MTUG's "ExecTech" Webinar Series – *Autumn 2020*
Sponsor Benefits Guide

$300

For the Autumn 2020 Season MTUG will present the "Best-of-the-Best" of our constituents' Workshop Proposals as online Webinars, free to the public. These Workshops touch on the key issues executives in Maine businesses must consider in this rapidly changing technology and security landscape. This is an excellent opportunity to show your support of MTUG's mission while gaining great visibility to the leaders among the Maine tech professional community. _Maximum 3 sponsors per ExecTech Series event._

Visibility prior to the Event

- Sponsor Name or Logo included in all MTUG ExecTech Series marketing releases sent to dozens of online news and events sites, as well as print media postings whenever possible, and in social media.
- Sponsor Name or Logo included in Event Promotional Banner displayed periodically on the MTUG homepage (desktop version).
- Sponsor Logo included in MTUG's event webpage within co-sponsored logo.
- Link directly from the MTUG Event page to the Sponsor's Directory listing at the MTUG Site. Your organization's listing is fully editable by a designated member of your staff using a secure login at the MTUG site.

Visibility at the Event

- Sponsors may provide a basic slide for presentation at the beginning of the MTUG ExecTech webinar limited to logo, contact information, and not more than 30 words of description.
- Sponsor will be noted and appreciated during announcements at the beginning and end of the webinar.

Visibility after the Event

- All attendees to the ExecTech Series will be given an Opt-In option at registration to receive mailings from our sponsors. Contact Information for all those who Opt-In will be sent to Sponsors <u>afterwards</u>.
- Sponsor Logos will remain on the website for up to 2 years after the sponsorship. Whenever possible, recordings of webinars will be posted on the Event Archives along with relevant metadata, and will continue to attract visitors, adding to visibility past the event.

Please note that Sponsors are typically not involved with any technical presentation content or speaking.

Samples of Logo Visibility:

Presence on Webinar Banner on MTUG Homepage header (desktop; this or similar representation):

Visibility at the top of the MTUG ExecTech Event Page (this or similar representation):

Cobranded primary event logo to appear on the MTUG event page and many public listings (this or similar):

MTUG reserves the right to change the nature of the company logo visibility to best fit the company logo provided, and any modifications that may occur to the website or event logo over time.