



XBO Conference 2024

Sponsorship Information



Nov. 12-13, 2024

Atlanta

Georgia Tech

XBO Conference 2024

Building Next-Generation Talent in Commercial Integration

Introducing the XBO Conference, a new NSCA and Ignite collaboration designed by and for emerging talent in the commercial integration industry.

Inspiring Positive Change

XBO was created in partnership with Ignite to fill a persistent gap in the commercial integration industry, nurturing next-generation talent for leadership positions. This one-of-a-kind event will continue Ignite's work of inspiring positive change and intelligent understanding to develop new leaders within the industry.

What to Expect at XBO

The XBO Conference will bring a new focus to ongoing and emerging trends, as well as educate newer professionals about the industry's best practices and most proven methods. Powered by NSCA's Next-Gen Academy curriculum with support from NSCA's tried-and-true business insights, XBO is the perfect way to prepare new leaders for the generational shift underway now.

XBO will be held on Nov. 12-13, 2024, in Atlanta at Georgia Tech.

Participants and supporters can expect:

- **Next-Gen Training:** Discuss business and management skills that put the next generation on track for leadership positions.
- **Interactive Learning:** Roleplay and experience industry challenges with real-world relevancy in an energized setting.
- **Career Insights:** Learn how fellow attendees and presenters came into the industry and their own plans for development.
- **Ethical Explorations:** Dig into real-world examples of company ethics and core values in action.



Why XBO?

The next generation of integration professionals has bigger expectations for their professional development.

In today's tight labor market, overlooking the needs of these future leaders is a luxury your company can't afford. XBO is a strategic opportunity to invest in your best and brightest with an organization that has a strong reputation for leadership development.

- **87% of young professionals** rate professional or career growth and development as very important.
- **71% of millennials** are unhappy with how their leadership skills are being developed.
- **50% of millennials** say advancement opportunities are extremely important when applying for a new job.

Who should attend?

- ✓ Integrators
- ✓ Consultants
- ✓ AV, communications, life safety and electronic security solutions manufacturers

Consider XBO as the complement to NSCA's flagship Business & Leadership Conference (BLC). BLC educates existing industry leaders, while XBO is aimed at future leaders.



Help Make XBO Happen

Having a strong industry channel is important for our sponsors' businesses and initiatives. As an XBO sponsor, supporters have the opportunity to:

- Build relationships with future integration leaders.
- Learn directly from the next generation of integration professionals.
- Drive business conversations that strengthen your current partnerships and build new ones.
- Promote your brand with your message to emerging influencers.
- Offer industry-leading training to your team members, which is worth thousands of dollars if taught individually.



XBO Sponsorship Details

To attend XBO, sponsors must be innovative, future-focused companies that support the channel. Be part of an experience that will inspire next-generation integration leaders and empower your own rising stars to participate and lead discussions.

Limited to 17 sponsors.

Sponsors Receive:

- Two conference registrations* (choose next-gen professional to attend and participate).
- Designate a registrant to help lead a discussion and participate in XBO working groups.
- Strategy & Networking Meetings: Meet attendees and discuss solutions via tabletop.
- A featured article in NSCA's quarterly publication *Integrate*, including:
 - 750-word article that aligns with the next-generation theme of XBO.
 - Full-page advertisement promoting your support and solutions that will be at XBO.
- Promotion as a sponsor in social media, NSCA's website, email communications, and press releases about the event.
- On-site signage and recognition.
- Dedicated face-to-face time with attendees through break-out groups and sessions.
- List of attendees and contact information.
- Opportunity to be part of an important shift toward solving the integration industry's leadership gap.

Total XBO Experience Platinum Investment: \$6,000





Sponsor Commitment

Financial Commitment:

As part of this engagement plan, _____ will provide the following to support NSCA initiatives:
2024 XBO: *Company*

XBO Sponsorship: \$6,000

Payment Terms:

50% of XBO sponsorship is due upon signing this agreement. The final 50% is due Sept. 3, 2024.
Note: If paid by credit card, a 4% convenience fee will be applied to the overall total of the financial commitment. For ACH payment, please contact NSCA for details.

Conference Admission:

As sponsors of the event, you will be responsible for providing NSCA with the names of and information for your representatives no later than three weeks prior to the event dates.

Live Event Going Virtual or Hybrid:

If the need arises to turn XBO into a virtual event, **Company** agrees to continued participation by providing digital content for their participation. With this agreement, NSCA also agrees to work closely with **Company** to ensure all parties benefit from this change.

Logo Usage:

NSCA will promote your participation in the NSCA XBO, and its events listed in this agreement. Please forward a high-resolution logo (JPEG and or EPS logo) for promotion in NSCA materials to mjohnson@nsca.org. NSCA will use your logo on the next promotional piece created after the signing of this agreement.

Mutual Confidentiality and Non-Disclosure:

This document contains proprietary and confidential information. All data submitted between both parties is provided in reliance upon its consent not to use or disclose any information contained here-in except in the business dealings with NSCA. Both parties agree not to disclose any financial or business information to others unless generally known or available by use to the public.



Agreement & Terms:

Company agrees to meet all membership requirements stated in our bylaws and will notify NSCA if any requirements are not met during the time of the agreement term. The agreement shall remain in effect until one or more of the following occur:

- Member fails to meet any requirements of membership as determined by the NSCA Board of Directors, specifically NSCA’s Code of Ethics; or
- Membership term lapses without further terms or agreements added; or
- Member files for bankruptcy or ceases to do business with the integration market

If **Company** does not return the signed agreement within 30 days of receipt, NSCA reserves the right to offer said sponsorship to other industry members.

Cancellation or Withdrawal of Sponsorship:

Cancellation of this sponsorship must be made in writing. Upon NSCA receiving written notice, the sponsor may cancel or withdraw from the sponsorship with the following conditions and restrictions: If cancellation occurs 30-90 days before the event, **Company** will be liable for 50% of the total cost of the sponsorship fee. If cancellation occurs 30 days or less, **Company** will be liable for 100% of the total cost of the sponsorship fee.

Acknowledgement:

Company enters into this engagement plan and agreement with NSCA as of the date noted below.

For _____ :
Company

For NSCA:

Print Name

Print Name

Signature

Signature

Date

Date

