

The Irish Internet Association is the independent representative body for internet businesses in Ireland. Established in 1997 it has been at the forefront of ensuring that Irish businesses and citizens have the skills, infrastructure and network of support needed to drive growth in the economy. Working with agile start-ups, scaling SMEs and indigenous and FDI corporates, the IIA have a unique insight into the ICT sector in Ireland.

The IIA is a non-profit business association. Members of the association include suppliers of Internet services and products as well as those using the medium for communication, marketing and commerce.

For more information email us members@iia.ie

WHY JOIN?

IIA membership provides the opportunity to discuss emerging ideas and technologies, make new contacts, heighten profile in the industry and broaden knowledge in all aspects of the Internet. The IIA currently has over 300 member companies, over 2,000 individual subscribers and over 2,500 non-member subscribers.

The IIA is directed by a board of industry experts who volunteer their services to the association.

IIA member companies each have one voting member, who may vote in the annual IIA Board Elections.

Alex Gogan
Interim CEO

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PARTNERSHIP

Become part
of the new and exciting
Irish Internet Association
and we will advise & lead
the Internet in Ireland
together.

Vision

“To be the leading member association for business users and providers of internet services”



Mission

“To advocate on behalf of businesses in relation to internet services. And to help IIA members to compete more effectively through Education, Networking and Innovation.”



Prime
co-branding
opportunity





BENEFITS

Full Branding Mentions on All Mediums

The sponsor will have a fixed position on all promotional, marketing, informational materials, be they electronic, printed or in physical mediums.

Profile Page on IIA Website

You will have a substantial profile page management on the IIA site to promote your goods and services, and 1 Guest blog post per year

Ability to promote to members and non members monthly through our E-zine

Within each email newsletter (Monthly) your branding will appear and link to your profile page plus a promotional slot once per year, that will go out to members and non-members

Showcase your company at ALL our roadshow networking events nationwide

1 Networking Show case slots to promote your business or service per year

Reduced rate on DOT.ie Net Visionary awards

You will be able to purchase a table at 15% reduction on cost.

Reduced membership fees voucher for all your clients

Special promotional code for your clients on joining the IIA

Advertising and editorial in Quarterly magazine that will be issued to members

1/2 Page advert in each issue and 1 editorial piece (each year) in our soon to be released Magazine.

Social Promotion

We will promote on an informal basis and relevant news pieces as required on all our social platforms



BENEFITS

Full Branding Mentions on All Mediums

In everything we do the sponsor will have a fixed position on all promotional, marketing, informational materials, be they electronic, printed or in physical mediums.

Substantial Profile Pages on IIA Website

You will have a substantial profile Section management on the IIA site to promote your goods and services, and up to 8 Guest blog posts per year

Ability to promote to members and non members monthly through our E-zine EVERY ISSUE

Within each email newsletter (Monthly) your branding will appear and link to your profile page plus several promotional slots per year, that will go out to members and non-members

Showcase your company at ALL our roadshow networking events nationwide

Promote your company at all networking events nationwide

One Table of 10 at the IIA DOT.ie Awards

Right of refusal of all other sponsor levels

First right of refusal of other sponsors**

Reduced membership fees voucher for all your clients

Special promotional code for your clients on joining the IIA

Seat on the Board Voting Rights

1 Seat on the board with FULL voting rights

Advertising and editorial in Quarterly magazine that will be issued to members

Full Page Advert Cover alternating on outside or inside covers, logo branding on front cover, and up to 2 page editorial in each issue

MyEcomKit RoadShow

We have 5 roadshow events done in partnership with Enterprise Ireland and AIB, you will have stand at one event (able to attend all of them though)

Social Promotion

We will promote on an informal basis and relevant news pieces as required on all our social platforms

Sponsorship to one of the main DOT.ie Category Awards

B E N E F I T S

● **Full Branding Mentions on All Mediums**

In everything we do the sponsor will have a fixed position on all promotional, marketing, informational materials, be they electronic, printed or in physical mediums.

● **Substantial Profile Pages on IIA Website**

You will have a substantial profile Section management on the IIA site to promote your goods and services, and up to 4 Guest blog posts per year

● **Ability to promote to members and non members monthly through our E-zine**

Within each email newsletter (Monthly) your branding will appear and link to your profile page plus a promotional slot, that will go out to members and non-members

● **Showcase your company at ALL our roadshow networking events nationwide**

Up to 4 Networking Show case slots to promote your business or service per year

● **Reduced rate on DOT.ie Net Visionary awards**

You will be able to purchase a table at 50% reduction on cost.

● **Reduced membership fees voucher for all your clients**

Special promotional code for your clients on joining the IIA

● **Non Exec Position on the Board**

You will be able to appoint a Non Executive Director on the Board that will head a Leadership stream

● **Advertising and editorial in Quarterly magazine that will be issued to members**

Full Page Advert and one page editorial piece each issue, in our soon to be released Magazine in Each Issue

● **Social Promotion**

We will promote on an informal basis and relevant news pieces as required on all our social platforms

B E N E F I T S

● **Full Branding Mentions on All Mediums**

In everything we do the sponsor will have a fixed position on all promotional, marketing, informational materials, be they electronic, printed or in physical mediums.

● **Profile Page on IIA Website**

You will have a substantial profile page management on the IIA site to promote your goods and services, and up to 2 Guest blog posts per year

● **Ability to promote to members and non members monthly through our E-zine**

Within each email newsletter (Monthly) your branding will appear and link to your profile page plus a promotional slot 4 times per year, that will go out to members and non-members

● **Showcase your company at ALL our roadshow networking events nationwide**

Up to 3 Networking Show case slots to promote your business or service per year

● **Reduced rate on DOT.ie Net Visionary awards**

You will be able to purchase a table at 25% reduction on cost.

● **Reduced membership fees voucher for all your clients**

Special promotional code for your clients on joining the IIA

● **Advertising and editorial in Quarterly magazine that will be issued to members**

1/2 Page Advert and up to 2 editorial stories (each year) in our soon to be released Magazine.

● **Social Promotion**

We will promote on an informal basis and relevant news pieces as required on all our social platforms