# 2020 VMUG SPONSORSHIP OPPORTUNITIES

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Your Link to the Global VMware Community

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

150K+ MEMBERS WORLDWIDE
200+ LOCAL GROUPS

58% NORAM
3% LATAM
25% EMEA
14% APAC
AREAS OF INTEREST
Storage & Availability/Security/
Networking/ Monitoring/ Cloud
Management/ Enterprise/ Mobility
Management/ Hyper-Converged
Infrastructure

TITLES
26% System/Network Administrator
16% Engineer
15% Architect
10% IT Manager
8% Consultant
40% Other Titles

VMUG MEMBERS CONTINUED
Members are
88% more likely to support
business partners of
VMUG

“VMUG helps me understand the vast IT
partner network by giving me a forum
to meet and talk to both the partners
and others in the community who have
first-hand experience with them.”

- Aaron Bolthouse, VMUG Member

QUESTIONS? CONTACT JEROEN DELLAERT, JDELLAERT@VMUG.COM

COMPANY TYPES
SMB (<1000) 48%
Enterprise (>5000) 30%
Commercial (1001-4999) 22%

INDUSTRIES
High Tech 17%
Services 11%
Banking/Finance/Insurance 10%
Education/Higher Education 8%
Healthcare 7%
Other Industries 47%
VMUG Partners

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

The Usercon helped us to promote DC Scope as well as to make ourselves known among the community of vExperts and VMware users in Europe.
Plug into VMUG with...

- **In-Person Access**
- **Online Access**
- **Year Round Access**

“The VMUG community is a spirited international group focused on sharing knowledge and wisdom amongst its members and Veeam is a proud supporter of communities, groups, and events throughout the world.”
VMUG user/con

Educate and interface with highly engaged VMware customers.

2020 EVENT SCHEDULE

UNITED KINGDOM
NOV 26 | National Space Centre

PARIS
3 SEPT | VIRTUAL

GERMANY
11 DEC | Kap Europe

ITALY
7 OCT | VIRTUAL

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

QUESTIONS? CONTACT JEROEN DELLAERT, JDELLAERT@VMUG.COM
## USERCON GLOBAL OFFERINGS

<table>
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<td>Sponsor Scan List</td>
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*UserCon offerings for in-person events only
ENHANCING YOUR SPONSORSHIP

Reach out to your VMUG representative to discuss all customized sponsorship opportunities. These are only available for UserCons that are being help in-person for 2020.

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

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

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

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

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

CHARGING STATION - “RELAX AND RECHARGE!”
Let us create a place for attendees to relax and recharge within your booth radius. All stations will be recognized by sponsor logo. (Lounge only available in select locations)

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

LUNCH SPONSOR
Sponsor lunch! Recognition to include onsite signage & venue staff to wear sponsored shirts.

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

QUESTIONS? CONTACT JEROEN DELLAERT, JDELLAERT@VMUG.COM
Partners have the unique ability to build an agenda based on the content they want to deliver to a small, intentional audience.

**WHAT TO EXPECT**

- **50 ATTENDEES**
- **1 CONTENT TRACK**

**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 IS INCLUDED?**

- Social media promotion
- Recognition on VMUG.com
- Post-event survey results to be shared
- Full event logistics, including venue selection and contract negotiation
- Promotional emails
- Dedicated staff support to help with planning, project management, and execution for each event
- Content review and agenda support

QUESTIONS? CONTACT SPONSORS@VMUG.COM
EXECUTIVE DINNER SERIES

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

**ONSITE EXECUTION**
Manage onsite event and attention to every detail

*Sourcing attendance is a partnered effort between VMUG executive members and partner contacts.

QUESTIONS? CONTACT SPONSORS@VMUG.COM
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.

**BENEFITS**

- Engage with active VMware Users & Gain Leads!
- Eliminate travel cost
- 60% opt-in rate for leads = 600+ average leads
- Chat live in your booth with VMUG members
- View Demos
- Add VODs and White Papers
- MP4 file available to you

**2020 DATES**

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<tr>
<th>KUBERNETTES/DEVOPS &amp; CLOUD</th>
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<tr>
<td>PROFESSIONAL DEVELOPMENT</td>
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<td>GLOBAL</td>
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<td></td>
<td>GLOBAL</td>
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<td></td>
<td>DEC 3</td>
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For exact event dates, please visit vmug.com/virtualevent. Dates are subject to change at anytime.
# Virtual Event Offerings

## Learn & Grow
- Speaking with Live Q&A: Platinum, Gold
- Posting in Resource Center: Ask Your Rep

## Presence
- Booth in Exhibit Hall: Platinum, Gold
- Logo in Event Lobby: Platinum, Gold
- Logo on Event Website: Gold
- Banner Ad in Virtual Lobby: Ask Your Rep

## Brand Awareness
- Booth Attendee List: Platinum, Gold
- Session Attendee List: Gold
- Lead Upgrade List: Gold
- Giveaway Promotion: Gold

## Making Connections

<table>
<thead>
<tr>
<th>LOBBY</th>
<th>Auditorium</th>
<th>Exhibit Hall</th>
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</thead>
</table>

QUESTIONS? CONTACT JEROEN DELLAERT, JDELLAERT@VMUG.COM
VMUG Webcasts

With average attendance of 175-250 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
- Recorded session (available on-demand for 6 months)
- Promoted to all VMUG members via email, social, and Weekly Bytes (US e-Newsletter)

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

QUESTIONS? CONTACT JEROEN DELLAERT, JDELLAERT@VMUG.COM
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 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 COLLECTIVE BLOG**
Spread your industry expertise with VMUG members through a custom blog, partner produced video or podcast/podcast ad.

**VMUG.COM BANNER AD**
A (1056x132px) banner at the bottom of the front page of VMUG.com with a custom trackable link.

**COMMUNITY.VMUG.COM BANNER AD**
A (2000X400px) banner at the top of the front page of community.vmug.com with a custom trackable link.

**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, and Twitter.

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

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

**REGIONAL PROMOTIONAL EMAIL**
Target a specific region of VMUG members with product release or software update information through an area targeted email.

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

**VMUG MEMBER INSIGHT & ENGAGEMENT OPPORTUNITIES**
Tap into the collective voice of more than 150,000 VMware customers globally. VMUG member insights and feedback will help you understand, support, and service existing customers, as well as understand future needs and behaviors.

**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.

**FOCUS GROUPS**
Chat directly with VMware users in your target audience to better understand their motives, challenges, and product interests for more context around your most pressing questions.

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

Tap into the collective voice of more than 150,000 VMware customers globally. VMUG member insights and feedback will help you understand, support, and service existing customers, as well as understand future needs and behaviors.

Capturing the Voice of the Member

ONE-TIME PULSE CHECK
Includes a single customized engagement among a set of customers based on a pre-defined 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 JEROEN DELLAERT, JDELLAERT@VMUG.COM
2020 VMUG Sponsorship Application & Contract

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

Company Name ___________________________________________________________________________________________________________________

Contact Name _______________________________________________________________ Title _______________________________________________

Company Address _________________________________________________________________________________________________________________

City ___________________________________ State/Province _________________ Postal Code/ZIP _____________________Country _________________

Phone ______________________________________________ Ext. _________________________ Fax ____________________________________________

E-mail ____________________________________________________________Website ________________________________________________________

Product Information ________________________________________________________________________________________________________________

PO # ____________________________________________________________________________________________________________________________

Onsite 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)

- NSX
- Management and Automation
- vSphere and Virtualization
- Cloud + Hybrid Cloud
- Storage and Availability
- EUC Desktop Virtualization

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.

Signature: ___________________________ Date: ____________

QUESTIONS? CONTACT JEROEN DELLAERT, JDELLAERT@VMUG.COM
# 2020 VMUG Sponsorship Application & Contract

## USERCONS

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<td>Virtual 12/3</td>
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QUESTIONS? CONTACT JEROEN DELLAERT, JDELLAERT@VMUG.COM
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.

2020 VMware User Group (VMUG) Terms and Conditions

QUESTIONS? CONTACT SPONSORS@VMUG.COM
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 viewpoint of 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 2020 VMUG UserCon Program.

10) INTELLIGENT 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.
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.

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.

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.
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