

VENDOR SPONSORSHIP



The Maximo Utility Working Group (MUWG) is a not-for-profit organization dedicated to advancing industry knowledge through collaborative information sharing. With participation from nearly 500 individuals representing over 160 utility companies, MUWG serves as a hub for peer-to-peer learning and best practice exchange. The group hosts two educational conferences annually (spring & fall) each hosted by a member company.

The MUWG Vendor Sponsorship Program offers three core levels of sponsorship, each designed to give vendors meaningful opportunities to connect with our community. Additionally, MUWG offers exclusive sponsorship opportunities that are only available to our vendor partners who commit to one of the three core levels of sponsorship. MUWG leadership believes these options create valuable benefits for both the sponsoring companies and our member organizations.

VENDOR PARTNERSHIPS

MUWG leadership and its member organizations recognize the vital role vendors play in maximizing the value of Maximo. We are proud of the strong, collaborative relationships we've built with vendors through our conferences. As we continue to grow these partnerships, MUWG invites qualified companies to join us in supporting our mission through sponsorship. The MUWG Vendor Sponsorship Program offers valuable opportunities for both vendors and member organizations, fostering deeper collaboration and mutual benefit.

NON-CONFERENCE ACTIVITIES

MUWG strictly prohibits any off-site or on-site events, dinners, or receptions that conflict with the official MUWG agenda. To ensure full participation and respect for scheduled programming, such events may only be held during the following times: Conference Day 0 (i.e. Monday) after 8:00 PM, Conference Day 1 (i.e. Tuesday) after 8:30 PM, and Conference Day 2 following the conclusion of the Conference Closing Program.

These guidelines are in place to avoid overlap with MUWG-sponsored activities, particularly Monday's Hospitality Night and Tuesday's Vendor Night, which are supported by our valued business partners. Hosting competing events during these times undermines the contributions of our sponsors and the collaborative spirit of the conference.

CONTACT US



MUWG.ORG



RICK ULRICH, MUWG SENIOR MANAGER
RICKULRICH@MUWG.ORG

VENDOR SPONSORSHIP

CORE LEVELS OF SPONSORSHIP



All vendors must commit to one of the three sponsorship levels prior to registering for the conference.

PLATINUM \$3,200



Platinum Sponsors receive premium visibility and top-tier benefits designed to maximize engagement and brand exposure.

 **DIGITAL & PRINT PROMOTION** - Logo & Link in GuideBook and on the Vendor page of the MUWG website for 6 months, ¼-page ad in GuideBook, 3-page PDF (provided by sponsor) brochure available for download on the MUWG website and in GuideBook, approval for use of 'MUWG Platinum Sponsor' title in your marketing AND Platinum Sponsor placard displayed at booth on Vendor Night. Your logo will be featured in the Guidebook Menu and Interact, maximizing your brand exposure.

 **CONFERENCE ACCESS FOR UP TO 6** - One complimentary full-access pass to conference & five additional attendees at standard registration rate.

 **VENDOR NIGHT & BOOTH PERKS** - Priority placement of approx. 10' x 10' booth space with 6' table and chairs Vendor Night booth space with electric service (120V) & hotel Wi-Fi

GOLD \$2,700



Gold Sponsors enjoy strong visibility to key networking opportunities during the MUWG Conference.

 **DIGITAL & PRINT PROMOTION** - Logo & Link in GuideBook and on the Vendor page of the MUWG website for 6 months AND ¼-page ad in GuideBook

 **CONFERENCE ACCESS FOR UP TO 4** - One complimentary full-access pass to conference & three additional attendees at standard registration rate


 **VENDOR NIGHT & BOOTH PERKS** - Approx. 10' x 10' booth space with 6' table and chairs for Vendor Night with electric service (120V) & hotel Wi-Fi

SILVER \$2,200



Silver Sponsors receive essential exposure & access to the MUWG community at a great value.

 **DIGITAL & PRINT PROMOTION** - Logo & Link in GuideBook and on the Vendor page of the MUWG website for 6 months

 **CONFERENCE ACCESS FOR UP TO 2** - One complimentary full-access pass to conference & one additional attendee at standard registration rate

 **VENDOR NIGHT & BOOTH PERKS** - Approx. 10' x 10' booth space with 6' table and chairs for Vendor Night booth space with electric service (120V) & hotel Wi-Fi

VENDOR SPONSORSHIP

CORE LEVELS OF SPONSORSHIP



These exclusive sponsorship opportunities receive recognition in Guidebook and are only available as add-ons to our vendor partners who commit to one of the three core levels of sponsorship. Availability is limited and demand is high, so act quickly to secure your spot before they're gone!

HOSPITALITY NIGHT \$3,000 2 OPPORTUNITIES	This is your chance to be just one of 2 featured Vendors that will welcome attendees to the Conference! For the duration of Hospitality Night, your brand will shine with sponsor-provided marketing collateral and signage on tables and bars, MUWG-provided table for you to use for direct engagement and prominent logo placement in Guidebook.
LIVE MUSIC \$500 1 OPPORTUNITY	Gain visibility by providing marketing signage to be placed at the live-music bandstand during Hospitality Night—an exciting opportunity to showcase your brand in a high-energy setting.
BREAKFAST \$1,500 2 OPPORTUNITIES	Showcase your brand by providing marketing collateral and signage for the buffet tables during breakfast. Your logo will also be prominently displayed and recognized during the General Session on the morning of your sponsorship.
BREAK \$1,000 4 OPPORTUNITIES	Feature your brand with sponsor-provided signage and marketing materials at refreshment stations during 1 of 4 breaks. MUWG will also acknowledge your sponsorship with logo display & recognition during the General Session on the morning of your sponsorship.
LUNCH \$3,500 2 OPPORTUNITIES	Position your brand front and center during one of the most anticipated networking moments of the day! Your sponsorship allows for placement of sponsor-provided marketing on each dining table and includes a dedicated 1½-hour window during lunch to showcase your product on a MUWG-provided table and a 2-minute speaking opportunity during the General Session the morning of your sponsorship.
HOTEL KEY CARDS \$4,000 1 OPPORTUNITY	Put your brand in every attendee's hand -literally- with your company logo printed on hotel key cards distributed to guests. You'll also be the only vendor that can select their booth location for Vendor Night.
PRE-CONFERENCE NETWORKING EVENT \$1,500 2 OPPORTUNITIES	Kick off the conference with great vibes and even better refreshments! This sponsorship covers the activity or food & beverages during the pre-conference networking event. Sponsors may provide marketing collateral and signage at the event and will receive a 2-minute speaking opportunity to welcome attendees and introduce their company.
TRANSPORTATION TO NETWORKING EVENT \$1,000 2 OPPORTUNITIES	Help attendees ride in style to the Pre-Conference Networking Event! This sponsorship covers transportation to the venue and offers a unique branding opportunity. Sponsors can provide signage or branded materials on or near the vehicles and will be acknowledged during the event for keeping the journey smooth and seamless.
VENDOR NIGHT ACTIVITY \$600 1 OPPORTUNITY	To promote engagement amongst attendees and vendors, MUWG hosts a fun activity that attendees have grown to love. Your logo will be featured on an element of the game (may vary based on game) featured in Guidebook and the official game rules. Make your brand impossible to miss with this opportunity!