



CONNECTION 2022

Welcome to ConneXtion 2022! Please see the focus month schedule and sponsorship items below. For more sponsorship details and add-on item pricing, please reach out to **Jessica Tanton** at jessica.tanton@ingrammicro.com.

SPONSORSHIP PRICE: \$9,000 CAD

SCHEDULE:

- March - Cloud
- May - Digital Transformation
- June - NeXT Trends (IoT)
- September - Pro A/V & Digital Signage
- October – Cybersecurity

SPONSORSHIP INCLUSIONS:

- 1) Introductory Meeting** with all vendor sponsors, Program Manager and Vendor Management Ambassador/Team. Discuss sponsorship, strategy, content, and obtain target keywords and product SKUs to use on ConneXtion Solution Store.
- 2) Digital Marketing & Social Media Campaign**
 - Use email and social media for vendor logo awareness and promotion of ConneXtion networking event, solution store, blog content, etc.
- 3) Web Marketing Awareness**
 - Use strategic web ads on Ingram Micro website to promote ConneXtion networking event, solution store, blog content, etc.
- 4) ConneXtion Solution Store**
 - Reseller partners will be directed to ConneXtion Solution Store on Ingram Micro's website where they can shop for vendor sponsor products.
 - Products will be organized by technology solution and business category.
 - Blog content and networking event will be promoted alongside products.
- 5) Reseller Networking Event**
 - Five virtual networking events will be hosted throughout the year, each including a SME keynote speaker and networking opportunities with reseller partners.

- Reseller partners across Canada will attend and are offered an incentive for attending and additional prize draws.

OPTIONAL SPONSORSHIP ITEMS (INCLUDED):

1) On-Demand Sales Training

- On-demand recorded training for Ingram Micro Sales and Vendor Management team.
- Launched at the beginning of your focus month and available for all of 2022.

2) Category-Focused Blog Site

- Article written and provided by sponsoring vendor and/or Ingram Micro CAS/VBM, including any additional resources to provide to reseller partners.
- Includes CTAs leading to your products on the ConneXtion Solution Store page, as well as the networking event.

3) Internal Sales Focus Day*

- Vendor showcase with all sales and vendor management teams located in Mississauga office. Catering, prize draws and theme included.

OPTIONAL ADD-ON ITEMS (NOT INCLUDED):

1) ConneXtion Spotlight Video

- Recorded conversation between sponsoring vendor and expert keynote speaker, Ingram Micro Executive and/or BU Lead.
- Hosted as a feature "ConneXtion Spotlight" article on UberFlip blog page.
- Extra campaign throughout the year, driving traffic to this video. Incentive offered to Reseller Partners for viewing "ConneXtion Conversations."
- Maximum of 3 vendors per focus month.

2) Golf Event with Reseller Partners*

- In-person networking opportunity with local reseller partners.

3) Reseller Social Event*

- In-person networking opportunity with local reseller partners.

**This is an in-person event. Hosting this event will depend on COVID regulations set by the provincial government and global Ingram Micro recommendations.*