



nis mic 23

MEMBER INFORMATION CONFERENCE

PARTNER
PROSPECTUS



06.27.23

Welcome to the 2023 NISC MIC Partner Pavilion

NISC's Membership is almost 1,000 organizations strong, delivering utility and broadband services to all areas across the U.S. and abroad. And this September, they will gather for a week of learning and collaboration at the 2023 Member Information Conference (MIC).

The MIC is also an excellent opportunity for your organization to network with the MIC attendees as well as the NISC staff.

Event Host Hotel

This year's MIC is heading west, to the majestic end of the Front Range where we will be welcomed at the alpine-charm-filled **Gaylord Rockies Resort & Convention Center**, the event's headquarters hotel.

Partner Hotel

NISC has reserved rooms for our valued MIC Partners and NISC staff at the Westin Denver International Airport. Shuttle service will be provided to the Gaylord Rockies each day.

Registration

Registration is required prior to booking rooms. Attendees will be given a link to the hotel website on the confirmation email once registration is completed.

Additional exhibitor staff registrations will cost \$1,095 through July 21 and \$1,195 after July 21.

Reservation requests for the MIC will be accepted through August 25, 2023. Reservation requests received after this date will be subject to availability. Act now to secure the best location at the best price.

The Partner Prospectus is also available online at niscmic.coop/partners.

If you have any questions or concerns, please contact us at partner-pavilion@nisc.coop.



For more information, visit niscmic.coop/partners.

Schedule of Events and Pavilion Hours

* Indicates dedicated time with attendees.

Sun., Sept. 17	Mon., Sept. 18	Tues., Sept. 19	Wed., Sept. 20
8 a.m. – 4 p.m. Partner Booth Build	7:30 a.m. – 5:30 p.m. Hall Open	7:45 a.m. – 4:30 p.m. Hall Open	8 – 11 a.m. Booth Dismantle
6:30 – 8:30 p.m. Welcome Reception*	4:20 – 5:20 p.m. Partner Reception*	3:20 p.m. – 4:30 p.m. Last Chance to Visit*	
		4:30 p.m. – 8 p.m. Booth Dismantle	

2022 MIC Attendance Breakdown



Customer Care & Billing
Represents 35% of Attendees



Technical Services
Represents 35% of Attendees



Accounting & Finance
Represents 18% of Attendees



Engineering & Operations
Represents 22% of Attendees



End-User Positions
Represents 37% of Attendees



Manager or Influencer Role
Represents 63% of Attendees



3,127 Unique App Users
Adoption Rate > 95% of Attendees



2,985 MIC Attendees in 2022
Members, Sponsors & Guests

Sponsorship Tiers

Bronze
\$4,500*
10x10 Booth
Includes Two Registrations
*Registration Increases to \$5,000 after July 21

Silver
\$6,500
10x10 Booth
Includes Two Registrations
Member Experience Recognition Program Sponsorship

All exhibitors at the 2023 MIC Will Receive:

- Carpeted Booths
- 6'x2' Skirted Table
- 2 Chairs
- Electricity
- Conference Wi-Fi
- App Placement

Admission to meals and events and recognition throughout the conference via the MIC mobile app, event signage and through Opening and Closing General Sessions.

Additional Sponsorship Opportunities:

- | | | |
|------------------------------|---------|----------------------------|
| • Lanyards (with Logo) | \$5,000 | Deadline: July 21 |
| • Wi-Fi (with Logo) | \$4,000 | Deadline: July 21 |
| • Hotel Room Key* | \$6,000 | Deadline: July 21 |
| • Chillax Zone | \$3,500 | Deadline: July 21 |
| • Bag Insert | \$1,000 | Deadline: August 23 |
| • Partner Pavilion Theater** | \$1,500 | Deadline: August 23 |

*Room keys will be distributed to guests staying at the Gaylord Rockies Resort and Convention Center only. We expect this to represent approximately 60% of all attendees.

**The Partner Pavilion Theater allows for a 15-20 minute presentation during dedicated time in the hall.

Partner Pavilion Layout

