media handles.
- A total of 6 Attendee Passes.
- One Seat on Federal Contracts Panel Discussion.
- One Standard 10'x10' size booth at the exhibitor arena.
- Flyer in a welcome booklet.
- Advertisement on various digital displays and TVs at the conference arena.
- 1 Hotel Room for 2 Nights.

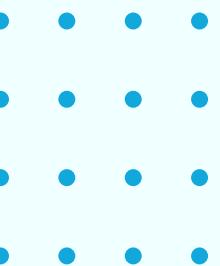
ELITE SPONSOR \$20,000

- One Seat on Federal Contracts Panel Discussion.
- One Standard 10'x10' size booth at the exhibitor arena.
- Advertise with a picture and brief writeup on all ITServe's social media handles.
- Total of 4 Attendee Passes
- Flyer in a welcome booklet.
- Adds on various digital displays and TVs at the conference arena.
- 1 Hotel Room for 2 Nights.

PANEL SPONSOR \$15,000

- One seat on the Federal Contracts Panel discussion.
- Total of 2 Attendee Passes with access to banquet event.
- One standard 10'x10' size booth at the exhibitor arena.
- 1 Hotel Room for Two Nights.

**Please refer to the Limitations / Restrictions listed on the page no 39*



LITIGATIONS CONTRACTS PANEL

PANEL TITLE SPONSOR \$30,000

- Litigations Contracts Panel TITLE SPONSORSHIP.
- Advertise with a picture and brief writeup on all ITServe's social media handles.
- A total of 6 Attendee Passes.
- One Seat on Litigations Contracts Panel Discussion.
- One Standard 10'x10' size booth at the exhibitor arena.
- Flyer in a welcome booklet.
- Advertisement on various digital displays and TVs at the conference arena.
- 1 Hotel Room for 2 Nights.

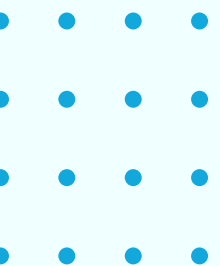
ELITE SPONSOR \$20,000

- One Seat on Litigations Contracts Panel Discussion.
- One Standard 10'x10' size booth at the exhibitor arena.
- Advertise with a picture and brief writeup on all ITServe's social media handles.
- Total of 4 Attendee Passes
- Flyer in a welcome booklet.
- Adds on various digital displays and TVs at the conference arena.
- 1 Hotel Room for 2 Nights.

PANEL SPONSOR \$15,000

- One seat on the Litigations Contracts Panel discussion.
- Total of 2 Attendee Passes with access to banquet event.
- One standard 10'x10' size booth at the exhibitor arena.
- 1 Hotel Room for Two Nights.

**Please refer to the Limitations / Restrictions listed on the page no 39*



FINANCIAL SERVICES


 Sponsored By: 
PANEL TITLE SPONSOR
\$30,000

- Financial PANEL TITLE SPONSORSHIP.
- Advertise with a picture and brief writeup on all ITServe's social media handles.
- A total of 6 Attendee Passes.
- One Seat on Financial Panel Discussion.
- One Standard 10'x10' size booth at the exhibitor arena.
- Flyer in a welcome booklet.
- Advertisement on various digital displays and TVs at the conference arena.
- 1 Hotel Room for 2 Nights.

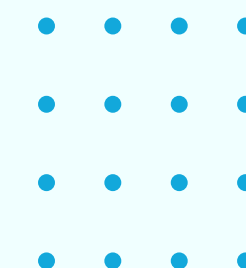

 Sponsored By: 
ELITE SPONSOR
\$20,000

- One Seat on Financial Panel Discussion.
- One Standard 10'x10' size booth at the exhibitor arena.
- Advertise with a picture and brief writeup on all ITServe's social media handles.
- Total of 4 Attendee Passes
- Flyer in a welcome booklet.
- Adds on various digital displays and TVs at the conference arena.
- 1 Hotel Room for 2 Nights.

PANEL SPONSOR
\$15,000

- One seat on the Financial Panel discussion.
- Total of 2 Attendee Passes with access to banquet event.
- One standard 10'x10' size booth at the exhibitor arena.
- 1 Hotel Room for Two Nights.

**Please refer to the Limitations / Restrictions listed on the page no 39*



POLICY ADVOCACY PANEL SPONSORSHIP PACKAGE



PANEL TITLE SPONSOR

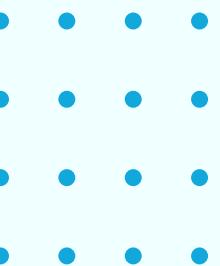
\$40,000

Sponsored By:



This is a great opportunity to showcase your brand and reach a wide audience. The following benefits are included in this sponsorship package:

- Advertise with a picture and brief writeup on all ITServe's social media handles.
- 6 Attendee Passes.
- One Standard 10'x10' size booth at the exhibitor arena.
- Flyer in a welcome booklet.
- Advertisements on various digital displays and TVs at the conference arena.
- 1 Hotel Room for 2 Nights.



STARTUP EXPO & INVESTOR DAY

\$5,000

Eligibility: Businesses
with an Annual
revenue of $\leq \$500K$ &
 ≤ 5 years in
business.



- Startup must be a PRODUCT-based or PLATFORM-oriented business.
- Elevator pitch at Presentation Lounge/Startup Expo arena.
- Display of company LOGO on the Synergy Website and ITServe Social Media handles.
- Qualification to participation is “subject to confirmation”.
- Exceptions: No Staffing businesses are eligible for this package.
- ONLY day pass, no evening pass.

LIMITATIONS /RESTRICTIONS:

FIRST-COME-FIRST-SERVED: If there are competing sponsors for a sponsoring event where the opportunity is **ONLY ONE**, then the selection will be done based on a first-come-first-served basis.



- ITSERVE Management reserves the right to use its discretion in acceptance if a sponsor and/or Member Company avails two or more opportunities at discounted prices to ensure that equal representation is given to the participating members.
- **100% REFUND POLICY:** In the event, Synergy Conference is canceled, members/sponsors will reserve the right for a full refund minus expenses incurred.
- Reservations for Booths and Elite Membership are non-refundable unless the event is canceled.
- No booth purchased should be empty. If empty ITServe will put in a table with your Promo materials for \$2,000 and will be billed to you which is your liability.
- Silver booth prices indicated are the starting price. Additional charges based on the location and size might be available.



CONTACT US

Synergy Conference	synergy@itserve.org
Sponsorship Enquire	synergy_sponsors@itserve.org
Sponsors Support	sponsors-support@itserve.org
Attendee registrations	registrations@itserve.org



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Thank You

ITSERVE Synergy 2023

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