



ISPI

**PERFORMANCE
IMPROVEMENT
CONFERENCE 2026**

Technology for Human Performance:
Are You Ready to Reimagine the World of Work?

SPONSORSHIP GUIDE

March 29 – April 2, 2026

Southwestern Conference Center @ Nashville, TN



ABOUT ISPI

The International Society for Performance Improvement (ISPI) is a dynamic nonprofit membership organization dedicated to the belief that “Being Better Matters.” We empower individuals and organizations to make a significant impact on their coworkers, clients, communities, and the world. By providing cutting-edge tools and strategies for effective and universal improvement, we enable our members to create a larger impact, make greater contributions, and ultimately make our world a better place.

ISPI membership comprises pioneers in performance improvement who are training the next generation to take it to the next level. Our Society thrives on strong partnerships with an extensive network of local and regional chapters worldwide. Our dedicated membership supports the strategic efforts of the Board and Chapter network.

Our annual flagship event – THE Performance Improvement Conference – is the premier gathering for the best and brightest in the multi-disciplinary field of performance improvement. This event showcases the latest research, innovations, tools, and technologies.



ABOUT SPONSORING

In 2026, ISPI brings the **Performance Improvement Conference - Technology for Human Performance: *Are You Ready to Reimagine the World of Work?*** to the beautiful Southeast. This event is your opportunity to be at the forefront of a transformative movement.

As a sponsor or exhibitor, you will gain unparalleled exposure to a diverse network of professionals from performance improvement, learning and development, instructional design, business and agency process improvement, and human resource development. Your brand will be prominently featured on all ISPI conference marketing materials, including our highly trafficked website <http://www.ispi.org>. This is a cost-effective opportunity to market your products and services to key stakeholders and decision-makers. Additionally, sponsors and exhibitors can attend conference meals and events, providing maximum opportunities to engage face-to-face with potential clients.

ABOUT TECH MARKETPLACE

Ready to show off your performance-based technology? Ready for a shark tank experience? It's a crowd pleaser! And it's a unique opportunity to "pitch" your tech to all attendees. Each contestant has a chance to be adopted by one of the judges who is a prominent Performance Improvement Practitioner; and that can mean powerful introductions for you!



ABOUT NASHVILLE

In 2026, the 64th Annual ISPI Performance Improvement Conference lands in Nashville, where innovation meets rhythm—now featuring the new Tech Marketplace, where performance-tech pioneers pitch directly to veteran practitioners. Nashville's booming tech sector, driven by the Greater Nashville Technology Council and a surge in startups, makes it a fitting stage for this fusion of technology and performance improvement. And when the sessions end, Music City keeps the inspiration going—with live music on Broadway, world-class museums, vibrant cuisine, and that unmistakable Southern energy that turns every evening into an experience.





ABOUT THE VALUE

The ISPI Conference Sponsorship offers exceptional value for your organization. By engaging with our audience of passionate Performance Improvement thought leaders, developers, trainers, practitioners, and academia, your organization will be prominently showcased. This is an opportunity to highlight your mission and values, and to share your processes, tools, techniques, and programs with a diverse range of stakeholders, including governmental agencies, academic institutions, and private corporations. As a conference sponsor, your brand will be recognized on ISPI marketing materials, including our highly trafficked website <https://ispi.org>, ensuring maximum visibility and impact. This is a cost-effective way to reach key decision-makers and demonstrate your commitment to advancing the field of performance improvement.

Join us in leading the transformation of the world of work. Contact us at conference@ispi.org and include “**2026 Sponsorship**” in the subject line to explore sponsorship opportunities.















































ABOUT WHO ATTENDS

Airgas LLC
Allstate Insurance Company
Amazon Consulting, Inc.
Amtrak
Amgen
Bank of China
Boeing
Boise State University
Bon Secours Mercy Health System
Canadian Armed Forces
Capella University
Central Bank of Nigeria
China Telecom
Chicago State University
Clemson University
Colorado State University
Comcast Business
Crain Burns Associates
Defense Contract Audit Agency
Duke Energy
Facebook (now META)
Federal Aviation Administration
FedEx Office
Florida State University
General Motors
Ghana Civil Aviation Authority
Global Health Fellows Program

Governor's Center @ U of Texas
GP Strategies
Greater Cincinnati Water Works
Hale Associates
Harvard University
Honda of America Mfg. Inc.
Honeywell International
Indiana University
JetBlue
Kaiser Permanente
Mayo Clinic
Microsoft Corporation
National Institutes of Health
NIPSCO
Nissan North America
Northwestern Mutual
Northwestern University
Novars
Oak Ridge National Laboratory
Old Dominion University
Oracle Corporation
PNC Bank
Quest Diagnostics
ROI Institute, Inc.
Royal Caribbean Cruises
Samsung Electronics

Sandia National Laboratories
Sanofi
Sheetz, Inc.
State Farm
State Grid Corporation of China
State of Tennessee
T-Mobile
US Citizenship & Immigration Services
US Coast Guard
US Customs and Border Patrol
US Department of Defense
US Office of Personnel Management
US Air Force
US Army
US Army Materiel Command
US Centers for Disease Control
US Department of Agriculture
US Department of Veteran Affairs
USAID
Vanderbilt University
VW Credit
Washington State University
Wayne State University
Wirtgen Group
Xerox
Yale University
Zurich North America

SPONSORSHIP LEVELS

	Friend \$500	Individual \$750	Community \$1,500	Turquoise \$1,850	Ruby \$5,000	Amethyst \$7,500	Sapphire \$10,000	Diamond \$15,000
Complimentary Org Membership								
Conference Registration for In-Person or Virtual			up to 1	up to 2	up to 3	up to 4	up to 5	up to 6
Speaking Opportunity								
Sponsor/Advocate Dinner during Conference								
Ad in PIJ or PIQ (ISPI's academic journals)						1/4 Page	1/2 Page	Full Page
Sponsor Event (Awards, Welcome Reception, etc.)								
Swag Bag item(s) (by sponsor)								
Exhibit Table at Conference								
Post-Conference Email Campaign								
Promo on Conference App								
Social Media Promotion								
Meet our Sponsors: Eblast, Website, Video Promo								

ABOUT TECH MARKETPLACE

SPONSORSHIPS	Tech \$1,350	Tech+ \$2,350
Complimentary Org Membership	✓	✓
Conference Registration for In-Person or Virtual	✓	✓
Speaking Opportunity		✓
Sponsor/Advocate Dinner during Conference	✓	✓
Sponsor Event (Awards, Welcome Reception, etc.)	✓	✓
Swag Bag item(s) (by sponsor)	✓	✓
Exhibit Table at Conference	✓	✓
Post-Conference Email Campaign	✓	✓
Promo on Conference App	✓	✓
Social Media Promotion	✓	✓
Meet our Sponsors: Eblast, Website, Video Promo	✓	✓

Technology companies that specialize in performance improvement have a discounted opportunity:

As a Tech Marketplace sponsor, you'll receive the major privileges of other sponsors, plus a unique shark-tank-like showcase and competition in front of all attendees. Contestants vie for a chance to be selected by a "judge" who is an eminent Performance Improvement Practitioner, which can lead to powerful introductions to customers.

Add a "+" to your Tech sponsorship package to submit for a speaking session. Attendees are hungry to learn about tools that add value!





Payment Options for ALL
Sponsorship Levels:

Email **conference@ISPI.org** with
"2026 Sponsorship" in subject line.

International Society for
Performance Improvement



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