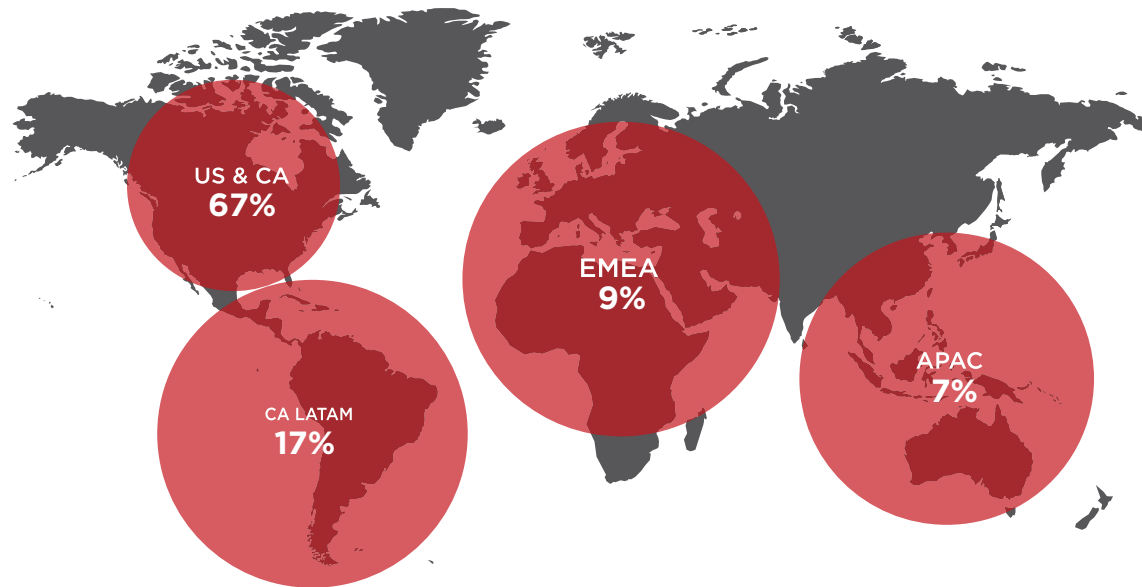




# 2023 YEAR-ROUND PROSPECTUS

## WHO IS IAUG?

Members are able to network with industry leaders, Avaya experts, and peers. As the number of Avaya users continues to grow, IAUG is well-positioned to provide the best resources to these professionals. As IAUG advances, we invite you to partner with us.



17,824  
members

**69%**

of members are in the  
**telecommunications/  
IT department**

**70%**

strongly/somewhat  
agree that they  
**support partners who  
participate in IAUG**

# STAY CONNECTED YEAR-ROUND

**In addition to Avaya ENGAGE® partnership opportunities, we have numerous opportunities to work directly with IAUG and tap into a network of over 17,000 connected technology professionals.**

## BRANDING/MARKETING OPPORTUNITIES

- **Promotional Marketing Package | \$3,500**  
Have a message to get out? IAUG's promotional marketing package is the perfect solution! Partner will receive (1) dedicated email blast and (3) social posts. Partner must give one-month notice to schedule a social media post.
- **News Brief Banner Ad | \$1,800**  
Promote your business with a banner ad in our monthly IAUG newsletter reaching over 17K members. Two ads available per month.
- **IAUG.org Website Banner Ad (Monthly) | \$1,200**  
Promote your business with a Banner ad that will run across the top of the most visited IAUG website page, our Technical Forums page. One ad available per month.

## THOUGHT LEADERSHIP OPPORTUNITIES

- **Blog Series | \$5,000**  
Keep yourself top of mind by sponsoring a blog series. This is a month-long sponsorship that will be made available to the public. Sponsoring partner can write one (1) blog post during scheduled month. Sponsoring partners logo will be used on all four (4) posts, hyperlinked to go directly to their website upon clicking for promotion and awareness. Sponsoring partners logo will also be used on IAUG's social media platforms, newsletter and/or other forms of IAUG communication. Only 1 available per month.
- **Webcast Package | \$5,500**  
Stand out as a leading expert in the IAUG community during a 60-minute live webcast. Sponsoring partner will receive (1) dedicated email blast the week before the scheduled live webinar, (3) social posts (Twitter/LinkedIn) and inclusion of webcast in IAUG's bi-weekly Education 365 email blast. Only 2 available per month.





# IAUG RESEARCH & MEMBER INSIGHTS

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

## 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 abstracts 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 10 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:

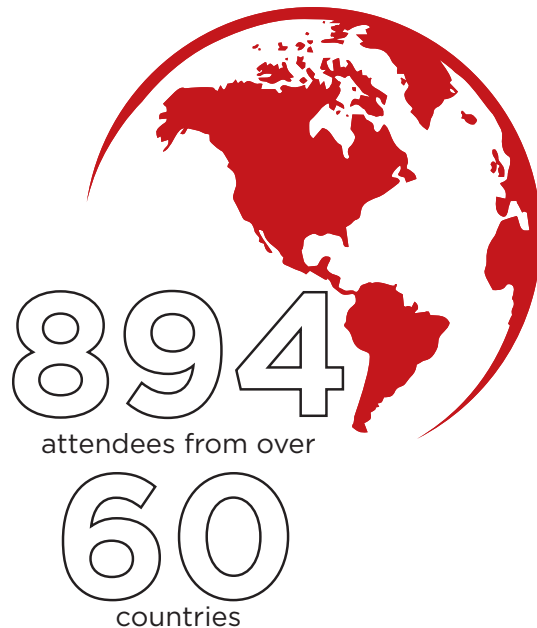
- Support in developing a framework that will best meet your objectives
- Customized outreach plan to engage directly with IAUG members
- Executive level deliverables with tangible insights
- Summaries of all collected data

57%

of members have influence  
in purchase decisions

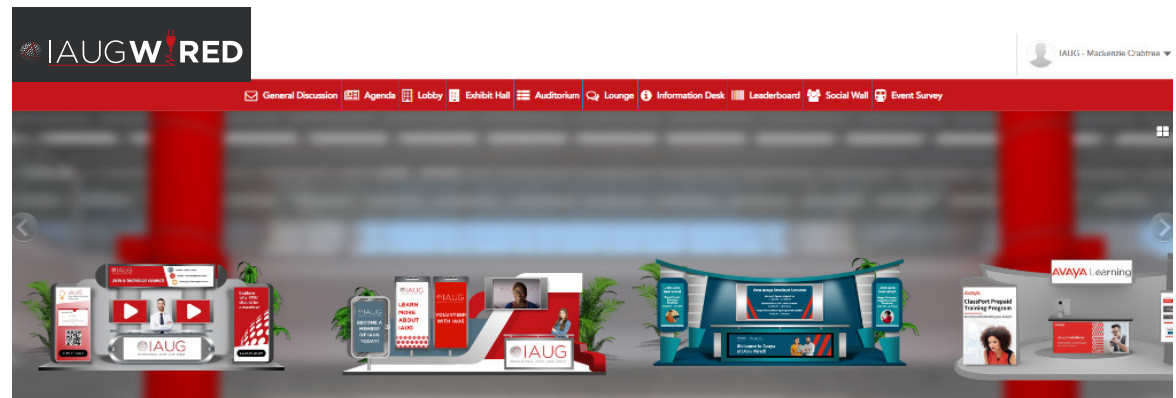
83%

plan to maintain or increase  
future IT spending



## IAUG Wired is the community's award-winning annual virtual conference.

We will deliver highly interactive, 3D virtual environments, breakout sessions, and interactive partner exhibits on the show floor. The best part about this event is that it is completely virtual, you can experience it all from anywhere!



## HEAR WHAT OUR ATTENDEES ARE SAYING...

“ This was my first Wired and I loved it - thanks so much and I look forward to more.”

“ Grateful for a chance to participate, cannot afford to travel to events.”

“ Was really important for me to find valuable information here for my business.”

“ Didn't think I would appreciate a virtual event. But it was easy to navigate and jump in/out as needed.”

“ I find the different trainings on Avaya's products extremely helpful. I also enjoy understanding the new technologies, devices and direction that Avaya is taking us.”

# IAUG WIRED: SPONSORSHIPS

	PLATINUM	GOLD	SILVER	BRONZE
	\$12,000	\$10,000	\$6,500	\$5,000
Virtual Booth	X	X	X	X
Logo in event lobby	X	X	X	X
Logo on event website	X	X	X	X
Promotional marketing package	X	X	no	no
Giveaway promotion	X	X		
Speaking session	25 min	25 min	15 min	no
Pre-registration attendee list	X	no	no	no
Speaking session attendee list	X	X	X	no
Booth attendee list	X	X	X	X
Post conference attendee list	X	X	X	X

## ADD ONS

Lunch Sponsor	\$1,500 + cost of lunch	
Promotional marketing package	\$2,500	eblast + 3 social post
Blog	\$3,000	discount only when combined with wired
Webcast	\$4,000	discount only when combined with wired
IAUG Newsletter Ad	\$1,000	discount only when combined with wired



# IAUG CHAPTERS

OVER  
9,000

IAUG members involved in the 2022 Chapter Program

#1

Chapter meetings were rated as both the #1 most-used and most valued benefit

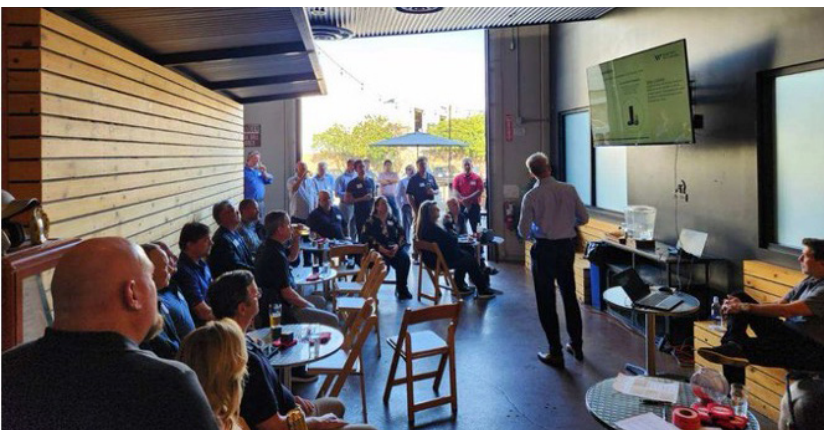
67%

of IAUG members attended more than one local chapter meeting in 2022

**NEW CHAPTER SPONSORSHIP OPPORTUNITY: DEMOS & DRINKS**

Primarily social with a touch of content: get your demo and story in front of members in a casual, networking event environment in select IAUG chapter locations

**\$7,500**



INTERESTED IN  
**SPONSORING**  
WITH IAUG?

CONTACT **DUSTI ARMSTRONG**  
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**615-432-5407**



IAUG

INTERNATIONAL AVAYA USER GROUP