



# MUWG Vendor Sponsorship Program

FOR MORE INFORMATION CONTACT  
RICK ULRICH  
RICKULRICH@MUWG.ORG

## 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 our organization maintains an excellent reputation with vendors that have been involved with our conferences. As we move to enhance our relationships, MUWG is looking for eligible companies that can benefit by sponsoring the MUWG organization. The 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 or competes with the official published MUWG Agenda. These types of events are allowed on Monday, beginning at 8:00 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.

## VENDOR SPONSORSHIP

The MUWG Vendor Sponsorship 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: Bronze level does not include exhibiting space.
- Booth set up and dismantling can only begin at the designated time set by MUWG.
- All vendors must commit to one of the four sponsorship levels prior to registering for the conference.

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Rick Ulrich - MUWG Sr. Manager



rickulrich@muwg.org



muwg.org

## PLATINUM SPONSORSHIP

Platinum sponsorship entitles the vendor to exhibit at **one conference** during vendor night & the following benefits:



- Vendor 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 max.)
- 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') 6' table and chairs are provided.
- A placard to display at your booth declaring you are a Platinum Sponsor at the conference.

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

## GOLD SPONSORSHIP

Gold sponsorship entitles the vendor to exhibit at **one conference** during vendor night & 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 - up to 3 others in your booth must pay the conference fee & will have full access to the conference (4 max.)
- Booth space is approximate depending on hotel space (10' x 10') 6' table and chairs are provided.

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

## SILVER SPONSORSHIP

Silver sponsorship entitles the vendor to exhibit at **one conference** during vendor night & 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 & will have full access to the conference (2 max.)
- Booth space is approximate depending on hotel space (10' x 10') 6' table and chairs are provided.

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

## BRONZE SPONSORSHIP

Bronze sponsorship entitles the vendor to attend Vendor Night at **one conference** & 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 person must pay the conference fee and will have full access to the two-day conference and Vendor Night (2 max.)
- Bronze level sponsorships is for those vendors that **do not want to set-up a booth as Bronze level does not include exhibiting space.**

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

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## ADDITIONAL SPONSORSHIP OPPORTUNITIES

These Sponsorships are in addition to one of the 4 Levels of Sponsorships. Sponsors will be recognized on the Agenda in Guidebook & at the General Session.

<p><b>HOSPITALITY NIGHT</b></p>	<p>An opportunity to provide marketing collateral and signage on the tables &amp; bars. Plus, an opportunity to showcase your product for 2 ½ hours during Hospitality Night (table will be provided) AND up to 3-minute speaking opportunity to address the audience during the day one General Session.</p> <p>The fee for Hospitality Night Sponsorship is \$3,000.00 / 2 opportunities</p>
<p><b>LIVE MUSIC DURING HOSPITALITY NIGHT</b></p>	<p>An opportunity to provide marketing signage at the bandstand.</p> <p>The fee for sponsoring Live Music During Hospitality Night is \$500.00 / 1 opportunity</p>
<p><b>BREAKFAST</b></p>	<p>An opportunity to provide marketing collateral and signage on the buffet tables. Plus, your logo displayed and announced during General Session the morning you are sponsoring.</p> <p>The fee for Breakfast Sponsorship is \$1,500.00 – one sponsor per breakfast / 2 opportunities</p>
<p><b>MORNING OR AFTERNOON BREAK</b></p>	<p>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.</p> <p>The fee for Break Sponsorship is \$1,000.00 – 1 sponsor per break / 4 opportunities</p>
<p><b>LUNCH</b></p>	<p>An opportunity to provide marketing collateral and signage on each dining table. Plus, an opportunity to showcase your product prior to and after lunch (1 ½ hours, table will be provided) AND 3-minutes to address the audience about your company during the General Session the day you sponsor lunch.</p> <p>The fee for Lunch Sponsorship is \$2,700.00 - 1 sponsor per lunch / 2 opportunities</p>
<p><b>HOTEL KEY CARDS</b></p>	<p>An opportunity to have your company logo printed on the hostel hotel key cards during the conference. Plus, the opportunity to choose your booth location for Vendor Night.</p> <p>The fee for Hotel Key Card Sponsorship is \$4,000.00 / 1 opportunity</p>
<p><b>MONDAY'S PRE-CONFERENCE OUTING</b></p>	<p>An opportunity to provide marketing collateral and signage during the event. Plus, a 3-minutes speaking opportunity to address the event attendees.</p> <p>The fee for sponsoring Monday's Pre-Conference Outing is \$1,200.00 / 2 opportunities (1 sponsor for food &amp; beverage / 1 sponsor for activities)</p>
<p><b>TRANSPORTATION TO PRE-CONFERENCE OUTING</b></p>	<p>An opportunity to provide marketing signage at the bus.</p> <p>The fee for sponsoring Transportation to Monday's Pre-Conference Outing is \$750.00 / 2 opportunities</p>

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