



MUWG Vendor Sponsorship Program

MUWG INTRODUCTION

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 important role vendors play in the effective use of Maximo. We take pride in the strong, positive relationships we've built with vendors who have participated in our conferences. As we continue to strengthen these partnerships, MUWG is seeking qualified companies interested 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:

Monday: After 8:00 PM

Tuesday: After 8:30 PM

Wednesday: 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.

VENDOR SPONSORSHIP LEVELS

The MUWG Vendor Sponsorship Program offers 4 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 four 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 four sponsorship levels prior to registering for the conference.

PLEASE CONTACT US FOR MORE INFORMATION

Rick Ulrich – MUWG Sr. Manager



rickulrich@muwg.org



muwg.org

PLATINUM SPONSORSHIP - \$2,600

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

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) 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.
-  **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) & basic hotel Wi-Fi



GOLD SPONSORSHIP - \$2,200

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

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) & basic hotel Wi-Fi



SILVER SPONSORSHIP - \$1,800

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

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 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) & basic hotel Wi-Fi



BRONZE SPONSORSHIP - \$1,500

Bronze Sponsors can attend and engage with attendees without the need for a booth setup.

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 2** - One complimentary full-access pass to conference & one additional attendee at standard registration rate



PLEASE CONTACT US FOR MORE INFORMATION

EXCLUSIVE SPONSORSHIPS

These exclusive sponsorship opportunities are only available as add-ons to one of the four core Sponsorship Levels. Availability is limited and demand is high, so act quickly to secure your spot before they're gone! Your company will be recognized in Guidebook.

<u>HOSPITALITY NIGHT</u> \$3,000 2 OPPORTUNITIES	This high-visibility sponsorship provides the opportunity to showcase your brand for 2½ hours during Hospitality Night with sponsor-provided marketing collateral and signage on tables and bars and a MUWG-provided table for the event. You will also receive a speaking opportunity of up to 3 minutes during the Day One General Session and your logo will be prominently displayed in the Guidebook Menu and Interact, further enhancing your brand visibility.
<u>LIVE MUSIC</u> \$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.
<u>BREAKFAST</u> \$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.
<u>BREAK</u> \$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.
<u>LUNCH</u> \$2,700 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 3-minute speaking opportunity during the General Session to introduce your company, and your logo will be featured in the Guidebook Menu and Interact, maximizing your brand exposure.
<u>HOTEL KEY CARDS</u> \$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 receive priority selection of booth location for Vendor Night.
<u>PRE-CONFERENCE NETWORKING</u> \$1,200 2 OPPORTUNITIES	Kick off the conference with great vibes and even better refreshments! This sponsorship covers the activity or food & beverages during Monday's networking event. Sponsors may provide marketing collateral and signage at the event and will receive a 3-minute speaking opportunity to welcome attendees and introduce their company.
<u>TRANSPORTATION TO NETWORKING</u> \$750 2 OPPORTUNITIES	Help attendees ride in style to the Monday 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.

PLEASE CONTACT US FOR MORE INFORMATION