



VMUG
VMware User Group

2021 VMUG SPONSORSHIP OPPORTUNITIES

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YOUR LINK TO THE GLOBAL VMWARE COMMUNITY

Officially launched in August of 2010, the VMware User Group (VMUG) is an independent, global, customer-led organization, created to maximize members' use of VMware and partner solutions through knowledge sharing, training, collaboration, and events.

150K+

MEMBERS
WORLDWIDE

200+
LOCAL
GROUPS



57%
NORAM

3%
LATAM



25%
EMEA

15%
APAC

AREAS OF INVESTMENT

Data Center & Cloud Infrastructure/
Storage & Availability/ Cloud
Management/ Desktop & App
Virtualization/ Compute Virtualization/
Hyperconverged Infrastructure/ Multi
Cloud Operations/ App Modernization/
Virtual Cloud Networking/ Digital
Workspace

COMPANY TYPES

SMB (<1000) **46%**
Enterprise (>5000) **32%**
Commercial (1001-4999) **21%**



TITLES

Engineer/Architect **40%**
Systems Administrator **17%**
Manager **11%**
Network Admin/Engineer **6%**
Consultant **6%**
Other Titles **20%**

INDUSTRIES

High Tech **17%**
Services **11%**
Banking/Finance/Insurance **10%**
Government **9%**
Education/Higher Education **9%**
Healthcare **8%**
Other Industries **36%**

Members are

89%

more likely to support
business partners of
VMUG

“VMUG allows me to be part of an amazing community that gives me the opportunity to share and learn knowledge and improve my career while also helping other members to know all about the VMware solutions too”

- Elizabeth Souza, VMUG Member

VMUG PARTNERS

Share your knowledge. Generate quality leads.
Grow your brand awareness. Show off your industry expertise.

control ^{UP}

FACTION®

PURESTORAGE®

veeam



VMUG has allowed us
to expose our
technology to a mass
of IT professionals in
the VMware
community and it has
really helped us to
expose our
technology and
expand it!

Zerto

DELL Technologies



Google Cloud

uila

VERITAS™

The truth in information.

VMUG Virtual user/con | VMUG user/con

Multi-track content to educate and interface with highly engaged VMware customers.



IN-PERSON & ONLINE ACCESS

2021 EVENT SCHEDULE

Southeast Region VIRTUAL UserCon	FEB 16	Mountain Region VIRTUAL UserCon	MAY 20	NY/NJ UserCon	OCT 28
Northwest Region VIRTUAL UserCon	FEB 25	Australia VIRTUAL UserCon	JULY 15	Chicago UserCon	NOV 18
Midwest Region VIRTUAL UserCon	MAR 18	Dallas UserCon	SEPT 1	Atlanta UserCon	DEC 1
Southwest Region VIRTUAL UserCon	MAR 25	Kansas City UserCon	SEPT 9	Portland UserCon	DEC 7
Northeast Region VIRTUAL UserCon	APRIL 22	South Florida UserCon	SEPT 14	Cincinnati UserCon	DEC 9
Canada VIRTUAL UserCon	MAY 6	Indianapolis UserCon	OCT 21	Wisconsin UserCon	DEC 14
India VIRTUAL UserCon	MAY 13	Boston UserCon	OCT 27		

Limited speaking sessions available. Content subjected to committee approval process.

USERCON NORAM/AUS OFFERINGS

IN-PERSON & ONLINE ACCESS

		PLATINUM	GOLD	SILVER	BRONZE
LEARN & GROW	Speaking Session	30 Minutes	30 Minutes	10 Minute Tech Talk	
PRESENCE	Virtual Booth	X	X	X	X
	Premium Location	X			
BRAND AWARENESS	Logo Displayed on Website	X	X	X	X
	Logo Displayed on Signage	X	X	X	X
	Logo Displayed on Welcome Slide	X	X	X	X
	Ad on Event Web-page	X	X		
	Email Promotion with Logo	X			
MAKING CONNECTIONS	Passport to Prizes	X	Request Pricing	Request Pricing	Request Pricing
	Pre-Event Reg List	X			
	Lead Upgrade List	X	X	X	Request Pricing
	Session Attendee List	X	X	X	
	Booth Attendee List	X	X	X	X
Live UserCon Add-Ons	Lunch and Learn	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Welcome/After Party	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Bag Insert	X	Request Pricing	Request Pricing	Request Pricing
	Parking Sponsor	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Charging Station	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Soda Station	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Breakfast/Lunch Sponsor	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Live Keynote Drop	Request Pricing	Request Pricing	Request Pricing	Request Pricing
Virtual UserCon Add-Ons	Community Hour	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Swag Bag Insert	X	Request Pricing	Request Pricing	Request Pricing
	Happy Hour	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Announcements (2)	Request Pricing	Request Pricing	Request Pricing	Request Pricing

ENHANCING YOUR SPONSORSHIP IN NORAM/AUS

Reach out to your VMUG representative to discuss all customized sponsorship opportunities.

LUNCH AND LEARN

Invite attendees to continue the conversation over lunch. Lead a 45-minute session during midday. Sponsor will select attendees throughout the morning and provide them with an invite to join the luncheon. Lunch will be provided for up to 20 attendees.

WELCOME/AFTER PARTY

Let us build your welcome or after party for the upcoming UserCon. We will work with you and the Local Community Leaders to secure the location and manage all of the details. VMUG will promote with all UserCon promotions via email and social media. (Dependent on Local Leaders' preference)

BAG INSERT - "SWAG IN THE BAG"

IN SELECT REGIONS

Add some swag in the bag! Sponsor provides insert to be added to attendee bags

PARKING SPONSOR

Branded parking vouchers will be given to sponsors to hand out to attendees throughout the day. This sponsorship will be promoted in all pre-event communications and on-site signage.

PASSPORT TO PRIZES

Help attendees "expand their sphere" the VMUG way! Attendees will visit participating sponsor booths to collect points towards the leader board displayed in the vSolutions Hub. The top five with the most points will choose their prize during Community Hour! Sponsor logo will be included on Passport to Prizes signage at the event.

CHARGING STATION - "RELAX AND RECHARGE!"

Let us create a place for attendees to relax and recharge within your booth radius. All stations will be recognized by sponsor logo. (Lounge only available in select locations)

SODA STATION

You'll be the talk of the event and the attendees will be soda-lighted. This sponsorship includes a variety of sodas available at your booth.

BREAKFAST/LUNCH SPONSOR

Sponsor lunch or breakfast! Recognition to include on-site signage & venue staff to wear sponsored shirts.

KEYNOTE DROP

Leave your branded handout with our attendees joining the keynote session.

COMMUNITY HOUR

Sponsor a food/beverage option at the event and gain additional leads. Recognition to include logo on signage.

COMMUNITY HOUR OPPORTUNITIES NORAM/AUS

Come for the education and stay for the community. Celebrate the ending of each UserCon with a community networking hour to include food, beverages, games and grand prize giveaways. This time allows members, partners, and VMware to connect in a casual setting discussing all of the topics of the day. We look forward to seeing you there!

BEER/WINE BAR

Cheers to you! Help attendees celebrate the end of a successful UserCon with a cold drink during Community Hour. Bar and attendant will be set up next to your booth.

ARCADE GAMES/VR

Sponsor a vintage arcade game or other fun, trendy activity in the virtual reality realm for attendees to have a little fun during Community Hour. (Available in select locations)

SWEET TREATS

Indulge your (& attendees') sweet tooth with an array of desserts at your booth during the Community Hour. Options include: Ice cream social, dessert bar, cupcake display, customized desserts and others! *Options dependent on venue.

LITE BITES

Good food: the way to everyone's heart. Add a Lite Bites sponsorship so attendees can grab a snack and chat at your booth during Community Hour. Food options include a local favorite snack, light hors d'oeuvre, etc.

COFFEE BAR/JUICE BAR

Perk up the conversation with attendees with an on-site barista and coffee bar. Create a healthy treat for attendees through a juice or smoothie bar (Available in select locations.)

POPCORN MACHINE

Thank attendees for "popping" by and set up a popcorn machine at your booth.

VIRTUAL UBER EATS

Once the event starts, attendees are able to click the Community Hour sign in the lobby to register for Community Hour. Once the attendee registers with the required information, they are then sent a confirmation email with the link to the Uber Voucher. The voucher is only valid for the day of the event until midnight.

VMUG User/con

Educate and interface with highly engaged VMware customers.

2021 EVENT SCHEDULE

UNITED KINGDOM

NOVEMBER 25

NETHERLANDS

DECEMBER 16

FRANCE

NOVEMBER 16

GERMANY

VIRTUAL! 7/20

ITALY

NOVEMBER 18

For exact event dates, please visit vmug.com/attend. Conference locations and dates are subject to change at anytime.



USERCON EMEA OFFERINGS

		PLATINUM	GOLD	SILVER	BRONZE
LEARN & GROW	Speaking Session	30 Minutes	30 Minutes	10 Minute Tech Talk	
	Booth	X	X	X	X
PRESENCE	Premium Location	X			
	Badge Scanner*	2	1	1	X
	WIFI & Electrical*	X	X	X	X
BRAND AWARENESS	Logo Displayed on Website	X	X	X	X
	Logo Displayed on Signage	X	X	X	
	Logo Displayed on Welcome Slide	X	X	X	
	Digital Content at Expo Screens*	X			Request Pricing
	Ad on Event Web-page	X	X		
	Email Promotion with Logo	X			Request Pricing
	On-site Ad for Welcome Slides*	X	X		
	Digital Ad*	X			X
	Video Ad*	X			
	Pre-Event Reg List	X			
MAKING CONNECTIONS	Lead Upgrade List	X	X	X	
	Sponsor Scan List	X	X	X	

*UserCon offerings for in-person events only

ENHANCING YOUR SPONSORSHIP IN EMEA

Reach out to your VMUG representative to discuss all customized sponsorship opportunities. These are only available for UserCons that are being held in-person for 2021.

LUNCH AND LEARN

Invite attendees to continue the conversation over lunch. Lead a 45-minute session during midday. Sponsor will select attendees throughout the morning and provide them with an invite to join the luncheon. Lunch will be provided for up to 20 attendees.

WELCOME/AFTER PARTY

Let us build your welcome or after party for the upcoming UserCon. We will work with you and the Local Community Leaders to secure the location and manage all of the details. VMUG will promote with all UserCon promotions via email and social media. (Dependent on Local Leaders' preference)

PARKING SPONSOR

Branded parking vouchers will be given to sponsors to hand out to attendees throughout the day. This sponsorship will be promoted in all pre-event communications and on-site signage.

PASSPORT TO PRIZES -

IN SELECT REGIONS

All attendees receive the Passport to Prizes at registration when they arrive at the venue. They have to visit your booth to receive your stamp. To join the prize raffle, they need all stamps. We (VMUG EMEA) take care of the logistics (stamps + cards).

We expect you to deliver a nice gift for the raffle. The raffle will be done in the Expo during the network party by the VMUG UK leaders and you can hand over the prize at the podium.

CHARGING STATION - "RELAX AND RECHARGE!"

Let us create a place for attendees to relax and recharge within your booth radius. All stations will be recognized by sponsor logo. (Lounge only available in select locations)

SODA STATION

You'll be the talk of the town and the attendees will be soda-lighted. This sponsorship includes a variety of sodas available at your booth.

LUNCH SPONSOR

Sponsor lunch! Recognition to include on-site signage & venue staff to wear sponsored shirts.

KEYNOTE DROP

Leave your branded handout with our attendees joining the keynote session.

VMUG ROADSHOW

Looking to take your company's message on the road? Roadshows are the perfect opportunity for you. These events are a great way to spread the word in an in-person, interactive format.

OPTIONS

- **Three in-person** roadshows + **one virtual** roadshow at the conclusion of the in-person series
- **Five in-person** roadshows + **one virtual** roadshow at the conclusion of the in-person series



WHAT TO EXPECT

50
ATTENDEES



1
CONTENT
TRACK

WHAT IS INCLUDED?



Spotlight on
VMUG.com



Social Media
Post



Post-Event
Survey/Event
Reporting



Content Review
and Agenda
Support



Dedicated
Promotional
Emails



Lead
Upgrade
List



Dedicated staff support to help with
planning, project management, and
execution for each event



Full event logistics, including
venue selection and contract
negotiation

EXECUTIVE EXPERIENCE

Bringing executive level end users, partners and VMware together to discuss day-to-day challenges to begin to work through solutions.

INCLUDED

EXECUTIVE MODERATORS



VMware and VMUG executives in attendance to drive open communication

REGISTRATION



Manage registration lists to maximize attendance and engagement*

MARKETING MATERIALS



Provide event-specific marketing kit to distribute to your contacts

SOURCING



High-end locations around the globe

ON-SITE EXECUTION



Manage on-site event and attention to every detail

VIRTUAL OFFERINGS

CHEF



SINGER/SONG WRITER



MIXOLOGIST





Direct access to a global VMware customer base in a highly interactive environment.

Huge thank you to VMUG for such a great job with this event and creating an awesome experience for all of your attendees and sponsors.

druva

ABOUT

VMUG Virtual Events are highly interactive, 3-D virtual environments for in-depth learning and networking opportunities that cover an array of topics across VMware products and solutions. These dynamic events include direct engagement with attendees through LIVE session Q&A, booth chatrooms, direct video/audio messaging, and prize giveaway opportunities.

BENEFITS

- Engage directly with active VMware Users
- Eliminate travel costs
- Gain prospective leads (60% opt-in rate, averaging 600+ leads)
- LIVE session Q&A
- Showcase demos
- Add VODs and white papers
- MP4 file available post-event

2021 DATES

Cloud Management	MAR 11
All Products	JUNE 10
Professional Development/vSphere	SEPT 16
All Products	DEC 2

For exact event dates, please visit vmug.com/virtualevent.
Dates are subject to change at anytime.

VMUG VIRTUAL EVENT OFFERINGS

		PLATINUM	GOLD	SILVER
LEARN & GROW	Speaking Session with Live Q&A	30 Minutes	30 Minutes	
PRESENCE	Virtual Booth	X	X	X
BRAND AWARENESS	Logo in Event Lobby	X	X	X
	Logo on Event Website	X	X	X
	Giveaway Promotion	X	Request Pricing	Request Pricing
MAKING CONNECTIONS	Lead Upgrade List	X	X	X
	Session Attendee List	X	X	N/A
	Booth Attendee List	X	X	X
VIRTUAL ADD-ONS	Swag Bag Insert	Request Pricing	Request Pricing	Request Pricing
	Happy Hour	Request Pricing	Request Pricing	Request Pricing

AUDITORIUM



LOBBY



EXHIBIT HALL



TOPIC SPECIFIC VIRTUAL EVENTS

Join these powerful events with specialized content tracks as well as the wide range of VMware content.

EUC DAY

November 4th

CLOUD & SaaS DAY

November 10th

HCI DAY

December 8th

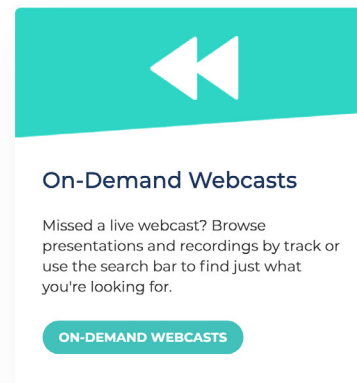
		PLATINUM	GOLD	SILVER	BRONZE
LEARN & GROW	Speaking Session	30 Minutes	30 Minutes	10 Minute Tech Talk	
PRESENCE	Virtual Booth	X	X	X	X
	Premium Location	X			
BRAND AWARENESS	Logo Displayed on Website	X	X	X	X
	Logo Displayed on Signage	X	X	X	X
	Logo Displayed on Welcome Slide	X	X	X	X
	Ad on Event Web-page	X	X		
	Email Promotion with Logo	X			
MAKING CONNECTIONS	Passport to Prizes	X	Request Pricing	Request Pricing	Request Pricing
	Pre-Event Reg List	X			
	Lead Upgrade List	X	X	X	Request Pricing
	Session Attendee List	X	X	X	
	Booth Attendee List	X	X	X	X
ADD-ONS	Swag Bag Insert	X	Request Pricing	Request Pricing	Request Pricing
	Happy Hour	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Announcements (2)	Request Pricing	Request Pricing	Request Pricing	Request Pricing

VMUG WEBCASTS

With average attendance of 100-150 VMUG members, a 60 minute live webcast is a great way to educate the VMUG member base on your industry expertise.

INCLUDED

- VMUG Moderator
- Demo
- Presentation
- Q&A
- Mainly promoted to NORAM members via email, social, and newsletters but can be targeted to other regions if specified.
- Reminder email to be sent to registrants 1 hour before the webcast
- Recorded session (available on-demand for 6 months)



Upcoming Live Webcasts

- 30 OCTOBER**
Druva Webcast: Adapt & Grow with Cloud-Based Data Protection & DR for VMware
Oct 30, 12:00 PM - 1:00 PM (CT)
- 3 NOVEMBER**
VMware Webcast: Migrating from NSX for vSphere to NSX-T Data Center Using Migration Coordinator
Nov 3, 12:00 PM - 1:00 PM (CT)
- 4 NOVEMBER**
NSX EMEA Webcast (FR): Context-aware Security & Network Modernization for Times of Volatility
Nov 4, 10:00 AM - 11:00 AM (FR)



PRO TIP: Do a prize giveaway and increase attendance by 30-40%

BRAND AWARENESS

YEAR-ROUND ACCESS

Research shows that partners who frequently and consistently put themselves in front of the VMUG community draw larger audiences to their sponsored webcasts, breakout sessions, editorials, and posts than those who do not.

VMUG VOICE

VMUG VOICE NEWSLETTER BANNER AD

Reach over 150,000 VMUG members through a banner ad linked to your URL of choice in VMUG's monthly Voice newsletter.

VMUG VOICE NEWSLETTER ARTICLE

Reach over 150,000 VMUG members with a 75 word blurb to promote your own blog content alongside a graphic of your choice.

VMUG VOICE SPOTLIGHT

Make an impact by being one of our top three call outs at the top of the Voice Newsletter. This includes a 60 word blurb and link.

VMUG COLLECTIVE

VMUG COLLECTIVE BLOG

Spread your industry expertise with VMUG members through a 1000 or less word blog post to be promoted on social media organically throughout the month it is posted.

VMUG TV

Introducing VMUG's newest offering, VMUG TV, where you can develop a new way to connect with IT professionals across the world. Sponsorship opportunities include channel sponsorships to share 6-8 episodes, partner features for one episode and video advertisements.

KNOWLEDGE CENTER

Share one of your knowledge-based resources for VMUG members to catch up on the latest news and insights from your company. The best part? Members must share contact information to access your resource so you can follow up with them afterwards to begin to continue to conversation!

VMUG PODCAST AD

Connect with a wide audience of VMUG members and technical experts with a 30 second mid-

roll ad read during a VMUG podcast.

VMUG PODCAST EPISODE

Share your expertise with VMUG Members through a 20-30 minute episode of the VMUG Collective Podcast.

WEB ADS

VMUG.COM BANNER AD

A (1056x132px) banner in the middle of the home page of VMUG.com with a custom track-able link.

RETARGETING ADS

Keep your brand top of mind to VMUG members by displaying your ads to VMUG members as they visit other sites around the web.

PRODUCT INTEREST PAGE ADS

Serve ads to VMUG members on our new content-focused vmug.com website pages. Page content topics include: DevOps, Network & Security, and Data Center & Cloud Infrastructure. Ad options:

- 336x400px
- 728x90px

SOCIAL

SOCIAL MEDIA POST

Connect with VMUG's active social media audience of thousands highlighting your company's newest product release or software update with one post to LinkedIn, Facebook, Twitter and Instagram.

TWITTER LIVE

Reach VMUG's 28k followers to get the message out about your latest product update with a lunchtime Twitter Live. Pick one person to be the main moderator and have up to four people included as guests. Will include three social posts to promote the event: one the day before, one the day of and one after it is

over to prompt people to watch the recording.

SOCIAL MEDIA TAKEOVER

Connect with VMUG's active social media audience of thousands highlighting your company over the course of 24 hours through live video interviews, Instagram/Facebook stories, Twitter chats, VIP behind-the-scenes, and tailored branding and graphics & across all social platforms.

EMAIL

DEDICATED EMAIL BLAST

Target a specific region or group of VMUG members with product release or software update information through dedicated email.

EVENT PROMOTIONAL PACKAGE

Create custom marketing collateral at scale for your speakers and exhibiting team at VMUG events to share with your audience through email and social.

RESEARCH & INSIGHTS

RESEARCH OPPORTUNITIES

Get answers to your most pressing business questions with relevant data from customized research engagements. Understand customer purchasing behavior, gain clarity on product roadmaps, or get a pulse on brand loyalty. No matter the objective, you can expect dedicated support from a team of Market Research experts to create a custom study and deliver executive-level insights and recommendations for your business.

SURVEYS & FOCUS GROUPS

Hear from VMware users via survey or chat directly with a target audience in a focus group setting to better understand their motives, challenges, and interests.

VMUG TV

Share expertise or advertise on VMUG's newest offering, VMUG TV. Each channel on VMUG TV contains binge-able videos with educational content featuring our members. Add onto a current channel or create your own.

CHANNEL SPONSORSHIP (EXCLUSIVE)

- 6-8 episodes produced by partner. Channel will be live for 13-week (quarterly)
- Branding on channel page (includes logo, links, "Provided by...")

FEATURE IN CURRENT SERIES

Buy an episode within a current channel to share your expertise as it pertains to the channel's mission

- Video in conjunction with existing VMUG TV series
- No other partner ads can be placed in this partner's video at intro/middle like a VMUG produced videos
- Purchasing partner has option to add video ads to video on a reduced pricing tier.

VIDEO ADS

15-30 second ad placed in the intro or middle of upcoming video.

ANNOTATION LINKS

(ADD-ON W/VIDEO AD)

Add a clickable call-out to a link of your choice for the duration of your video ad.

KNOWLEDGE CENTER

Share one of your knowledge-based resources with VMUG members to catch up on the latest news and insights from your company. The best part? Members must share contact information to access your resource so you can follow up with them afterwards to begin to continue the conversation!

Resource of choice uploaded to VMUG Collective to live on site for at least 6 months

- Resources can be e-books, white papers, case studies, etc.
- VMUG members will have to share contact information to access the asset

SILVER PACKAGE

- 2 social postings on all
- VMUG social channels (Twitter, LinkedIn, Facebook).

GOLD PACKAGE

- Promotion in VMUG Bytes for all regions
- 4 social postings on all VMUG social channels (Twitter, LinkedIn, Facebook)

PLATINUM PACKAGE

- 10 assets with in quarter that can be uploaded to the Knowledge Center at once.
- Dedicated all member email.
- Promotion in VMUG Bytes for all regions.
- 6 social postings on all VMUG social channels (Twitter, LinkedIn, Facebook)

A LA CARTE OFFERINGS

A FEW EXTRA ADD-ONS TO HELP PROMOTE YOUR RESOURCE

- Additional social post on VMUG social channels
- VMUG TV commercial with annotation link

RETARGETING ADS

HOW DOES IT WORK?

Retargeting works by keeping track of people who visit our site and display your retargeting ads to them as they visit other sites online keeping your brand top of mind. As your ads gain visibility, your brand gains traction and recognition.



WE COOKIE THESE TO SERVE ADS

The user will accept cookies, which allows us to serve them ads throughout their web experience.



AD VIEWS AND CLICKS

Users will begin viewing and clicking on your ads, this is your opportunity to create a great landing page to drive lead contacts.



A VISITOR COMES TO OUR SITE

One of our members or prospective members will visit our website. This will become your targeted audience of VMware users.



VISITORS START SEEING YOUR ADS

Within minutes of leaving our website, these users will begin seeing your ads, increasing interest in your offerings and improving brand recognition.

WHAT YOU NEED TO KNOW:



TARGETED AUDIENCE

Access to our pinpointed audience of VMware Users.



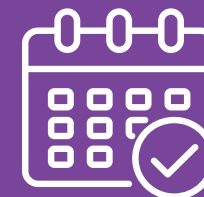
DIGITAL REACH

Your ads are reaching new audiences wherever they go online.



QUANTIFIABLE ROI

Access to real-time reporting that breaks down results.



EXTENDED EXPOSURE

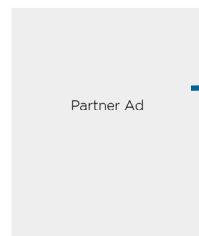
With extended campaigns, you'll stay top of mind, longer.

PRODUCT INTEREST PAGES

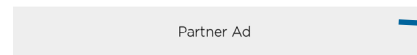
The product interest pages are a great option to market your current offerings to highly interested members. Currently pages include **Data Center and Cloud Infrastructure, Networking and Security, DevOps** and **Cloud Management** and will be adding others soon.

AD OPTIONS

- 336x400

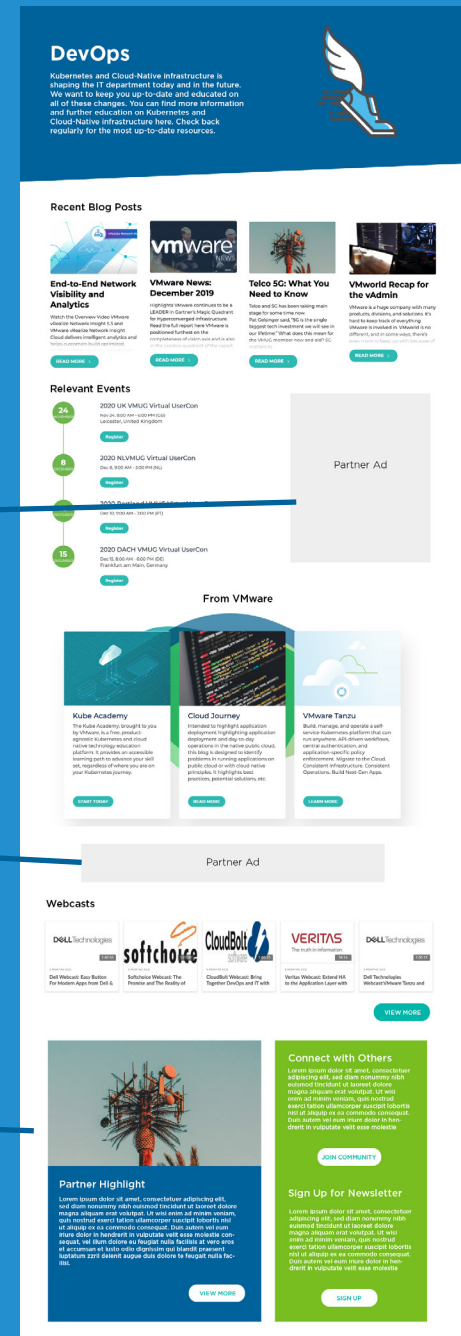


- 728x90



- Featured Image and Write-Up

Includes featured image, 500 word write-up, and one CTA.



VMUG RESEARCH & MEMBER INSIGHTS

Get answers to your most pressing business questions with quantitative and qualitative data from the collective voice of VMware customers worldwide. VMUG research & member insights will help you understand, support, and service existing customers, as well as understand future needs and behaviors.

EDUCATING YOUR BUSINESS DECISIONS

ONE-TIME PULSE CHECK

Includes a single customized engagement among a set of customers based on a predefined profile

PULSE CHECK & FOLLOW-UPS

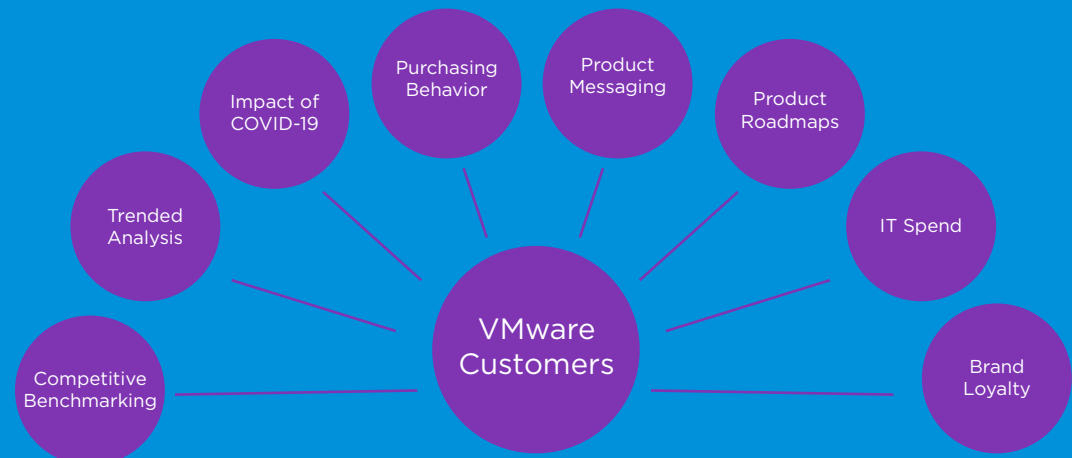
Includes a phased engagement approach allowing for follow-ups and deeper insights

MULTI-PHASED TRENDED

Includes customer data that is analyzed and trended over time based upon agreed criteria (annually, semi-annually, or quarterly)

All engagements will include:

- ✓ Support in developing a framework that will best meet your objectives
- ✓ Customized outreach plan to engage directly with VMUG members
- ✓ Executive level reporting with actionable recommendations & insights
- ✓ Summaries of all collected data



2021 VMUG Sponsorship Application & Contract

For Show Management use only. Not for printed material. Please print clearly.

Company Name _____
Contact Name _____ Title _____
Company Address _____
City _____ State/Province _____ Postal Code/ZIP _____ Country _____
Phone _____ Ext. _____ Fax _____
E-mail _____ Website _____
Product Information _____
PO # _____
On-site Contact _____ Email _____ Phone _____

Exhibit Competition/Partnership Requests*
Companies we do not wish to be next to our exhibit:

Companies we would like to be next to our exhibit:

**VMUG cannot promise to honor requests but we will make every effort to do so.*

What is the nature of the products/services you plan to showcase/demonstrate? *(Check all that apply)*

- | | | |
|---|--|---|
| <input type="checkbox"/> Professional Development | <input type="checkbox"/> Cloud Management Platform | <input type="checkbox"/> Digital Workspace |
| <input type="checkbox"/> Desktop & Application Virtualization | <input type="checkbox"/> Hyperconverged Infrastructure | <input type="checkbox"/> Network & Security |
| <input type="checkbox"/> Data Center & Cloud Infrastructure | <input type="checkbox"/> Storage & Availability | <input type="checkbox"/> DevOps |

All Prices in USD. Please contact VMUG HQ if invoicing in Euros is required.

Additional Event Visibility

(Please let us know the amount and any notes about the custom sponsorship opportunity you would like to participate in)

- ☐ Opt-In Leads \$ _____
☐ Custom Sponsorship \$ _____

Payment Information*

Amount: \$ _____

(Full payment is due with application)

☐ Check (Make checks payable to VMUG)

Send payment to: VMUG • P.O. Box 306046 • Nashville, TN. 37230-6039

☐ Please check here if you wish to pay with a credit card and you will be invoiced.

Invoicing Contact _____

Signed contracts received via fax or scan are considered binding by Terms and Conditions. Contract may be sent via fax to +1.615.922.5223; Attn: VMUG Sales and Partner Engagement, via email scan with signature to sponsors@vmug.com

***Important Notice: Please Read and Sign**

The VMUG Terms and Conditions apply to all activities related to the event sponsor commitment. All Terms and Conditions should be read carefully before signing. Please forward the Terms and Conditions to the appropriate Show Coordinator or individual(s) responsible for your participation at the 2021 VMUG UserCon.

Upon signing of this application and contract, the Sponsor acknowledges they have read, understand and will abide by the VMUG Terms and Conditions for the 2021 VMUG UserCon, which are made a part of this contract and will comply with all conditions under which the event space at the event facility is leased to VMUG. Cancellation of sponsor participation is subject to penalty, per the VMUG Terms and Conditions. All cancellations must be directed in writing to VMUG, 113 Seaboard Lane, Suite C-250, Franklin, TN 37067; Fax +1.615.922.5223; E-mail sponsors@vmug.com

Signature: _____ Date: _____

2021 VMUG Sponsorship Application & Contract

UserCons

EVENT	LEVEL	EVENT	LEVEL
Southeast Region Virtual - FEB 16	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Indianapolis In-Person - OCT 21	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Northwestern Region Virtual - FEB 25	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Boston In-Person - OCT 27	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Midwest Region Virtual - MAR 18	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	NY/NJ In-Person - OCT 28	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Southwest Region Virtual - MAR 25	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	France In-Person - NOV 16	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Northeastern Region Virtual - APR 22	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Chicago In-Person - NOV 18	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Canada Virtual - MAY 6	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Italy In-Person - NOV 18	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
India Virtual - MAY 13	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	UK In-Person - NOV 25	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Mountain Region Virtual - MAY 20	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Atlanta In-Person - DEC 1	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Germany Virtual - JUNE 22	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Portland In-Person - DEC 7	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Australia Virtual - JULY 15	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Cincinnati In-Person - DEC 9	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Dallas In-Person - SEPT 1	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Wisconsin In-Person - DEC 14	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Kansas City In-Person - SEPT 9	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Netherlands In-Person - DEC 16	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
South Florida In-Person - SEPT 14	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze		

ADD-ONS

QTY	ADD-ONS	QTY	ADD-ONS
	VMUG Voice Banner Ad		Retargeting ads
	VMUG Voice Article		Product Interest Page Ads
	VMUG Voice Spotlight		Social Media Post
	VMUG Collective Blog		Twitter Live
	VMUG TV		Social Media Takeover
	Knowledge Center		Dedicated Email Blast
	VMUG Podcast Ad		Event Promotional Package
	VMUG Podcast Episode		Research Opportunities
	vmug.com banner ad		Surveys & Focus Groups
	community.vmug.com ad		

TOPIC SPECIFIC VIRTUAL EVENTS

EVENT	LEVEL
EUC DAY - NOV 4	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
CLOUD & SAAS DAY - NOV 14	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
HCI DAY - DEC 8	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze

VMUG VIRTUAL

EVENT	LEVEL
CLOUD MANAGEMENT - MAR 11	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver
ALL PRODUCTS - JUNE 10	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver
PROF DEV/VSPHERE - SEPT 16	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver
ALL PRODUCTS - DEC 2	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver

2021 VMware User Group (VMUG) Terms and Conditions

1) ACCEPTANCE BY VMUG Sponsor's participation in the Event and/or Promotional Opportunity is subject to VMUG's prior written approval. No contract is created until the Application is accepted by VMUG. VMUG may withdraw its acceptance at any time by refunding the Total Sponsorship Fee paid if VMUG, in its sole discretion, determines that Sponsor or its product is ineligible. VMUG makes no warranties regarding the number of persons who will attend the Event. Event dates, hours and venues may be modified. Sponsor shall be notified in writing of any such modification.

2) ASSIGNMENT OF RIGHTS Sponsor grants VMUG the right to use Sponsor's name and logo in connection with the promotion and production of the Event/Promotional Opportunity. Sponsor authorizes VMUG to use Sponsor's logo in current and future marketing efforts for promotional purposes of VMUG at no additional cost.

3) CANCELLATION OR TERMINATION

a) Reschedule. VMUG may reschedule or restructure all or any part of the Event for any reason beyond its reasonable control, including but not limited to natural or public disaster, wartime, acts of God, acts of terrorism, venue construction, insufficient participation, market fluctuations, government regulation, or similar reasons.

b) Termination. VMUG may terminate Sponsor's participation in the Event/Promotional Opportunity upon Sponsor's failure to meet any obligations under the Agreement, including but not limited to Sponsor's failure to pay for the marketing or related services. All payments to VMUG are

deemed fully earned and non-refundable when due. The amounts due from Sponsor under this Agreement as of the effective date of any termination belong to VMUG and represent an agreed measure of compensation, and are not to be deemed or construed as a forfeiture or penalty. Further, VMUG may terminate Sponsor's participation in the Event should it determine the character or nature of Sponsor's participation is outside the character or purpose of VMUG.

c) Sponsor Cancellation. In the Event any Sponsor must cancel all or part of the Sponsorship contracted for herein, the Sponsor must do so in writing via certified mail, return receipt requested to Show Management. Cancellation of any sponsorship taking place 60 days or more from the event date results in 50% refund or the ability to transfer balance to another event within the same calendar year. Transfers determined on availability and approval from VMUG. Cancellation of a balance due fewer than 60 days is considered non-refundable.

4) PAYMENT Sponsor's payment for all sponsored Event elements and Additional Marketing Opportunities is due on or before thirty (30) days from date the Agreement signed by Sponsor. Payment must be received in full by VMUG at least thirty (30) days prior to the start of publicly stated Event dates in order to participate in Event. VMUG reserves the right to decline or terminate Sponsor's Agreement if payment is not received within the parameters stated above. International Events may be subject to tax compliance, VAT may apply.

5) LIMITATION OF LIABILITY; INDEMNITY

a) Under no circumstances will VMUG, its affiliated entities and individuals, or the venue of the Event and its affiliated entities and individuals (the "Event Providers") be liable for lost profits or other indirect, incidental, consequential, or exemplary damages for any of their acts or omissions in connection with the Event, whether or not such Event Provider has been apprised of the possibility of such damages or lost profits. In no event will VMUG's liability hereunder, or otherwise in connection with the Event, exceed the amount actually paid to it by Sponsor. VMUG is not liable for any errors in any listing or descriptions or for omitting Sponsor from the Event show guide or other materials.

b) None of the Event Providers are liable to Sponsor for any damage, loss, harm, or injury to the person, property, or business of Sponsor, or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the venue or intermediate staging facilities, insufficient participation, accident, or any other reason in connection with the Event or any planning meetings, demonstrations, or staging, except to the extent such liability arises directly from the willful misconduct of the Event Providers against whom liability is sought to be assessed.

c) Sponsor agrees to defend, indemnify, and hold harmless the Event Providers and those lawfully in the venue from and against any claim, loss, liability, or damage suffered due to the negligence or misconduct of Sponsor or its agents or Sponsor's breach of any commitment made hereunder.

d) Sponsor shall be fully responsible to pay for any and all damages to property owned by the Event venue, its owners or managers, which results from any act or omission of Sponsor. Sponsor agrees to defend, indemnify and hold harmless, the Event venue, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Sponsor's use of the property. Sponsor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Sponsor, its agents, employees, and business invitees which arise from or out of the Sponsor's occupancy and use of the exhibition premises, the Event venue or any part thereof.

e) Under no circumstances may a Sponsor breakdown any or all Event materials before the events completion time as stated in individual conference agenda and preconference notifications. Failure to do so will result in a fee of \$2,000 USD.

f) The terms of this Section 5 and its subsections shall survive the termination or expiration of this Agreement.

g) Co-sponsoring is only permitted upon pre-approval by VMUG. A co-sponsor fee of \$2,500 will be applied upon invoicing.

6) RELEASE Sponsor acknowledges that the Event may be photographed, audio/video recorded or reproduced, and Sponsor hereby authorizes VMUG and its designees to photograph, record,

transcribe, modify, reproduce, perform, display, transmit and distribute in any form and for any purposes any such recording of the Event, and agrees to execute any additional release presented by VMUG, its licensees, or permittees, in connection with such activity. Sponsor hereby releases VMUG and its designees from and waives all claims it or its employees or agents may possess, now or in the future, in connection with such activities, and Sponsor specifically waives any statutory restriction on waivers of future claims or moral rights.

7) DISPLAY RULES AND REGULATIONS

All Sponsor branding **MUST** remain within assigned tabletop area at all times. Aisles cannot be incorporated as part of an exhibit space and signage should never block the view point of a neighboring Sponsor's space.

8) PUBLICATION AND DISSEMINATION OF MATERIALS AND CONTENT

Sponsor shall not display, advertise, promote, endorse or market, directly or indirectly, any products, services, events, solutions or other technologies that in VMUG's sole discretion, compete with the products, services, events, solutions or technologies of VMware and its subsidiaries and affiliates.

9) USE OF VMWARE USERS' GROUP NAME

Participation by a Sponsor at the Event does not entitle the Sponsor to use the VMUG name other than with reference to the Sponsor's participation as a Sponsor of any Event within the VMUG UserCon Program. Participation in the Event does not imply endorsement or approval by VMUG of any product, service, or participant, and none shall be claimed by any participant.

VMUG reserves the right to promote Sponsor in any conference materials related to the 2021 VMUG UserCon Program.

10) INTELLECTUAL PROPERTY MATTERS The Sponsor represents and warrants to VMUG that no materials used in or in connection with its demonstration infringe upon the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Sponsor), or other intellectual property rights of any third party. The Sponsor agrees to immediately notify VMUG of any information of which the Sponsor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights, or other intellectual property rights. The Sponsor agrees to indemnify, defend, and hold VMUG, and its agents, and successors, harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by the Sponsor of the trademarks, copyrights, and other intellectual property rights of any third party. Notwithstanding the foregoing, VMUG shall not be liable and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights, or other intellectual property of any third party arising out of the actions of a Sponsor.

11) EXCLUSIVE FOOD AND BEVERAGE RIGHTS Exhibitors must not bring outside food or beverage to be given away or sold during the event. If exhibitor would like to have such offerings, they must work through the VMUG Account Executive to secure such offerings.

12) DISTRIBUTION OF MARKETING MATERIAL

VMUG reserves the right to cease distribution of any materials at any VMUG UserCon which VMUG in its sole discretion determines are contrary to the best interests of VMUG, its members, VMware or the VMUG UserCon Program. All marketing activities of each Sponsor must be confined to the Sponsor's allotted display area. The Sponsor agrees that, if VMUG determines that a Sponsor is marketing outside of its allotted space, the Sponsor will lose the privilege of sponsoring at the Event. In addition, VMUG reserves the right to immediately remove all Sponsor materials if a violation occurs during the conference without issuing a refund. Distribution of promotional material to attendees in public areas, or in educational sessions, or any location outside the Sponsor's designated exhibit or sponsored area is prohibited without prior written approval of VMUG. Use of VMUG conference-related facilities communication systems to promote Sponsors, their products/services, or any other of their activities are prohibited during official Event dates.

13) AMERICANS WITH DISABILITIES ACT

Sponsors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regards to their booth space, including, but not limited to wheelchair access and alternate formats of collateral materials. Further information regarding ADA compliance is available at www.usdoj.gov/crt/ada/infoline.htm.

14) MISCELLANEOUS This Agreement will constitute the entire agreement between Sponsor and VMUG concerning its subject matter, and may only be modified in a writing signed by the parties.

VMUG's rights under this Agreement are not deemed waived except as specifically stated in writing and signed by an authorized representative of VMUG. If any term of this Agreement is declared invalid or unenforceable, the remainder continues in full force and effect. VMUG may assign this Agreement or its rights or responsibilities hereunder to any other party. VMUG shall have the sole authority to interpret and enforce all terms and conditions governing Sponsors and the Event. Any and all matters not specifically covered herein are subject to decision by the VMUG and such decision shall be final. These terms and conditions may be amended at any time by VMUG upon written notice to all sponsors. Sponsor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by VMUG from time to time.

Any action arising out of this Agreement or the Event must be brought in courts located in Williamson County, Tennessee, USA and governed by the laws of the State of Tennessee and United States Federal law, excluding its conflict of law rules. Sponsor hereby consents to the jurisdiction of such courts. VMUG is entitled to recover reasonable attorneys' fees and costs in any action to enforce this Agreement. Sponsor may not assign this Agreement to any other party, including a successor in interest, in the Event of a merger or sale of assets, without the prior written consent of VMUG, in which circumstance Sponsor must guarantee performance of the assigned obligations. This Agreement is binding upon the heirs, successors, and permitted assigns of Sponsor.

15) GDPR POLICY GDPR stands for General Data Protection Regulation and has been enhanced to protect the personal data of European Union (EU) citizens. The responsibility is on organizations to not only secure this data but get consent for collection of data and delete it upon request. GDPR may be in place for the security of EU citizens, but any business that collects data of EU citizens must comply with these laws (e.g. VMUG). While many requirements within GDPR were already in place with VMUG, we continue working with our data and legal teams to ensure compliance is met across our organization. The enhanced privacy regulations for European Union citizens is a best practice that VMUG will apply for all organization members.

CONTACTS



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