



VMUG
VMware User Group

2023 VMUG SPONSORSHIP OPPORTUNITIES

CONNECT TO THE GLOBAL VMWARE USER 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.

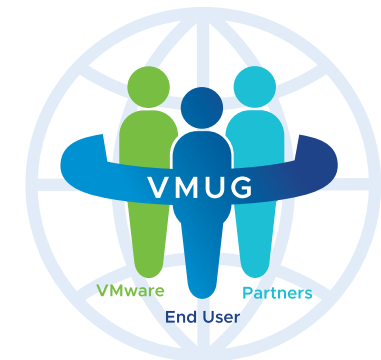


150K+

MEMBERS
WORLDWIDE

200+

LOCAL GROUPS



AREAS OF INVESTMENT

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

COMPANY TYPES

SMB (<1000) **45%**
Enterprise (>5000) **34%**
Commercial **21%**

TITLES

26%	Engineer/Architect
23%	System Administrator
13%	Manager
7%	Consultant
24%	Other

INDUSTRIES

17%	High Tech
11%	Services
10%	Banking, Finance, Insurance
8%	Education
8%	Manufacturing

“

VMUG is about **great people** with the similar passions and responsibilities **coming together** to expand their knowledge and peer network.”

- VMUG Member

80% of members are eager to join in-person events

VMUG PARTNERS

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



Elite Sponsors

DELLTechnologies

veeam

ORACLE
Cloud



Veeam has always **valued** the longtime partnership we have with VMware and the VMUG Community. Our 2022 executive experience at the VMUG sponsored luncheon at VMware Explore was **very positive** for Veeam. It was great to see many customers come and listen to our Ransomware and Cyber Recovery story. I appreciate the efforts VMUG did in pulling this together!”

– Dale Hoffman, Global Alliances Director
ISV and Cloud Alliances

control **UP**

aws

Zerto
a Hewlett Packard
Enterprise company

druva

PURESTORAGE

intel

Google Cloud

VMUG usercon

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



2023 EVENT SCHEDULE

NORAM

St. Louis	MAR 1	NY/NJ	JUNE 15
Philadelphia	MAR 14	Indianapolis	JULY 20
Florida	MAR 23	Phoenix	SEPT 7
Wisconsin	APR 4	Boston	SEPT 19
Denver	APR 5	Chicago	SEPT 26
Seattle	APR 11	Kansas City	OCT 4
California	MAY 4	Atlanta	OCT 10
Carolina	MAY 9	Nashville	OCT 24
Toronto	MAY 23	Dallas	NOV 2
Minneapolis	JUNE 1	Portland	NOV 8
		Cincinnati	NOV 14

EMEA

Netherlands	MAR 7
Belgium	JUNE 1
Germany	JUNE 29
United Kingdom	NOV
France	SEPT 19
Italy	OCT 18

APAC

Melbourne	MAR 14
Sydney	MAR 16

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

USERCON OFFERINGS

		PLATINUM	GOLD	SILVER	BRONZE
		\$11,500	\$9,200	\$7,000	\$4,500
LEARN & GROW	Speaking Session	30 Min	30 Min	10 Min	
	Booth	Premium	Yes	Yes	Yes
PRESENCE	Wifi & Electric	Yes	Yes	Yes	Yes
	Upgraded Lead Scanner	1	1	1	1
BRAND AWARENESS	Logo Displayed on Event Webpage	Yes	Yes	Yes	Yes
	Ad on Event Webpage	Yes	Yes		
	Logo Displayed on Event Signage	Yes	Yes	Yes	Yes
	Logo Displayed on Welcome Slide	Yes	Yes	Yes	Yes
	Logo Displayed on Rolling Slide	Yes			
	Inclusion on Mobile App	Yes	Yes	Yes	Yes
	Email Promotion with Logo	Yes			
MAKING CONNECTIONS	Passport to Prizes	Yes			
	Pre-Event Registration List	Yes			
	Lead Upgrade List	Yes	Yes	\$2,000	\$2,000
	Session Attendee List	Yes	Yes		
	Lead Scanner List	Yes	Yes	Yes	Yes

ENHANCING YOUR SPONSORSHIP

BOOTH ACTIVATION

Fruit Break Sponsorship	\$2,000
Photobooth	\$6,500
Caricature	\$5,000
Booth Setup	\$2,000
VR Experience	\$6,500
Retro Game	\$4,000
Parking Sponsor	\$3,000
Charging Station/ Lounge	\$2,500
Passport to Prizes	\$700
Passport to Prizes Plus	\$1,000

BRAND AWARENESS

Branded Roll-up Banner	\$2,000
Branded T-shirt with Sponsor Logo	\$6,500
Branded Wi-Fi Sponsorship	\$2,500
Breakfast/ Lunch Sponsorship	\$3,000
Badge Sponsor	\$5,000

KNOWLEDGE SHARING

Lunch and Learn with 45 Min. Speaking Session	\$5,000
Bag Insert	\$1,000
Live Keynote Drop	\$1,500

NETWORKING

UserCon Welcome Party	\$6,500
Community Hour - Wine/ Beer	\$2,600
Community Hour - Lite Bites	\$2,600
Community Hour - Sweet Treats	\$2,600



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



ABOUT

VMUG Virtual Events are highly interactive, 3-D environments for in-depth education across VMware products and solutions. These dynamic events include engagement with attendees, LIVE session Q&A, chatrooms and prizes.

BENEFITS

- Engage directly with active VMware Users
- Eliminate travel costs
- Gain prospective leads (average 1600 leads)
- LIVE session Q&A
- Showcase demos
- Add VODs and white papers

2023 GLOBAL DATES

MARCH Virtual	MAR 9
JUNE Virtual	JUNE 6
SEPTEMBER Virtual	SEPT 26
DECEMBER Virtual	DEC 5

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

VMUG VIRTUAL EVENT OFFERINGS

		PLATINUM	GOLD	SILVER
		\$13,000	\$11,000	\$8,000
LEARN & GROW	Speaking Session with Live Q&A	30 Min	30 Min	
PRESENCE	Virtual Booth	Yes	Yes	Yes
BRAND AWARENESS	Logo Displayed on Event Webpage	Yes	Yes	Yes
	Logo in Event Lobby	Yes	Yes	Yes
MAKING CONNECTIONS	Upgraded Lead List	Yes	Yes	Yes
	Session Attendee List	Yes	Yes	
	Booth Attendee List	Yes	Yes	Yes
	Giveaway Promotion	Yes	\$1,000	\$1,000

ADD-ONS

Happy Hour	\$3,000
Photo Booth	\$2,000
Giveaway	\$1,000
Social Media Wall	\$1,500
vFairs Announcements (2)	\$500
Scavenger Hunt	\$3,000



TOPIC SPECIFIC VIRTUAL EVENT OFFERINGS

Educate and network with VMware customers from a topic specific approach.

EUC Day Virtual Event | MAY 16

Security & Cloud Day Virtual Event | OCT 12



		PLATINUM	GOLD	SILVER	BRONZE
		\$13,000	\$11,000	\$8,000	\$6,000
LEARN & GROW	Speaking Session with Live Q&A	30 Min	30 Min	10 Min	
PRESENCE	Virtual Booth	Yes	Yes	Yes	Yes
BRAND AWARENESS	Logo Displayed on Event Webpage	Yes	Yes	Yes	Yes
	Logo in Event Lobby	Yes	Yes	Yes	Yes
MAKING CONNECTIONS	Upgraded Lead List	Yes	Yes	\$2,000	\$2,000
	Session Attendee List	Yes	Yes	Yes	
	Booth Attendee List	Yes	Yes	Yes	Yes
	Giveaway Promotion	Yes	\$500	\$500	\$500

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

ROADSHOW TYPE	PRICE
3 in-person + 1 Virtual Event	\$95,000
5 in-person + 1 Virtual Event	\$150,000
3 Webcast + 1 Virtual Event	\$50,000
5 Webcast + 1 Virtual Event	\$75,000



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

SOURCING



High-end locations around the globe

REGISTRATION



Manage registration lists to maximize attendance and engagement*

ON-SITE EXECUTION



Manage on-site event and attention to every detail

MARKETING MATERIALS



Provide event-specific marketing kit to distribute to your contacts



VIRTUAL OFFERINGS

CHEF



SINGER/SONGWRITER



MIXOLOGIST



VMUG Webcasts

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

INCLUDED

- VMUG Moderator
- Opportunity to 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)
- Upgraded Lead List



Upcoming Live Webcasts

- 4 OCT 2022**
VMware: Accelerating Public Cloud Migration with Multi-Cloud Load Balancing
Oct 4 10:00 AM - 11:00 AM (GMT-05:00) America/Chicago
October 4th, 2022 10:00am CT
[Register](#)
- 5 OCT 2022**
VMware: vSphere 8: Introducing the Enterprise Workload Platform
Oct 5 10:00 AM - 11:00 AM (GMT-05:00) America/Chicago
October 5th, 2022 10:00am CT
[Register](#)
- 6 OCT 2022**
VMware: vSphere 8: How It Helps Supercharge Workload Performance
Oct 6 10:00 AM - 11:00 AM (GMT-05:00) America/Chicago
October 6th, 2022 10:00am CT
[Register](#)

1 Webcast - 60 Min	NORAM	\$7,500
	EMEA	\$6,000
	APAC	\$5,000
3 Webcast Series		\$20,000
Add-on: Extra email promotion		\$2,500
Add-on: Social Media Promotion		\$500



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

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.

WE ARE VMUG



73% of members have **influence** in **purchase decisions**



83% plan to **maintain or increase** future **IT spending**



69% utilize **cloud solutions** in their current role

OFFERINGS

ONE TIME PULSE CHECK | \$35,000

- 1 customized engagement with up to ten questions
- 1 page PDF abstract of data with executive summary
- Final Read out of PowerPoint Report encompassing key insights and graphs

PULSE CHECK & FOLLOW UP | \$45,000

- 2 customized engagements with up to ten questions each
- 1 page PDF abstract of data with executive summary
- Final Read out of PowerPoint Report encompassing key insights and graphs

MULTI-PHASED (Trended) | \$50,000

- Annually, semi-annually, or quarterly customized engagements with up to ten questions each
- 1 page PDF abstract of data with executive summary trended data
- Final Read out of PowerPoint report encompassing key insights and graphs

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 deliverables with tangible insights
- ✓ Summaries of all collected data

VMUG RESEARCH & FOCUS GROUPS

Gain the opportunity to virtually meet with VMware customers and obtain an in-depth understanding into ways to develop and improve products and services.

ESSENTIAL | \$15,000

- 1 hour virtual group with eight to ten qualified members
- Partner mediates the discussion
- Audio recording and transcripts

PREMIUM | \$30,000

- 1 hour virtual group with eight to ten qualified members
- Partner mediates the discussion
- Audio recording and transcripts
- Final Read out of PowerPoint report of key themes and quotes

- **Strategic conversations**
with your target audience within VMUG

- **Executive level deliverables**
with key themes and insightful quotes

- **Customized**
questions/focus group script that address
your most pressing business questions



ALL ENGAGEMENTS WILL INCLUDE:

- ✓ Support in developing mutual beneficial discussion points
- ✓ Virtual conversation with eight to ten prequalified members
- ✓ Audio recording and transcripts

WHAT IS BRAND AWARENESS?

Research shows that **61%** of members are more likely to support partners who participate with the VMUG community.

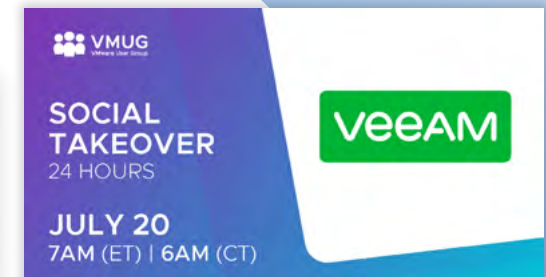
Brand awareness, simply put, is the understanding and **recognition** of your company's products and **solutions** to the consumer. With so many marketing messages and ads a consumer sees **each day**, it's so important to keep your brand top of mind and **memorable** to your target audience.

BENEFITS

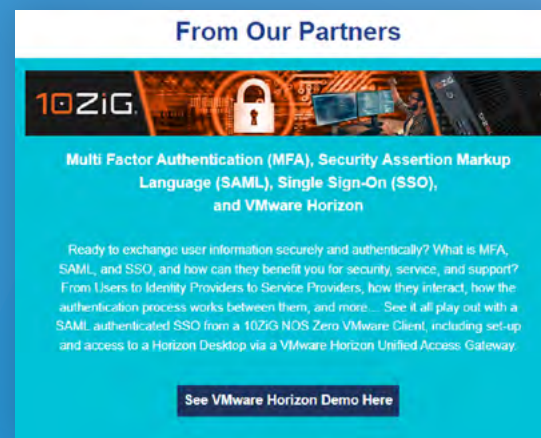
- Build trust with your audience
- Cuts through all the marketing noise and clutter
- First step for your target consumer to enter the purchase journey
- Your brand's first impression - and first impressions mean everything!

VMUG BRAND AWARENESS OFFERINGS

VMUG Blog
Knowledge Center
Social Media
Targeted Email
VMUG Voice
Web Ads



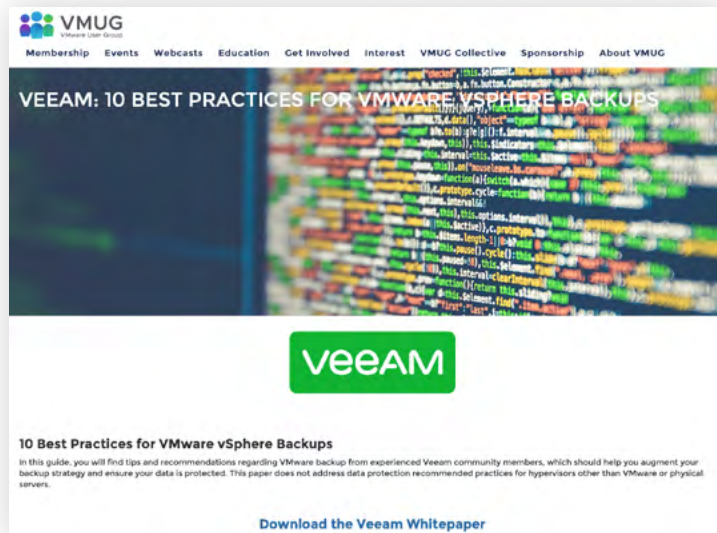
Veeam VMUG Social Takeover



10ZiG VMUG Voice Sponsorship

BLOG \$5,000

Spread your industry expertise with VMUG members through a 1,000 or less word blog. This sponsor written blog post will be featured on VMUG Collective and promoted on social media throughout the month it is posted, including the day the blog is posted on VMUG Collective.



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, whitepapers, case studies, etc.
- VMUG members will have to share contact information to access the asset

SILVER PACKAGE | \$5,000

- 1 asset within quarter that can be uploaded to the Knowledge Center at once.
- 2 social postings on all
- VMUG social channels (Twitter, LinkedIn, Facebook).

GOLD PACKAGE | \$7,500

- 3 assets within quarter that can be uploaded to the Knowledge Center at once.
- Promotion in VMUG Bytes for all regions
- 4 social postings on all VMUG social channels (Twitter, LinkedIn, Facebook)

WEB ADS

VMUG.COM BANNER AD | \$4,000

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

PRODUCT INTEREST PAGE ADS | \$500

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 | \$1,500

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 | \$10,000

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.

BRAND AWARENESS

EMAIL

DEDICATED EMAIL BLAST | *pricing varies*

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

HOMEPAGE TAKEOVER

Be the exclusive advertiser on the VMUG.com homepage for 24 hours. Your ads will be seen by anyone that visits VMUG.com during a 24-hour period. In addition, VMUG will facilitate website traffic through social media promotion. Drive brand awareness and brand engagement across the most visited page on VMUG.com.

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:



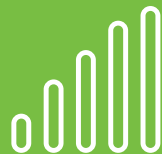
TARGETED AUDIENCE

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.

BRAND AWARENESS



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.



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.

Starting at \$1,375 (25K Impressions)

VMUG OFFERINGS

PRODUCT

PRICE

VMUG Collective Blog	\$5,000
VMUG Dedicated Email Blast	\$500 CPM
VMUG Focus Group: Essential	\$15,000
VMUG Focus Group: Premium	\$50,000
VMUG Focus Group: Standard	\$30,000
VMUG Knowledge Center: Gold Package	\$7,500
VMUG Knowledge Center: Platinum Package	\$30,000
VMUG Knowledge Center: Silver Package	\$5,000
VMUG Member Insights: Lead List	\$5,000
VMUG Member Insights: Lite Pulse Check	\$10,000
VMUG Member Insights: Pulse Check	\$35,000
VMUG Member Insights: Multi-Year (2)	\$50,000
VMUG Member Insights: Multi-Year (4)	\$75,000

PRODUCT

PRICE

VMUG Product Specific Pages: Banner Ad	\$500
VMUG Product Specific Pages: Leaderboard Ad	\$500
VMUG Product Specific Pages: Write-up, Image & CTA	\$500
VMUG Retargeted Ad: 25K Impressions	\$1,375
VMUG Retargeted Ad: 50K Impressions	\$2,750
VMUG Retargeted Ad: 100K Impressions	\$5,500
VMUG Retargeted Ad: 500K Impressions	\$27,500
VMUG Social Media Post (Twitter, LinkedIn, Facebook)	\$1,500
VMUG Social Media Takeover	\$10,000
VMUG Voice: Newsletter Banner Ad	\$2,500
VMUG Voice: Newsletter Article	\$4,000
VMUG Voice: Spotlight	\$10,000
VMUG.com Banner Ad	\$4,000
VMUG.com Home Page Takeover - 24 Hours	TBD

2023 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		
Email			Website				
Product Information							
PO #							
Sponsorship/On-site contact			Onsite Email		Onsite Phone		
Invoicing 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.

Payment Information*

Amount: \$ _____

☐ 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.

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

Which content strategy best defines your products and solutions within VMware, Inc?

Primary Partner Content	Secondary Partner Content
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*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 2023 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 2023 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, 450 10th Circle North Nashville, TN 37203; Fax +1.615.922.5223; E-mail sponsors@vmug.com

Signature: _____ Date: _____

Signature: _____ Date: _____

2023 VMUG Sponsorship Application & Contract

USERCONS

EVENT	LEVEL	EVENT	LEVEL
St. Louis UserCon - MAR 1	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Chicago UserCon - SEPT 26	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Philadelphia UserCon - MAR 14	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Kansas City UserCon - OCT 4	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Florida UserCon - MAR 23	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Atlanta UserCon - OCT 10	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Wisconsin UserCon - APR 4	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Nashville UserCon - OCT 24	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Denver UserCon - APR 5	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Dallas UserCon - NOV 2	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Seattle UserCon - APR 11	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Portland UserCon - NOV 8	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
California UserCon - MAY 4	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Cincinnati UserCon - NOV 14	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Carolina UserCon - MAY 9	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Melbourne UserCon - MAR 14	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Toronto UserCon - MAY 23	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Sydney UserCon - MAR 16	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Minneapolis UserCon - JUNE 1	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Netherlands UserCon - MAR 7	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
NY/NJ UserCon - JUNE 15	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Belgium UserCon - JUNE 1	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Indianapolis UserCon - JULY 20	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	Germany UserCon - JUNE 29	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Phoenix UserCon - SEPT 7	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	UK UserCon - NOV	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Boston UserCon - SEPT 19	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	France UserCon - SEPT 19	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
		Italy UserCon - OCT 18	<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		Product Interest Page Ads
	VMUG Voice Article		Social Media Post
	VMUG Voice Spotlight		Social Media Takeover
	VMUG Collective Blog		Dedicated Email Blast
	Knowledge Center		Event Promotional Package
	VMUG Podcast Ad		Research Opportunities
	VMUG Podcast Episode		Surveys & Focus Groups
	vmug.com banner ad		Webcast
	community.vmug.com ad		Homepage Takeover
	Retargeting ads		

VMUG VIRTUAL

EVENT	LEVEL
Cloud - MAR 9	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver
All VMware Products - JUNE 6	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver
Professional Development - SEPT 26	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver
All VMware Products - DEC 5	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver

ADDITIONAL VIRTUAL EVENTS

EVENT	LEVEL
EUC Day - MAY 16	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Security & Cloud Day - OCT 12	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze

2023 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) FORCE MAJEURE If for any reason beyond VMUG's control VMUG determines that the event must be cancelled, shortened, delayed, dates changed, or otherwise altered or changed, Exhibitor understands and agrees that VMUG shall not refund the rental fees paid to it by Exhibitor and that all losses and damages that it may suffer as a consequence thereof are its responsibility and not that of VMUG or its directors, officers, employees, agents or subcontractors. Exhibitor understands that it may lose all monies it has paid to VMUG for space in the Show, as well as other costs and expenses it has incurred, including travel to the Show, setup, lodging, decorator freight, employee wages, etc. Exhibitor, as a condition of being permitted by VMUG to be an Exhibitor in the Show, agrees to indemnify, defend and hold harmless VMUG, its directors, officers, employees, agents and subcontractors from any and

all loss which Exhibitor may suffer as a result of Show cancellation, duration, delay or other alterations or changes caused in whole, or in part, by any reason outside VMUG's control. The terms of this provision shall survive the termination or expiration of this Contract.

4) 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.

5) 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.

6) 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

Terms and Conditions

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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.

7) 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.

8) 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.

9) 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.

10) 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 2023 VMUG UserCon Program.

11) 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.

12) 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.

13) 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.

14) 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.html.

15) 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.

16) 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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