

OPTRIC

PEAK PERFORMANCE

SALES KICKOFF 2027

JANUARY 5 - 7, 2027

GILA RIVER RESORTS & CASINOS - WILD HORSE PASS
CHANDLER, AZ

RSVP NOW: OPTRIC.COM/SKO27



DON’T MISS OUT

The 2027 OPTRIC Sales Kickoff is where performance meets purpose under one platform, for the first time. Sellers, managers, and executives from across OPTRIC’s platform, NetSpark’s Carrier Agency, the Firefly Partner Network, Wireless Innovations, and Tellennium EEM, come together in Greater Phoenix to launch FY 2027 as one team.

Three days: an evening welcome reception, one full program day, and a half-day close, built to inform, inspire, and network with key industry vendors for a memorable conference event.

ABOUT THE VENUE

Gila River Resorts & Casinos - Wild Horse Pass

OPTRIC SKO 2027 will be hosted at **Gila River Resorts & Casinos - Wild Horse Pass**, a full-service resort in Greater Phoenix selected for what this event actually needs: on-site guest rooms, a main stage that holds the whole room, four breakout rooms running side by side, and outdoor space for a January reception under the desert sky.

- **A full casino experience on-site for after-hours networking and entertainment**
- Multiple restaurants, lounges, and bars without leaving the resort
- Close to Whirlwind Golf Club, with championship desert golf nearby
- Desert-view setting for a January welcome event under the Arizona sky
- Resort pool, spa access, and room to recharge between sessions
- 14 miles / less than 20 minutes from Phoenix Sky Harbor International Airport



ABOUT THE EVENT

DAY 1 — TUESDAY, JAN 5 · ARRIVAL & WELCOME

- Registration and optional morning golf for early arrivals
- **Welcome Reception** — the first expo activation, with sponsor tables live, networking, and premium cocktails

DAY 2 — WEDNESDAY, JAN 6 · FULL PROGRAM

- **Executive Welcome & Vision 2027** — Daman Wood and the OPTRIC leadership team
- Diamond Partner Keynote (15 minutes)
- State of the Platform — where OPTRIC is, and the FY 2027 target reveal
- Structured Expo Walkthrough — a dedicated 45-minute block for sponsor tables
- OPTRIC Sales Playbook Launch
- One Platform: The Cross-Sell Motion
- Sponsor Breakout Rotations — every seller through every Block A room
- OPTRIC Awards Gala & Dinner, followed by the After-Party

DAY 3 — THURSDAY, JAN 7 · CLOSE & DEPART

- Sponsor Breakout Rotations, Block B
- **Close: One Engine** — commitments, next year's location preview, send-off



WHY SPONSOR US

Partnering with OPTRIC SKO 2027 connects your brand to a platform spanning carrier agency, expense management, and platform services, not a single product line.

Your sponsorship provides direct access to the executives and sellers driving OPTRIC's growth and managing multimillion-dollar customer portfolios nationwide.

SPONSORSHIP BENEFITS

DIRECT ACCESS TO DECISION MAKERS
Connect personally with executives, managers, and top sellers across OPTRIC's platform.

TIME IN THE ROOM
Eligible sponsorship tiers include a 45-minute breakout session with each assigned seller group. A separate 45-minute expo walkthrough gives sponsors dedicated time to connect with sellers at their tables.

A SEAT AT EVERY TABLE
Sponsor representatives are seated at rotating seller tables through lunches and the Awards Gala.

VISIBILITY BEYOND THE ROOM
Stage recognition, event branding, and post-event LinkedIn campaigns.

ASSOCIATION WITH THE BRAND
Align with OPTRIC's platform journey to the future of Total Technology Optimization.





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SPONSORSHIP LEVELS

DIAMOND

T-Mobile

- 15-minute opening keynote, main stage
- Sponsor breakout room, Block A
- Presenting Sponsor of the Awards Gala
- Private executive dinner with OPTRIC leadership
- Full session and networking access for contracted attendees
- Post-event employee list

PLATINUM

(2 limited)

$35,000

- Award presenter on the Awards Gala stage
- Sponsor breakout room, Block A
- Host of the Welcome Reception or the After-Party Lounge with first to sign picks
- 2 invitations to the private sponsor dinner
- Full session and networking access for contracted attendees
- Post-event employee list

GOLD

(4 limited)

$25,000

- Sponsor breakout room, Block B
- Named in the event agenda
- First two to sign host a Morning Coffee Bar
- Dedicated demo table
- Full session and networking access for contracted attendees
- Post-event employee list

SILVER

$15,000

- Branded shared table
- 2 attendees with full session and networking access
- Post-event recognition and employee list

BRONZE

$8,000

- Opening and closing recognition
- Dedicated demo table
- 2 attendees with full session and networking access
- Post-event employee list

SUPPORTING

$5,000

- Shared expo table
- 1 attendee with full session and networking access
- Logo recognition during the event

RECOGNITION

$2,500

- Logo on the SKO 2027 landing page
- Recognition-level event visibility
- No table or attendee access included

Every Tier Receives Logo on the SKO 2027 landing page.



CELEBRATING EXCELLENCE

The OPTRIC Awards Gala honors excellence across the platform, recognizing top performers and partners who exemplify innovation, leadership, and impact across every business unit.

The evening includes a premium dinner experience, entertainment, and the premiere of the 2027 highlight video.

AWARD CATEGORIES

President's Club Inductees
Seller of the Year — Wireline & Wireless
Channel Partner of the Year
Operations Excellence Award
Rising Star Award
Leadership Impact Award
The One Engine Award (EOS Core Values)

President's Club isn't just a name on a plaque. Inductees named at the Gala earn their place on OPTRIC's exclusive President's Club trip, an invitation-only experience for the sellers and operators who define what performance without compromise looks like. It's the top honor at OPTRIC. Event sponsors get to be part of the moment it's announced.



January 5 - 7, 2027
Wild Horse Pass | Chandler, AZ

RSVP NOW: **OPTRIC.com/sko27**



MEET US AT THE PEAK

Be in the Room Where Growth Happens

Align your brand with OPTRIC's top-performing sales force and executive team as we chart the path to $160M ARR.

FOR SPONSORSHIP INQUIRIES



Jesse Doyle
SVP, Carrier Agency
at OPTRIC

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** Sponsorship placements are limited and reserved on a first-come basis.*

FOR GENERAL INQUIRIES



Michael McAteer
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