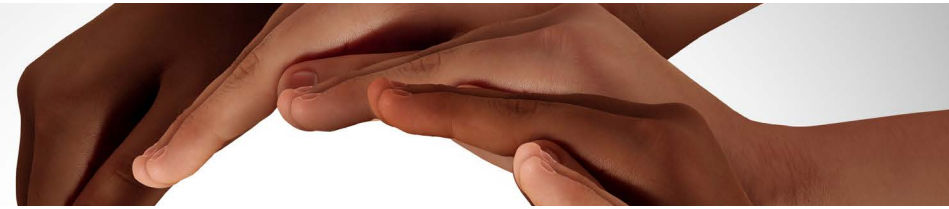


# FIELD SERVICE NEWS

Partnership Programs 2021





# Become a partner, not just a customer...

If you take a few moments to read just a handful of pages on [www.fieldservicenews.com](http://www.fieldservicenews.com) you'll find many articles that outline the importance of building long-standing, meaningful working partnerships with customers. Indeed, having been at the vanguard of the conversation around the importance of servitization, advanced services and outcome-based service, at Field Service News we, perhaps better than most, understand how such approaches can yield better results for the companies we partner with, while also bringing us closer to our partners over time. This has resulted in an exceptionally loyal customer base, who we are pleased to over-deliver for time and time again, year after year.

Certainly, when it comes to the importance of partnership-based relationships, our editorial-team have not only talked the talk, but they've played a pivotal role in bringing others into the conversation from all corners of our sector including academia, industry and solution providers like yourselves.

Equally, behind the scenes our commercial team have been walking the walk at the same time, and we pride ourselves on working side-by-side with some of the finest organisations in the field service sector, to produce campaigns that work, centred around content that leads our industry.

Now, for the first-time we've taken the best-practices and refined the processes that evolved from such meaningful working relationships, and distilled them into a series of partnership programs designed to meet budgets of all sizes.

Of course, at the heart of any partnership is conversation and adaptation, so we are always open to talking to you about your specific aims and requirements and building a bespoke solution that can you help you achieve these. However, across the following pages, you will find a collection of partnership programs that are built around what has proven to be effective for our partners in the past.

Please do bear in mind however, that spaces on each of the following programs is limited in order to allow us to continue delivering above and beyond expectations for each of the companies enrolled in our program. In total, we can only work with a maximum 25 companies across all of the programs, listed across the following pages, so, if you are keen to join this select group of companies in 2021 please do reach out to us sooner rather than later!



# Press Partner: £10k a year

Our entry level partnership program is designed for companies that are focused on establishing their brand as one that is not only seeking to sell to the field service sector, but one that is actively engaged within the key conversations Field Service Directors are paying attention to.

This is the ideal program for organisation new to the industry seeking to raise their profile at a nominal budget and with a 15% discount on further products it offers a guarantee of presence and a flexibility to build as the year progresses.

Join the FSN Press Partner Program and gain access to:

- Weekly email letting you know content we are working on to give you opportunity to contribute commentary.
- Unlimited press releases and at least one news story included within the News section of our print magazine.
- Industry insights video to showcase a customer success story
- Guest appearance on the Field Service Podcast
- Company listed within FSN Directory
- Premium listing in the Handy Little Book (annual publication) and up to 50 copies for distribution to your clients.
- 2 complimentary FSN Premium licences and 50% discount on any additional licences required
- 15% off any a la carte booking (excluding events)

**25 program places available**



# Creative Partner: £30k a year

As the leading voice within the global field service sector, Field Service News has a well established reputation for producing resources that Field Service Directors seek out to help them make informed decisions when it comes to implementing new approaches to achieving service excellence. With an editorial team that is continuously in discussion with the leaders of our sector our finger is firmly on the pulse with the key industry trends and we are experts at blending those key talking points, with our partners core strengths.

Join the FSN Creative Partner program to gain access to the following:

- Inclusion within the Press Partner program
- Plus a choice of:
  - \* 2 exclusive white papers created in partnership with you and promoted across our network (includes lead generation).
  - \* or inclusion in 4 Field Service News documentaries, where you will be presented-alongside other key organisations within the sector (excellent for brand alignment)
  - \* or 1 white paper and inclusion in 2 documentaries

- Full global republishing rights on all resources created for you to use in your own in-bound marketing initiatives.

In addition to working with you on developing industry-leading content, as a member of the Creative Partner program you will also have close access to our senior editorial team as the program also includes:

- An invitation to participate in at least 2 Field Service News Digital Symposium sessions on topics relating to the resources we create together.
- Bi-annual meeting with our senior editorial team
  - \* In addition to any planning and execution meetings

Plus, members of the creative partner program also receive:

- 5 complimentary FSN Premium licences and 50% discount on any additional licences required
- 25% off any a la carte booking (including events)

**12 program places available**



# Publishing Partner: £35k a year

If you have a team of subject matter experts, who you believe should rightly be seen as leading voices within the industry, then there really is no better place to shine a spotlight on their insights than Field Service News.

Why? Because here at Field Service News we have cultivated a wide and loyal subscriber base, and the industry's largest collection of regular contributors, from academia, industry and solution providers like you, by focusing on the bigger conversations that Field Service Directors are having.

We are not merely a vehicle for advertising, we are where the conversation is being held, and as a member of our Publishing Partner program, you can ensure your voice is part of the key discussions.

Join the FSN Publishing Partner program to gain access to the following:

- Inclusion within the Press Partner program
- Extensive thought leadership coverage
  - \* Your own monthly column within our expert view series
  - \* A feature in every edition of Field Service News magazine (bi-monthly) including both the print and tablet editions
- Re-enforcement of your thought leadership with strong brand recall and recollection
  - \* A Full page advert in every issue of Field Service News Magazine (includes print and tablet editions)
  - \* 6 months banner advertising across [www.fieldservicenews.com](http://www.fieldservicenews.com)
  - \* Banner advert in 6 FSN newsletters

- Drive awareness to your own events/webinars etc with two free inbound marketing packages each includes:
  - \* Newsletter sponsorship
  - \* Additional one month web banner advertisement across [www.fieldservicenews.com](http://www.fieldservicenews.com) with 1 week MPU roadblock
  - \* Social media promotion

As with the Creative Partner program you will also have close access to our senior editorial team as the program also includes:

- An invitation to participate in at least 2 Field Service News Digital Symposium sessions on topics relating to the resources we create together.
- Quarterly meeting with our senior editorial team

Plus, members of the Publishing Partner program also receive:

- 5 complimentary FSN Premium licences and 50% discount on any additional licences required
- 25% off any a la carte booking (including events)

**10 program places available**

# LIMITED AVAILABILITY OFFER

A stylized illustration of a superhero figure in a red and yellow suit, shown from the waist up, shouting into a yellow megaphone. The background is a vibrant orange and red gradient with a silhouette of a city skyline at the top and bottom. Radiating lines emanate from behind the superhero, creating a sense of power and announcement.

**Join BOTH the  
Publishing and  
Creative Partner  
programs for a  
combined cost of just  
£50K per year**

Can't decide between the Creative Partner program and the Publishing Partner program?

With have strictly limited availability on a package that allows you to access both of these programs at an even greater discount.

We are offering access to both the Creative Partner program and the Publishing Partner program for a combined cost of £50k giving you a further saving of £15k on top of the discounts already included within each program!

Remember, both the Creative Partner program and the Publishing Partner program include membership of the Press Partner program as well, meaning this combined package offers a perfect holistic mix of publishing, content creation and lead generation and is designed for any organisation looking to seriously engage with the field service sector.

However, we are only offering 4 packages with this combined price and once they are sold they are sold!



## **IMPORTANT NOTE:**

Please note that the remaining two tiers of programs Strategic Partner and Strategic Partner PLUS are not only highly limited but we also reserve the right to only offer these programs to organisations who we believe can work with us in a sophisticated partnership-based manner and who share our passion around the importance of leadership and education within the industry.

As these two tiers leverage our flagship products, our own brand reputation is also on the line and this is far more valuable to us than any short-term commercial gain.

As such the only way to access these programs is by invitation only.

However, we are happy to talk to any organisation about the possibility of joining either of these programs, so if you are interested in participating at this level, contact Steve White on [steve@fieldservicenews.com](mailto:steve@fieldservicenews.com) to arrange an initial exploration call with our Editor-in-Chief and Head of Sales.



# Strategic Partner: £75k a year

At the strategic level, Field Service News has become internationally renowned for forging some of the most important discussions within the global field service sector through our wider digital ecosystem including the #FSN20, Field Service News Research, The Field Service News Think Tank Sessions and in 2021 we will be introducing the Field Service News Masterclass program.

On these flagship products we can only work a select group of companies who not only share our passion for driving the industry forwards but who truly understand the value of engaging with the industry and the highest levels.

Join the FSN Strategic partner program to gain access to the following:

- Inclusion within the Press Partner and Publishing Partner programs
- Choose from either two major projects a year including:
  - \* Think Tank Session
  - \* Masterclass Program
  - \* Documentary Sole sponsor
  - \* #FSN20 sole sponsor
  - \* Research project
- or
  - \* choose one major project plus membership to the Creative Partner program

As a member of the Strategic Partner program you will also have inner circle access to our senior editorial team, being updated of the key trends we are seeing emerge in the industry as well as having the opportunity to keep us updated with your own developments so we can advise the optimum position and timings that can marry your messaging with the key talking points of the industry.

Strategic Partner program members get access as a minimum to:

- A quarterly invitation to participate in digital symposium sessions
- Quarterly meeting with our senior editorial team

Plus, members of the Strategic Partner program also receive:

- 2 complimentary FSN Elite memberships
  - \* FSN Elite membership is our top audience subscription tier and this is the only way you will be able to attend member only events including roundtables discussions, FSN townhalls, present and discuss sessions and industry debates.
- 10 complimentary FSN Premium licences and 50% discount on any additional licences required
- 50% off any a la carte booking (including events)

**6 program places available**





# Strategic Partner PLUS: £90k a year

Our most comprehensive program not only brings together everything from the top-tier Strategic Partner program, but completes the circle by bringing live events into the mix as well providing the opportunity to re-enforce all of the consistent messaging, thought leadership and lead generation elements into an in-person focal point at both the Field Service News Symposium Live as well as the Field Service Expo.

We believe in a holistic eco-system-based approach to publishing and this translates right across into our event portfolio and as a member of our Strategic Partner PLUS program you will be an intrinsic part of how that flow translates both in the digital and physical domains.

- **The Field Service News Symposium Live** is a unique event focused on guided peer-to-peer knowledge sharing and education.
- It brings together a number of our flagship digital channels including the Field Service News Think Tank Sessions, Field Service News Research and the Field Service News Masterclass Program into the live arena as well as an incredibly exciting Wisdom of the Crowd session that promises to be a true industry first and will change the way we approach live events forever.
- As a member of the Strategic partner plus program you will not only be one of a very small group of solution providers invited to participate (other organisations will also have to pay to participate + it will be invitation only) in the industry roundtables, but you will also have first selection of the topic.
- If you opt for the Masterclass element within your primary strategic partner program

selection then this will give your key personnel the opportunity to educate, engage and learn from an audience of senior field service directors for a full two and a half hours, as well as having the opportunity to nurture these new relationships at a dinner and drinks reception to cap the day off.

- **The Field Service Expo** is set to become one of the most important dates in the calendar year for our industry as we move into 2021 as the need for a one-stop shop for solutions in the field service industry is greater than ever as we embrace accelerated digital transformation brought on by the pandemic.
- However, what makes the field service expo unique is not just the fact that it is the only dedicated trade-show in Europe that allows field service companies to see everything in one place including: vehicles, hardware and software and logistic solutions, but it also incorporates a recruitment fair providing field service companies with the opportunity to connect with a number of local schools and universities within the area that have industry connections.
- As part of the Strategic Partner Plus program your brand and your people will be at the heart of this crucial industry event with a sizeable key stand as well as sponsorship of either:
  - \* Solutions Theatre
  - \* Charging stations (batteries for phones/coffee for humans)
  - \* Dining Hall

**3 program places available**



# Standalone costs:

For those that like to take things one step at a time, or if we have run out of places on your preferred partner program, we can of course offer everything included within the various packages listed as a standalone cost and we have factored additional availability into our inventory to accommodate a small selection of non-program campaigns as well.

The following products are available as standalone items:

## White Papers:

- White paper: Creation, Promotion, Lead-Generation: £15K
- White paper: advertising only: £10K
- *Separate White Paper media pack available on request*

## Documentaries:

- Documentary solo-sponsor: £35K
- Documentary co-sponsor: £7.5K
- *Separate Documentary media pack available on request*

## Flagship projects:

- Research project: £35K
- Think Tank Session: £35K
- Masterclass: £35K
- #FSN20: £35K

*Separate Media Packs are available for all flagship projects on request*

## Traditional publishing products

- Advertising package: £6K
- *Includes Full page advert, 1 month banner, 1 newsletter sponsorship*
- Thought leadership package: £6K
- *Includes expert view article to be printed online and in print, promoted via newsletter and supported across social media*
- External demand generation package: £4K
- *Includes 1 months banner, 1 week roadblock MPU, social media coverage and newsletter sponsorship*

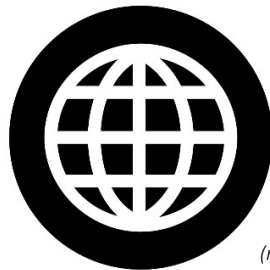
To find out more and to see which of our partner programs have availability remaining for 2021 contact Steve White on [steve@fieldservicenews.com](mailto:steve@fieldservicenews.com) now.



# The FSN Audience...

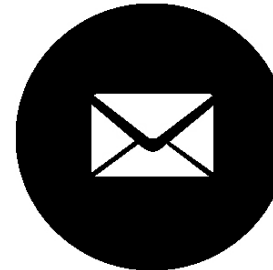
Across all of our platforms Field Service News is written for a clearly defined audience- field service management professionals. Whether they are based in Asia, EMEA or US, regardless of the specific verticals they operate in we have found time and again field service management professionals share the same challenges, concerns and goals and in Field Service News many of them find an essential tool to keep them up to date of the latest trends and technologies being leveraged by their peers to drive service delivery forwards.

As such, our largely organically grown subscriber base comprises solely of field service management professionals all of whom have opted in within the last 12 months. For a full breakdown of our audience by region, seniority and vertical please contact Steve White on [steve@fieldservicenews.com](mailto:steve@fieldservicenews.com)



**16K Unique  
Users Per  
Month**

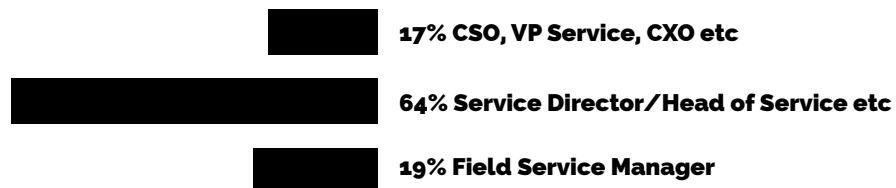
*(monthly average across Sept, Oct, Nov 2020)*



**27K GDPR  
compliant  
subscriber  
base**

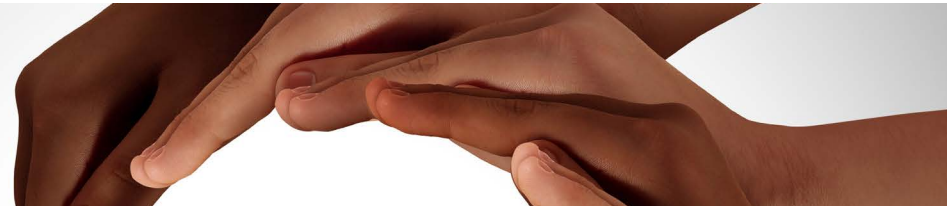
*(all contacts active within 12 months)*

## Seniority:



## Location:





A selection of companies we worked with in 2020:



the results company





# Ready to join?

To find out more and to see which of our partner programs have availability remaining for 2021 contact Steve White on [steve@fieldservicenews.com](mailto:steve@fieldservicenews.com)

**Important Note:** These programs are in high demand and the cap on each tier cannot be extended.