



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.

