2022 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

57%
NORAM

200+
LOCAL GROUPS

3%
LATAM

25%
EMEA

15%
APAC

QUESTIONS? CONTACT SPONSORS@VMUG.COM
VMUG MEMBERS CONTINUED

“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
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
**VMUG user/con**

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

**2022 EVENT SCHEDULE**

<table>
<thead>
<tr>
<th>Event</th>
<th>Month</th>
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<td>APR 19</td>
<td>Sydney UserCon</td>
<td>MAY 24</td>
<td>Nashville UserCon</td>
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**IN-PERSON ACCESS**

**NORAM/AUS EVENTS**

**2022 SPONSORSHIP OPPORTUNITIES**

Questions? Contact sponsors@vmug.com

Limited speaking sessions available. Content subjected to committee approval process.
## USERCON NORAM/AUS OFFERINGS

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<tr>
<th>LEARN &amp; GROW</th>
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QUESTIONS? CONTACT SPONSORS@VMUG.COM
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”
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)

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.

QUESTIONS? CONTACT SPONSORS@VMUG.COM
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.
Educate and interface with highly engaged VMware customers.

**2022 EVENT SCHEDULE**

**EMEA EVENTS**

**ITALY**
- OCT 11

**GERMANY**
- MAY 5

**UNITED KINGDOM**
- NOV 17

**BELGIUM**
- JUNE 9

**FRANCE**
- SEPT 20

**NETHERLANDS**
- JUNE 14

**ITALY**
- OCT 11

Conference locations and dates are subject to change at anytime.

QUESTIONS? CONTACT SPONSORS@VMUG.COM
# USERCON EMEA OFFERINGS

| LEARN & GROW | Speaking Session |
|--------------|--|---|---|---|---|
| Booth        | X | X | X | X |
| Premium Location | X | | | |
| Badge Scanner* | 2 | 1 | 1 | X |
| WIFI & Electrical* | X | X | X | X |

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<tr>
<td>Digital Content at Expo Screens*</td>
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<td>On-site Ad for Welcome Slides*</td>
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<td>Digital Ad*</td>
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<td>Sponsor Scan List</td>
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</tbody>
</table>

*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 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.

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).

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.

WELCOME/AFTER PARTY
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PARKING SPONSOR
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QUESTIONS? CONTACT SPONSORS@VMUG.COM
ENHANCING YOUR SPONSORSHIP IN EMEA (continued)

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 BANDED 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).

QUESTIONS? CONTACT SPONSORS@VMUG.COM
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

QUESTIONS? CONTACT SPONSORS@VMUG.COM
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

QUESTIONS? CONTACT SPONSORS@VMUG.COM

IN-PERSON & ONLINE ACCESS
ONLINE ACCESS

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

• 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

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.

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
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2022 DATES

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<th>Date</th>
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<tr>
<td>Cloud</td>
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<tr>
<td>All Products</td>
<td>JUNE 7</td>
</tr>
<tr>
<td>Professional Development/vSphere</td>
<td>SEPT 15</td>
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<tr>
<td>All Products</td>
<td>DEC 6</td>
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For exact event dates, please visit vmug.com/virtualevent. Dates are subject to change at anytime.
### VMUG VIRTUAL EVENT OFFERINGS

#### LEARN & GROW
- Speaking Session with Live Q&A

#### PRESENCE
- Virtual Booth

#### BRAND AWARENESS
- Logo in Event Lobby
- Logo on Event Website

#### MAKING CONNECTIONS
- Giveaway Promotion
- Lead Upgrade List
- Session Attendee List
- Booth Attendee List

#### VIRTUAL ADD-ONS
- Swag Bag Insert
- Happy Hour

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**QUESTIONS? CONTACT SPONSORS@VMUG.COM**
VMUG VIRTUAL EN ESPAÑOL

Join our second VMUG Virtual event in Spanish. This event will be marketed to our Spanish speaking members across the globe on July 12.

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VMUG VIRTUAL INDIA

Educate and Network at the 2022 India Virtual Event!
This event will be marketed and presented to our India Community members - coming virtually September 22.

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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)

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

QUESTIONS? CONTACT SPONSORS@VMUG.COM
BRAND AWARENESS OVERVIEW

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 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.

RETAILERING 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.

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.

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.

QUESTIONS? CONTACT SPONSORS@VMUG.COM
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

QUESTIONS? CONTACT SPONSORS@VMUG.COM
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PRODUCT INTEREST PAGE ADS
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- 336x400px
- 728x90px

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.
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.

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.

YEAR-ROUND ACCESS

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.

WE COOKIE THESE TO SERVE ADS
The user will accept cookies, which allows us to serve them ads throughout their web experience.

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.

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.

QUESTIONS? CONTACT SPONSORS@VMUG.COM
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

Questions? Contact sponsors@vmug.com
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)

☒ Professional Development ☒ Cloud Management Platform ☒ Digital Workspace
☒ Desktop & Application Virtualization ☒ Hyperconverged Infrastructure ☒ Network & Security
☒ Data Center & Cloud Infrastructure ☒ Storage & Availability ☒ DevOps
☒ Professional Development ☒ Cloud Management Platform ☒ Digital Workspace
☒ Desktop & Application Virtualization ☒ Hyperconverged Infrastructure ☒ Network & Security
☒ Data Center & Cloud Infrastructure ☒ Storage & Availability ☒ 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 commit-
ment. 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, 113 Seaboard Lane, Suite C-250, Franklin, TN 37067; Fax +1.615.922.5223;
E-mail sponsors@vmug.com

Signature: ____________________________ Date: ____________________
## UserCons

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## VMUG VIRTUAL

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<td>vSphere - SEPT 15</td>
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## ADDITIONAL VIRTUAL EVENTS

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<tr>
<td>INDIA VIRTUAL EVENT - SEPT 22</td>
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</table>
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 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.
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