



**VMUG**  
VMware User Group

# **2022 VMUG EMEA SPONSORSHIP OPPORTUNITIES**



# 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%**



**80%**

of members are  
eager to join in-person  
events in 2022

“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 <sup>UP</sup>

FACTION®

PURESTORAGE®

veeam



This event was a success for me. I was able to get quality leads and expand my partner ecosystem. I have several meetings scheduled as follow up from this event.

**Bill Fitzpatrick**  
Loop 1 CEO

DELL Technologies



Google Cloud

uila

VERITAS™

The truth in information.



# VMUG User/con

Educate and interface with highly engaged VMware customers.

## 2022 EVENT SCHEDULE

UNITED KINGDOM

NOVEMBER 17

NETHERLANDS

JUNE 14

FRANCE

DATE T.B.D.

GERMANY

MAY 5

ITALY

DATE T.B.D.

Conference locations and dates are subject to change at anytime.



# USERCON EMEA OFFERINGS

		PLATINUM	GOLD	SILVER	BRONZE
	DACH, Italy, France & UK UserCon	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	the Netherlands UserCon	Request Pricing	Request Pricing	Request Pricing	Request Pricing
<b>LEARN &amp; GROW</b>	Speaking Session with Live Q&A	30 Minutes	30 Minutes	10 Minutes	
<b>PRESENCE</b>	Booth	X	X	X	X
	Premium Location	X			
<b>BRAND AWARENESS</b>	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 Webpage	X	X	N/A	N/A
	Email Promotion with Logo	X	N/A	N/A	N/A
<b>MAKING CONNECTIONS</b>	Passport to Prize	X	Request Pricing	Request Pricing	Request Pricing
	Pre-Event Registration List	X	N/A	N/A	N/A
	Lead Upgrade List	X	X	X	Request Pricing
	Session Attendee List	X	X	X	N/A
	Booth Attendee List	X	X	X	X
<b>LIVE USERCON ADD-ONS</b>	Lunch and Learn	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Welcome/After Party	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Soda Station	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Breakfast Sponsor	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Lunch Sponsor	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Live Keynote Drop	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Video MP4 File - 15 Seconds	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Video MP4 File - 30 Seconds	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Sponsor Branded Floormat	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Video Interview 10 minutes	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Pre-Built Booth	Request Pricing	Request Pricing	Request Pricing	Request Pricing
<b>VIRTUAL ADD-ONS</b>	Swag Bag Insert <small>(only available on selected events)</small>	X	Request Pricing	Request Pricing	Request Pricing
	Happy Hour	Request Pricing	Request Pricing	Request Pricing	Request Pricing
	Announcements (2)	Request Pricing	Pricing on request	Request Pricing	Request Pricing

# 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 2022.

## 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)

## 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 leaders and you can hand over the prize at the podium.

## 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.

## BREAKFAST OR LUNCH SPONSOR

Sponsor attendee breakfast or 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.

# 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 2022.

## VIDEO MP4 FILE - 15 SECONDS

Company video that will be shown during the (online) event.

## VIDEO MP4 FILE - 30 SECONDS

Company video that will be shown during the (online) event.

## SPONSOR BRANDED FLOORMAT

Company logo printed on floormat and will be placed in the expo area.

## VIDEO INTERVIEW - 10 MINUTES

Think of 3 questions upfront. Interview will take place during the event day. Video will be shared and can be used for post event promotions.

## PRE-BUILT BOOTH

Enhance your presence in the expo and place your turnkey booth. (only available for Select sponsorship)



# 2022 VMUG Sponsorship Application & Contract

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

Company Name \_\_\_\_\_  
Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
Company Address \_\_\_\_\_  
City \_\_\_\_\_ Postal Code/ZIP \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Ext. \_\_\_\_\_  
E-mail \_\_\_\_\_ Website \_\_\_\_\_  
Product Information \_\_\_\_\_  
PO # \_\_\_\_\_ VAT \_\_\_\_\_  
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             |
- ☐ Please check here if you wish to pay with a credit card and you will be invoiced.

Invoicing Contact \_\_\_\_\_

## 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 EMEA/LEF marketing & events)  
Send payment to: Markt 7, Aardenburg • 4527 CM The Netherlands

## \*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 2022 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 2022 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 EMEA, Markt 7, 4527 CM, Aardenburg, the Netherlands, E-mail [sponsorsEU@vmug.com](mailto:sponsorsEU@vmug.com)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# 2022 VMUG Sponsorship Application & Contract

## EMEA UserCons

EVENT	LEVEL
Germany - <b>MAY 5</b>	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Netherlands - <b>JUNE 14</b>	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Italy - <b>DATE T.B.D</b>	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
France - <b>DATE T.B.D</b>	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
UK - <b>NOVEMBER 17</b>	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze

# 2022 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 2022 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/EUROPEANS WITH DISABILITIES

**ACT** Sponsors shall be responsible for compliance with the Americans/Europeans 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](http://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

## Executive Director



**Brad Tompkins**

BTompkins@vmug.com  
+1 828 707 5511

## EMEA Partner Engagement Lead



**Jeroen Dellaert**

jdellaert@vmug.com  
+31 (0) 6 82 94 03 94

## Account Executive



**Anil Zia**

azia@vmug.com  
+1 615-800-8096

## Account Executive



**Pon Sengbouttarath**

psengbouttarath@vmug.com  
+1 615-432-5427



**VMUG**  
VMware User Group