

AS OF MARCH 26, 2025 – SUBJECT TO CHANGE

nisc mic 25

MEMBER INFORMATION CONFERENCE

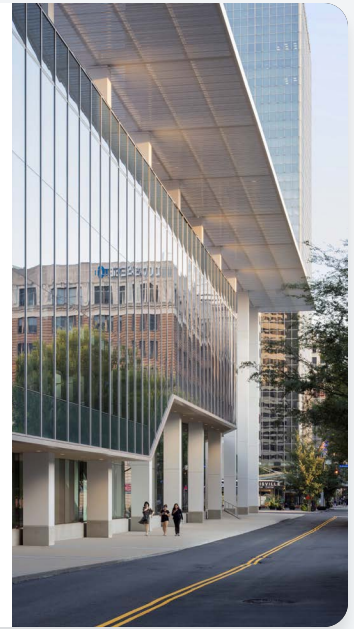
50 YEARS OF LEARNING



PARTNER PROSPECTUS

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WELCOME TO THE MIC

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 2025 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.

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



EVENT LOCATION

The Kentucky International Convention Center is located in downtown Louisville and is connected via covered skywalk to 2,300 hotel rooms. An additional 1,800 hotel rooms are located within six blocks. Louisville was named one of the “10 Tastiest Towns” by Southern Living, one of the “Top 12 Best Getaways” by U.S. News and the “Top U.S. Travel Destination for 2012” by Lonely Planet. With all that downtown has to offer, Louisville has styles and options, no matter what your taste.

The Kentucky International Convention Center will provide a truly extraordinary backdrop for the 2025 NISC MIC.



PARTNER HOTELS

NISC has reserved rooms for our valued MIC Partners and NISC staff at several convenient hotel options offering NISC rates including the Embassy Suites Louisville Downtown, Galt House Hotel, Hyatt Regency Louisville, Louisville Marriott Downtown, Omni Louisville Hotel and the Seelbach Hilton. Each of these hotels is within a few blocks of the conference venue and is easily walkable.



PARTNER 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 \$1,195.

Reservation requests for the MIC will be accepted through Friday, August 29, 2025 at 5 p.m. (Central). Reservation requests received after this date will be subject to availability. Act now to secure the best location at the best price.



BOOTH HOURS

Dedicated hours with attendees are indicated below by an asterisk. During these networking hours, attendees are invited to gather in the Pavilion.

New in 2025: Partners are encouraged to do a raffle giveaway which will be announced at the end of the week in the Partner Pavilion. Attendees must be present to win.

Monday, Sept. 22

8 a.m. – 5 p.m. Partner Booth Build

6:30 p.m. – 8 p.m. Welcome Reception & Partner Pavilion Grand Opening*

Tuesday, Sept. 23

10 a.m. – 4 p.m. Hall Open

11:30 a.m. – 12 p.m. Lunch Available for Partners

2 p.m. – 2:45 p.m. Break Hosted in Partner Pavilion*

Wednesday, Sept. 24

10 a.m. – 4:30 p.m. Hall Open

11:10 a.m. – 11:40 p.m. Lunch Available for Partners

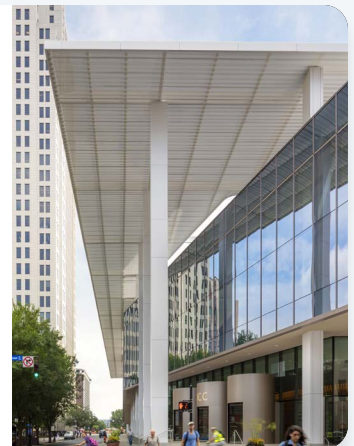
3:35 p.m. – 4:30 p.m. Happy Hour Reception & Giveaways*

4:30 p.m. – 8 p.m. Partner Booth Dismantle

ALL EXHIBITORS RECEIVE

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

- ▶ Carpeted Booths & Drape
- ▶ 6'x2' Skirted Table with 2 Chairs
- ▶ Electricity & Conference Wi-Fi
- ▶ Lead Retrieval Device
- ▶ App Placement & Event Recognition



BREAKDOWN OF PARTNERSHIP TIERS

NON-EXHIBITING	EXHIBITING	SIGNATURE	PREMIER	ELITE
\$5,000	\$5,500	\$7,500	\$9,500	NEGOTIATED
No Booth	10X10 Booth	10X10 Booth	10X20 Booth	20X20 Booth
App Placement	App Placement	App Placement	App Placement & Promoted Post	App Sponsor & Promoted Post
Includes One Registration	Includes Two Registrations	Includes Three Registrations	Includes Three Registrations	Includes Four Registrations
		Member Recognition Sponsorship	Sponsor at One Meal Function*	Logo Included in MIC Emails
				Four Invites to Executive Reception
NO BOOTH LIMIT	NO BOOTH LIMIT	NO BOOTH LIMIT	7 BOOTH MAX	4 BOOTH MAX

Member Recognition Sponsorship (Signature Only)**

The NISC Member Experience Recognition Program takes place after the Closing General Session and recognizes NISC Members whom have exceeded general expectations in the service of their communities.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Please contact us at partner-pavilion@nisc.coop if you have any questions or suggestions about additional sponsorship opportunities.

▶ Lanyards (with Logo)	\$6,500	Deadline: July 10
▶ Wi-Fi (with Logo)	\$5,000	Deadline: July 10
▶ Pavilion Lounge	\$12,000	Deadline: July 10
▶ Registration Hand-out	\$1,000	Deadline: Aug. 15
▶ Welcome Reception Koozies	\$6,000	Deadline: July 10
▶ Professional Photo Station	\$7,000	Deadline: July 10
▶ Social Media Spotlight*	\$2,000	Deadline: Aug. 15
▶ Partner Session**	Negotiated	Deadline: June 3

Social Media Spotlight*

Posted on Facebook, LinkedIn, X and Instagram capable of reaching NISC's audience of 25,000+ followers (a maximum of 280 characters of provided text will be allowed. The NISC Communications Team may edit a post for length, grammar, etc. and images/graphics may be provided or will be created).

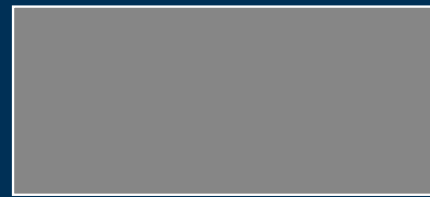
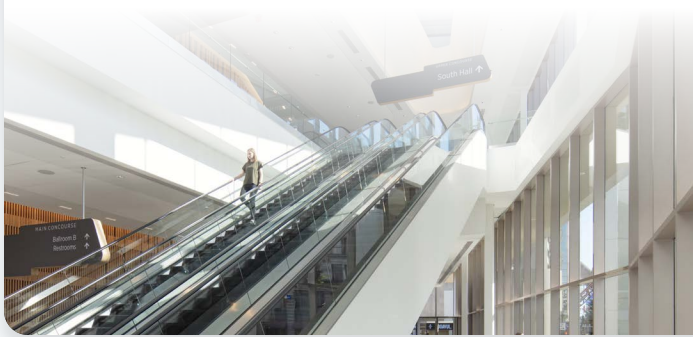
Partner Sessions**

Partner Sessions are only available to Elite, Premier and Signature tier partners. One NISC Member must be included in your presentation to be eligible. If you have any questions or concerns, please contact NISC Partner Manager Jim Weikert at jim.weikert@nisc.coop.

BOOTH MAP

Current booth layout may be subject to change.

- Elite Sponsors
- Premier Partners
- Signature & Exhibiting Partners
- NISC Solutions Lab
- NISC MIC Swag Stop

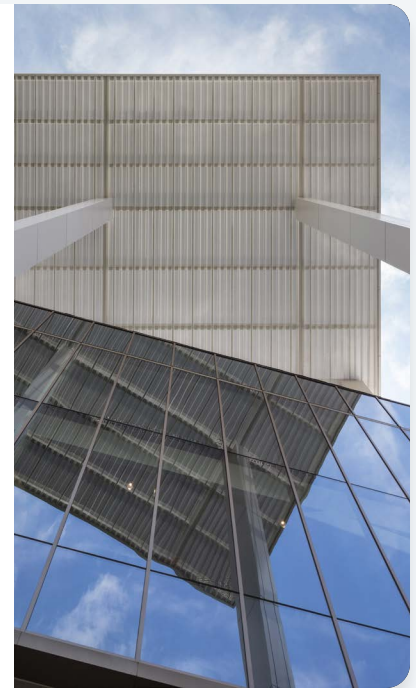


119		219		319		
117	214	215	316	315	416	415
115			314		414	
113	212	213	310	313	410	412
111	210	211		311		410
107		207		307		iGEAR
105	204	205	304	305	404	
103	202	203	302	303	402	
101	200	201	300	301	400	

ATTENDANCE BREAKDOWN

Numbers represent attendance at the 2024 MIC in Lake Buena Vista, Florida.

- ▶ Members, Partners, Staff & Guests 3,232 Total Attendees
- ▶ Utility Members 65% of Attendees
- ▶ Broadband Members 21% of Attendees
- ▶ Others (Staff, Invited Guests) 14% of Attendees
- ▶ Service 39% of Attendees
- ▶ Financials 24% of Attendees
- ▶ Operations 17% of Attendees
- ▶ Tech 11% of Attendees
- ▶ Other 6% of Attendees
- ▶ Marketing 3% of Attendees
- ▶ Management or Influencer Roles 45% of Attendees
- ▶ End-User Positions 55% of Attendees



CONTACT INFORMATION

To learn more, please take a moment to scan the QR code or visit niscmic.coop/partners to access the Partner Prospectus online.

We encourage you to contact us at partner-pavilion@nisc.coop with any questions concerns.



Sunday, Sept. 21

12 p.m. – 5 p.m. Registration Open

Monday, Sept. 22

8 a.m. – 7 p.m. Registration Open

11 a.m. – 12 p.m. Functional Sub-Committee Lunch at the Omni Hotel (Committee members only)

12 p.m. – 4 p.m. Functional Sub-Committee Meetings at the Omni Hotel (Observers Allowed)

3 p.m. – 4:15 p.m. Pre-Conference “Role” Call Networking Session

5 p.m. – 6:30 p.m. Opening General Session

6:30 p.m. – 8 p.m. Welcome Reception in the Partner Pavilion & Solutions Lab

Tuesday, Sept. 23

7 a.m. – 4 p.m. Registration Open

7 a.m. – 8:30 a.m. Continental Breakfast

8:30 a.m. – 9:30 a.m. Utility Enterprise Outlook & Concurrent 1 Sessions

10 a.m. – 11 a.m. Broadband Enterprise Outlook & Concurrent 2 Sessions

10 a.m. – 4 p.m. Partner Pavilion & Solutions Lab Open

11:20 a.m. – 12:10 p.m. Concurrent 3 Sessions

11:30 a.m. – 12 p.m. Lunch Available for Partners

12:10 p.m. – 1:10 p.m. Attendee Lunch

1 p.m. – 2 p.m. Concurrent 4 Sessions

2 p.m. – 2:45 p.m. Break in Partner Pavilion

2:45 p.m. – 4:10 p.m. Concurrent 5A & ‘Round the World

2:45 p.m. – 3:20 p.m. Concurrent 5B Sessions

3:35 p.m. – 4:10 p.m. Concurrent 5C Sessions

4:10 p.m. – Free Night / Activity Night

Wednesday, Sept. 24

7:30 a.m. – 6 p.m. Registration Open

7 a.m. – 8:30 a.m. Continental Breakfast

8:30 a.m. – 9:20 a.m. Concurrent 6 Sessions

9:40 a.m. – 10:30 a.m. Concurrent 7 Sessions

10 a.m. – 4:30 p.m. Partner Pavilion & Solutions Lab Open

10:50 a.m. – 11:40 a.m. Concurrent 8 Sessions

11:10 a.m. – 11:40 a.m. Lunch Available for Partners

11:40 a.m. – 12:40 p.m. Attendee Lunch

12:40 p.m. – 1:30 p.m. Concurrent 9 Sessions

1:50 p.m. – 2:40 p.m. Concurrent 10 Sessions

3 p.m. – 3:35 p.m. Concurrent 11 Sessions

3:35 p.m. – 4:30 p.m. Break & Raffles in the Partner Pavilion

6 p.m. – 10 p.m. MICfest

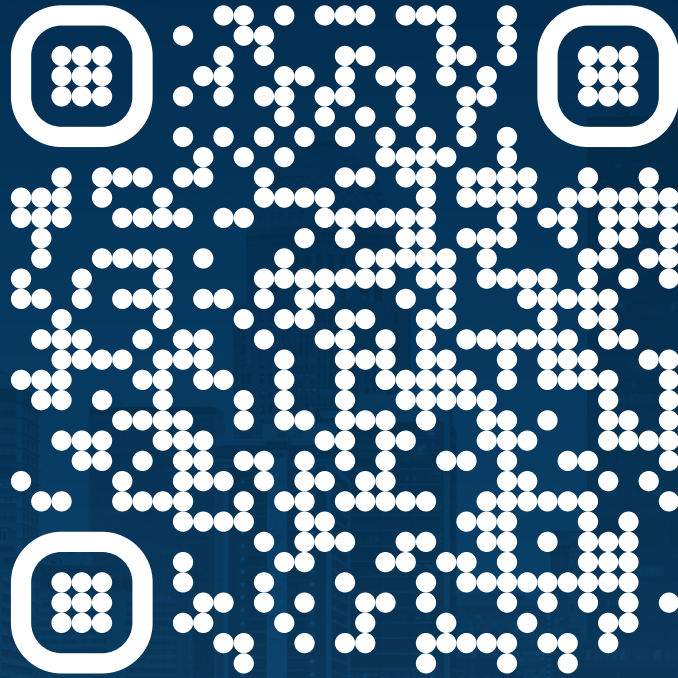
Thursday, Sept. 25

8 a.m. – 11 a.m. Registration Open

8 a.m. – 9 a.m. Breakfast

9 a.m. – 10:30 a.m. Closing General Session

10:30 a.m. – 1:30 p.m. Airport Shuttles



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