



THE AMERICAS
ParagonTM
2018 Awards



Americas 2018

ISG Paragon AwardsTM

June 11, 2018

Sponsorship Opportunities

As the world's leading global technology research and advisory firm, ISG has been at the forefront of change and innovation in the sourcing industry for three decades. Supporting the ISG Paragon Awards™ demonstrates your own commitment to leveraging your skills and technologies to transform your clients' businesses.

About ISG

ISG (Information Services Group) (NASDAQ: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including 75 of the top 100 enterprises in the world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; technology strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data. For more information, visit www.isg-one.com.



The 2018 ISG Paragon Awards™ Americas celebrates the application of new technology and sourcing approaches and digital technology, including the use of robotic process automation, by recognizing sourcing industry leaders in the following categories:

**Excellence:**

Outstanding delivery by a technology/service provider

**Transformation:**

Successful transformation of an organization or key business function

**Leadership:**

A client executive who has demonstrated exceptional drive and leadership

**Collaboration:**

A mutually beneficial and trusting relationship between a client and a provider or group of providers

**Imagination:**

The importance of imagination and entrepreneurial spirit in helping organizations future-proof their businesses and better serve customers

**Impact:**

The impact of a particular technology or service on a community of people, be they members of the public, customers or any defined group

**Women in Technology:**

Women who are frontrunners when it comes to technology and innovation, forging the way for both women and future tech leaders

**ISG Special Award:**

A nominated individual or organization that has had an outstanding impact on the industry, a community, technology innovation or new business practice. The winner of this award is selected by an ISG panel

ABOUT THE EVENT

The ISG Paragon Awards™ Americas finalists will be selected by a panel of ISG leaders following the close of the nominations period on Monday, April 2, 2018. This panel will select up to 3 x finalists in each category. Details of the finalists will be announced publicly on Monday, April 16, 2018.

The winner in each category will then be selected by a **panel of independent judges**.

Full details on the categories, criteria and judging process can be found in the [Nomination Guide](#).

Winners will be announced at The ISG Paragon Awards™ Gala Dinner on Monday, June 11, 2018 at the Dallas/Plano Marriott in Texas. This is a strictly private, invitation-only event, open to ISG, event sponsors and invited guests. We are planning a very special evening, starting with a champagne and canapes reception followed by a delicious formal dinner and the Awards Ceremony itself.

ATTENDEE PROFILE

Our target audience includes senior business and IT leaders:

Client-side guests include awards-nominated companies and individuals, senior sourcing decision-makers and major influencers.

Guests from the service provider side of the industry will be limited to sponsor companies and their invited guests only.

ISG will be represented by some of our most senior partners and directors, who will also be hosting some of our most important clients.



We were delighted to win our Paragon Award, as it demonstrates the quality of the services we are delivering and is a powerful endorsement of how we deliver on our promises.

Ed Gardner,
Capgemini



SPONSORSHIP OPPORTUNITY

The ISG Paragon Awards™ is unlike any other awards program. It rewards imagination, entrepreneurial spirit, forward-thinking and the behavior that help clients leverage technology to make a real and lasting impact on their business.

Sponsorship of the ISG Paragon Awards™ is an opportunity to associate your brand with creativity, excellence and innovation in support of clients' business and technology operations.

As the world's largest and most established advisor, ISG has been at the forefront of change and innovation in the sourcing industry for three decades. Supporting the ISG Paragon Awards™ demonstrates your own commitment to leveraging your skills and technologies to transform our clients' businesses.

The Awards Dinner will be one of the year's hottest tickets, combining a luxurious venue, a number of the outsourcing industry's most influential thinkers and excellent networking in an intimate setting. Sponsors will have their brand prominently featured onsite as well as on the Awards website and will benefit from marketing and PR opportunities throughout the Awards process.

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The ISG Paragon Awards give the suppliers an opportunity to showcase their success stories, validated by clients. The platform and its award evenings enable the client and provider teams to celebrate collaborative achievements and recognize each other's contributions, apart from learning of other possibilities they can emulate from other nominees.

**Rozy
Contractor,
Wipro**

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DETAILS

PLATINUM

- 2 x tables of 10 at ISG Paragon Awards™ Dinner
- Prominent logo on ISG Paragon Awards™ website
- Link from ISG Paragon Awards™ to sponsor website
- Premium branding on photo backdrop
- Prominent logo on Events signage at the ISG Paragon Awards™ Dinner
- Logo on table signage
- Premium branding on ISG Paragon Awards™ Booklet

GOLD

- 1 x table of 10 at ISG Paragon Awards™ Dinner
- Logo on ISG Paragon Awards™ website
- Branding on photo backdrop
- Logo on events signage at ISG Paragon Awards™ Dinner
- Logo on table signage

SILVER

- 1 x place at ISG Paragon Awards™
- Supporter logo on ISG Paragon Awards™ website*
- Supporter logo on ISG Paragon Awards™ Booklet*

*only one logo per company



Winning a Paragon Award was a great accolade for us, and one that really recognises all the effort that everyone here puts into delivering the best possible results for our clients. This gives a real buzz to our staff as we continue developing exciting and innovative solutions for our customers across the world.

Caroline Mackrill,
Infosys

BENEFITS

Sponsoring the ISG Paragon Awards™ will allow you to:

- Associate your brand with creativity, excellence and imagination in support of clients' business and technology operations
- Position your brand prominently at a prominent awards ceremony
- Network with senior decision makers responsible for sourcing and transformation programs in some of America's largest and most successful companies
- Benefit from marketing and PR opportunities associated with the Paragon Awards™
- Have first right-to-renew for 2019's Awards program

2018 PRICING

Sponsorship	Number Available	Price
Platinum	2	\$16,000
Gold	8	\$8,500
Silver	On request	\$1,000 per place

****Special pricing considerations for sponsors of US Digital Business Summit 2018.**

The ISG Paragon Awards™ give technology and service providers an opportunity to showcase their success stories, validated by clients. The platform and its award evening enable the client and provider teams to celebrate collaborative achievements and recognize each other's contributions, while also learning of other possibilities they can emulate from other nominees.



For more information about
the Paragon Awards™,
please contact:

Maria Magro

Maria.magro@isg-one.com

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