



**MUWG**  
MAXIMO UTILITY WORKING GROUP

## Spring 2024 VENDOR SPONSORSHIP PROGRAM

### **Introduction:**

The Maximo Utility Working Group (MUWG) is a not-for-profit corporation that was formed to provide industry education through information sharing. Currently there are over one hundred and sixty utility companies that participate. We conduct two educational conferences a year. One conference is typically in the spring and one in the fall that are hosted by a member company.

### **Vendor Relationships:**

MUWG leadership and its participating members recognize the value that vendors provide to the successful use of Maximo. We believe we maintain an excellent reputation with the vendors that have been involved with our conferences. As we move to improving our relationships, MUWG is looking for eligible companies that can benefit by sponsoring the MUWG organization. This MUWG Vendor Sponsorship Program provides greater opportunities for both the vendors and the participating members.

### **Non-Conference Vendor Activities**

MUWG prohibits any off-site or on-site event, dinner, reception that conflicts and competes with the official published MUWG Agenda. These types of events are allowed on Monday, beginning at 7:30 pm or after, on Tuesday, beginning at 8:30 pm or after, or on Wednesday, after the Conference closing program.

These non-conference events conflict or compete with vendor sponsorships of our business partners who fund the MUWG activities on Monday's Hospitality Night and Tuesday's Vendor Night.

### **MUWG Vendor Sponsorship Program:**

The program has **four levels of Sponsorship** as outlined, to provide vendors with opportunities that MUWG leadership believes will benefit both organizations. Vendor exhibit booths during Hospitality Night and Vendor Night must be staffed until the set time of the event ending.

**NOTE: The Bronze level does not include exhibiting space.**

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

### **Platinum Vendor Sponsor:**

This level of sponsorship entitles the vendor to **exhibit at one conference** during vendor night and includes the following benefits:

- Your logo and link on MUWG's Website Home page for six months
- Advertising space for your logo, link, and company description in the Conference GuideBook and on the Vendor page of MUWG's Website for six months (up to one quarter page)
- Use of the MUWG Platinum sponsorship in any of your marketing information
- Vendor night priority space and electric service (120V)
- Basic hotel supplied Wi-Fi.
- Free pass for one person in your booth on vendor night and to the two-day conference - up to 5 others in your booth must pay the conference fee and will have full access to the two-day conference (**6 Maximum**)
- Three-page PDF advertisement or a company brochure (provided by you). The PDF or brochure will be available for download on the MUWG Website and in Guidebook.
- Booth space is approximate depending on hotel space (10' x 10'.) A 6' table and chairs are provided.

**The fee for the Platinum level is twenty-six hundred dollars (\$2,600.00 US)**

For more information contact Rick Ulrich – [rickulrich@muwg.org](mailto:rickulrich@muwg.org)



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### **Gold Vendor Sponsor**

This level of sponsorship entitles the vendor to **exhibit at one conference** during vendor night and includes the following benefits:

- Advertising space for your logo, link, and company description in the Conference GuideBook and on the Vendor page of MUWG's Website for six months (up to one quarter page)
- Vendor night exhibition space and electric service (120V) for one conference
- Basic hotel supplied Wi-Fi.
- Free pass for one person in your booth on vendor night and to the two-day conference - up to 3 others in your booth must pay the conference fee and will have full access to the conference **(4 Maximum)**
- Booth space is approximate depending on hotel space (10' x 10'.) A 6' table and chairs are provided.

**The fee for the Gold level is twenty-two hundred dollars (\$2,200.00 US)**

### **Silver Sponsor**

This level of sponsorship entitles the vendor to **exhibit at one conference** during vendor night and includes the following benefits:

- Advertising space for your logo, link, and company description in the Conference Guidebook and on the Vendor page of MUWG's Website for six months (up to one quarter page)
- Vendor night exhibition space and electric service (120V)
- Basic hotel supplied Wi-Fi.
- Free pass for one person in your booth on vendor night and to the two-day conference - one other in your booth must pay the conference fee and will have full access to the two-day conference **(2 Maximum)**
- Booth space is approximate depending on hotel space (10' x 10'.) A 6' table and chairs are provided.

**The fee for the Silver level is eighteen hundred dollars (\$1,800.00 US)**

### **Bronze Sponsor**

This level of sponsorship entitles the vendor to **attend Vendor Night at one conference** and includes the following benefits:

- Advertising space for your logo, link, and company description in the Conference Guidebook and on the Vendor page of MUWG's Website for six months (up to one quarter page)
- Free pass for one person to vendor night and the two-day conference – one other vendor must pay the conference fee and will have full access to the two-day conference and Vendor Night **(2 Maximum)**
- **This level is for those vendors that do not want to set-up a booth.**

**The fee for the Bronze level is fifteen hundred dollars (\$1,500.00 US)**

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**\*ADDITIONAL SPONSORSHIP OPPORTUNITIES**

**Sponsors will be recognized on the Agenda, in Guidebook and at the General Session.**

- **Hospitality Night** - an opportunity to provide marketing collateral and signage on the tables and bars, and to showcase your product for 2 ½ hours during the event. A table will be provided. Plus, up to a 3-minute speaking opportunity to address the audience during the day one General Session  
The fee is \$3,000.00 - two sponsorship opportunities.
- **Music During Hospitality Night** - an opportunity to provide marketing signage at the bandstand.  
The fee is \$500.00 – 1 opportunity.
- **Lunch** – an opportunity to provide marketing collateral and signage on each dining tables, and to showcase your product prior to and after lunch, 1 ½ hours. A table will be provided. Plus, a 3-minute speaking opportunity to address the audience during the General Session about your company the day you sponsor the lunch.  
The fee is \$2,700.00 - one sponsor per lunch – 2 opportunities.
- **Breakfast** - an opportunity to provide marketing collateral and signage on the buffet tables. Plus, your logo displayed and announced during General Session the day you are sponsoring.  
The fee is \$1,500.00 – one sponsor per breakfast – 2 opportunities.
- **Morning Break** - an opportunity to provide marketing collateral and signage on the buffet tables. Plus, your logo displayed and announced during General Session the day you are sponsoring.  
The fee is \$1,000.00 – one sponsor per morning break – 2 opportunities.
- **Afternoon Break** - an opportunity to provide marketing collateral and signage on the buffet tables. Plus, your logo displayed and announced during General Session the day you are sponsoring.  
The fee is \$1,000.00 – one sponsor per afternoon break – 2 opportunities.
- **Hotel Key Cards** – a marketing opportunity for your company having your logo printed on the host hotel key cards during the conference.  
The fee is \$4,000.00 – 1 opportunity.
- **Monday's Preconference Outing** – an opportunity to provide marketing collateral and signage during the boat tour. Plus, a 3-minute speaking opportunity to address the boat tour participants about your company during the boat cruise.  
The fee is \$1,200.00 – 1 opportunity.
- **Transportation to Mondays Preconference Outing** – an opportunity to provide marketing signage at the bus.  
The fee is \$750.00 – 1 opportunity.

**\*These Sponsorships are in addition to one of the 4 Levels of Sponsorships.**

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