

MTUG's "ExecTech" Webinar Series – *Autumn 2021* Sponsor Benefits Guide

\$500

For the Autumn 2021 Season MTUG features several top webinar presentations from our 2021 Summit Workshop RFP proposals. MTUG Webinars are recorded, and free to the public. These Workshops touch on the key issues executives and tech professionals in Maine businesses must consider in this rapidly changing technology and security landscape. This is an excellent opportunity to show your support for MTUG's mission while gaining great visibility to the leaders and implementers 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

- **NEW! Mini Sponsor RoundTable Presentation.** A Vendor Roundtable will be co-marketed with our ExecTech Webinars, and occur in a dedicated time from that is 20-30 minutes prior to the MTUG Webinar. These Vendor RoundTable events will be comarketed with the MTUG Webinar. Within each RoundTable, each sponsor will have approximately 5 minutes of dedicated presentation time to discuss your company, products and services, and/or a case study or topic of interest. Audience may be engaged at their discretion for Q&A, etc. Please avoid comparative phrases ("best" product/service, etc.) in keeping with MTUG's independent mission, and potential presence of other providers in the Sponsor RoundTable and audience.
- **ALSO NEW! Vendor RoundTable Participation Incentives.** MTUG will allow space for vendors to distribute eGifts / electronic doorprizes via QR code or directed hyperlink in chat within their 5 minute presentation time or during the RoundTable. MTUG will also offer a small electronic doorprize of our own, in a format to be announced, that encourages audience engagement.
- Sponsors will appear on the Sponsor Thank You slide at the beginning and end of the MTUG ExecTech feature Webinar Presentation. This basic will be limited to logo, contact information, and not more than 30 words of description.
- Sponsor will be verbally thanked during general announcements at the beginning and end of the Webinar Presentation.

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 afterwards.
- 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 the actual Webinar 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 (per example at right, 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.

