

PARTNERSHIP OPPORTUNITIES



IES 14th Annual Sales Excellence Award Event Partnership Opportunities

14th Lifetime Achievement Award



Jim Kelly
Dell Technologies

Women In Sales Executive Leadership Award



Gerilyn Horan
HiltonWorldwide Sales

Entrepreneurial Sales Leader Award



Reggie Agarwal & Chuck Ghoorah
Cvent

MAY 17, 2024 - 8AM



Northern Virginia
Family Service

A portion of the proceeds will be donated to the NVFS



PARTNER OF THE YEAR
Rebecca Wetherly

The annual Institute for Excellence in Sales awards are the pinnacle of sales excellence. In 2024, we will recognize companies and leaders at the highest level.

The award program promotes and advances corporate and organizational sales excellence by recognizing organizations that have demonstrated outstanding leadership and strategic vision in Business-to-Business (B2B) or Enterprise Sales. The event is a highlight of the Business Calendar and in 2024 will be live and in-person once again! Considered the industry's most coveted sales event of the year, it is an opportunity you don't want to miss partnering on. It's a great way to be seen as a top employer for sales professionals as well as recognizing your key partners Dell Technologies, Hilton, Cvent, Salesforce and AWS.

WHEN: May 17, 2024. 8:00am-10:00am
WHERE: McLean Hilton, Tysons Corner, Virginia
EXPECTED ATTENDEES: 300+



Agenda:

- 7:00am: Registration and Coffee
- 8:00am: Special Recognition and Served Breakfast
- 8:20am: Presentation of the Fourth IES Sales Speaker of the Year Award and Keynote
- 8:40am: Presentation to IES Premier Sales Employers
- 8:55am: Fifth Jay Nussbaum IES Rising Sales Star Award to Salesforce Sales Leader Margo Edris
- 9:00am: IES Partner of the Year to Rebecca Wetherly of AWS.
- 9:10am: Entrepreneur Sales Leadership Award to Cvent's Reggie Agarwal and Chuck Ghoorah
- 9:20am: Women in Sales Leadership Award to Gerilyn Horan, Hilton US Sales
- 9:30am: Lifetime Award Presentation to Dell Technologies Public Sector Sales Leader Jim Kelly

WE WILL RECOGNIZE THE 2024 IES PREMIER SALES EMPLOYERS (PSE)

The PSE designation is the definitive way to recognize companies that are exceptional places of employment for top-tier sales professionals. The designation and associated guide recognize companies that strive to Acquire, Retain, Develop and Elevate Top-Tier Sales Talent. The IES publishes a new Premier Sales Employer pdf guide listing superior employers for sales professionals to sell for every spring. A portion of the event proceeds will benefit the Northern Virginia Family Service (NVFS) and Lymedisease.org.



? Why Become a Partner?

<p>Recognize the sales achievements of</p> <p>Gerilyn Horan, Jim Kelly, Reggie Agarwal, Chuck Ghoorah</p>	<p>Get a Complimentary</p> <p>3-month IES corporate membership</p>
<p>Be associated with a winning</p> <p>organization that is committed to excellence in the sales profession</p>	<p>Get the attention of Dell, Cvent and</p> <p>Hilton Leadership as an Important Partner</p>
<p>Promote your company and offerings</p> <p>to top sales and business execs in the region and beyond</p>	<p>Show your company as a</p> <p>leading advocate of the sales professional and sales excellence</p>



Congratulations to the 2024 Award Recipients

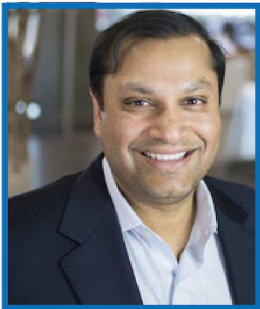


14th Lifetime Achievement Award in Sales

Jim Kelly is the Senior Vice President, North America Federal Sales for Dell Technologies. He is responsible for supporting federal customers and their missions, providing the technology and expertise needed to transform and protect their data. Jim was previously the Vice President for the United States Department of Defense and intelligence business for Dell Technologies. He was responsible for Business operations, strategy development and solution sales into the DoD and Intelligence communities.

Women in Sales Leadership Award

Gerilyn Horan is the Vice President, Group Sales & Strategic Accounts at Hilton Worldwide Sales. She is responsible for driving the growth of the group segment for all Hilton brands and oversees a total account management approach to Hilton's largest customers. Gerilyn has had a 30+ year career in leadership roles in global hotel sales & marketing, beginning with Hilton Hotels at the Waldorf-Astoria in New York and including the Four Seasons New York, Meadowood Napa Valley, and Langham Hospitality Group where she helped launch this new global brand to the North America market. She is a purpose-driven leader who builds highly functioning sales teams and enjoys supporting team members to grow in their careers



Entrepreneur Sales Leadership Award

Reggie Agarwal is the CEO and Founder of Cvent, a market-leading meetings, events and hospitality technology provider. A lawyer by trade, Reggie founded Cvent in 1999, with the goal of making meeting planning easier for his peers in the business community. He has been featured in *The Wall Street Journal*, *Forbes* and *Business Week*, and has been interviewed on CNN, the BBC and several other popular news shows for his insight and expertise on the meetings industry. Reggie was also inducted into the Business Travel Hall of Fame in 2019 and has consistently been recognized as one of the 25 most influential people in the meetings and events industry.

Entrepreneur Sales Leadership Award

Chuck Ghoorah is Co-founder and President of Worldwide Sales and Marketing at Cvent. Chuck has been instrumental in building Cvent from a startup to a 4,800-person company. In his role, Chuck is responsible for global go-to-market strategy and execution. With over 25 years' experience in high growth SaaS software, Chuck oversees both marketing and sales at Cvent, and is responsible for the company's top-line revenue across all product lines worldwide. Under his leadership, the Cvent marketing and sales teams have been recognized for their business impact, marketing excellence, and high-performance culture, winning numerous awards over the years including from the Institute for Excellence in Sales, Selling Power, Stevie Awards, and the BAMMIE Awards by Influitive, among others.



SPECIAL TRIBUTE TO SALES LEGEND JAY NUSSBAUM

Join us as we present the fifth annual Jay Nussbaum Rising Sales Star Award to Margo Eldris in May 17 @ 8AM!



PARTNERSHIP OPPORTUNITIES

Branding Partnership (\$15,000)

- ✓ Top logo placement throughout the event and on all marketing materials
- ✓ On-stage tribute to Jim, Gerilyn, Reggie and Chuck; option to present the award at the event
- ✓ One company representative on-stage to praise Jim and Gerilyn on their achievements
- ✓ Logo in all event related email blasts to over 10,000 sales and BD professionals
- ✓ Logo in all IES Award event collateral advertisements, invitations, reg page, and event signage
- ✓ Back cover advertisement in the event program guide
- ✓ Recognition at the event from the emcee
- ✓ Table of eight in the front center of the ballroom

Branding Partnership (\$10,000)

- ✓ Logo presented throughout the event and on the marketing materials leading up to the event.
- ✓ On-stage tribute to Award Winners
- ✓ Logo in all event related email blasts to over 10,000 sales and BD professionals
- ✓ Logo in all IES event collateral advertisements, invitations, registration page, and event signage
- ✓ Full-page advertisement in the event program guide PDF
- ✓ Recognition at the event from the emcee
- ✓ Table of eight in the front section of the ballroom

Gold or Keynote Partnership (\$7,500)

- ✓ Logo displayed prominently throughout the event.
- ✓ One company representative live on stage to praise award recipients and introduce keynote speaker
- ✓ Logo in all event related email blasts to over 10,000 sales & BD professionals
- ✓ Logo in all Award event collateral advertisements, invitations, registration page, and event signage
- ✓ Half-page advertisement in the event program PDF
- ✓ Recognition at the event from the emcee
- ✓ Table of eight in the mid-section of the ballroom

Silver Partnership (\$6,250)

- ✓ Logo displayed prominently throughout the event.
- ✓ One company representative on stage to praise award recipients and introduce an award
- ✓ Logo in all event related email blasts to over 10,000 sales & BD professionals
- ✓ Logo in all Award event collateral advertisements, invitations, registration page, and event signage
- ✓ Half-page advertisement in the event program PDF
- ✓ Recognition at the event from the emcee
- ✓ Table of eight in the mid-section of the ballroom

Be Seen as a Leader at the 2024 Sales Excellence Awards!

For partnership related questions:

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