

# 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—one in the spring and one in the fall—each organized and hosted by a member company.

## 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



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## CORE LEVELS OF SPONSORSHIP



The MUWG Vendor Sponsorship Program offers three 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 Levels of Sponsorship. MUWG leadership believes these options create valuable benefits for both the sponsoring companies and our member organizations. 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 at the MUWG Conference.



#### Platinum Sponsorship Includes:

 **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.



#### Gold Sponsorship Includes:

 **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.



#### Silver Sponsorship Includes:

 **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

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## EXCLUSIVE SPONSORSHIPS



These exclusive sponsorship opportunities receive recognition in Guidebook and are **only available as add-ons** 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

Gain unparalleled visibility as one of just two vendors featured during Hospitality Night 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
- A MUWG-provided table for you to use for direct engagement
- Prominent logo placement in the Guidebook Menu and Interact platform

This is your chance to stand out and connect with MUWG attendees in a high-profile setting. Don't miss this rare opportunity to elevate your brand!

### 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 with sponsor-provided marketing collateral and signage placed on each dining table. You'll also have a dedicated 1½-hour window to showcase your product on a MUWG-provided table before and after lunch. Additionally, you'll receive a **2-minute speaking opportunity** during the General Session the morning of your sponsorship to introduce your company.

### 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.

### TRANSPORTANT 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.