



**New York Oracle
Users Group
Vendor Marketing Guide
2009**

New York Oracle Users Group (NYOUG) - Vendor Marketing Guide

We appreciate the opportunity to present the marketing services that our group makes available to vendors. This guide serves as an introduction to those services and should answer most of your questions about the ways in which you can market your product or service to our membership. Should you have additional questions, please contact our Vendor Relations Chairperson at vendorcoordinator@nyoug.org or the Executive Director at execdir@nyoug.org

Disclaimer

The services provided by NYOUG to vendors are not always under our control. We will endeavor to do our best to provide the services described in this guide in the manner in which they are described. When this is not possible, we will offer alternatives. As a result, we reserve the right change any of these services at any time without notification.

Note to Recruiters and Job Placement Companies

NYOUG has created a group on the professional networking site LinkedIn to facilitate direct contact between our members. Membership in this online group is voluntary and is not restricted to paid members of NYOUG. Anyone on our email distribution list is eligible to join our LinkedIn group. LinkedIn users who are not already on our email distribution list will be added to the list when their request to join the group is approved.

NYOUG members, recruiters, job placement companies and others are welcome to use this group as a forum for posting information about job opportunities. Direct contact between participants in the group is governed by their LinkedIn account settings and LinkedIn's Terms of Service. NYOUG is not responsible for information posted on the LinkedIn site and reserves the right to manage all postings to the group including the right to edit or remove postings, allow or deny access to the site at NYOUG's sole discretion and/or to terminate the group at any time, without notice.

The group can be found at:

http://www.linkedin.com/groups?gid=1127257&trk=hb_side_g#h259-840

NYOUG has a strict policy prohibiting search firms and placement companies from using our meetings or website for recruiting purposes. Search and placement companies are welcome to advertise in the NYOUG Technical Journal. They are not permitted to participate in sponsorship or mailing activities. NYOUG does not provide direct employment networking information to its members other than through the NYOUG group on LinkedIn.

Information concerning NYOUG Technical Journal advertising can be found in Section II.

New York Oracle Users Group (NYOUG) - Vendor Marketing Guide

I. Meeting Sponsorships

NYOUG offers several different types of sponsorships:

- A. Quarterly General Meeting sponsorships
- B. Special Interest Group (SIG) yearly sponsorships
- C. NYC Metro Area Oracle User Group Day (Special Event) sponsorships

General Meeting sponsorship allows you to receive valuable exposure for your product or service at our meeting and an opportunity to market your product or service directly to our membership.

Currently, NYOUG holds 4 general meetings per year. For 2009, the meeting dates are as follows:

- Spring General Meeting - Thursday March 19, 2009
- Summer General Meeting - Wednesday June 10, 2009
- Fall General Meeting - Wednesday September 16, 2009
- Special NYOUG 25th Anniversary/NYC Metro Area Meeting - Tuesday December 8, 2009

SIG annual sponsorships provide a more targeted exposure by sponsoring the meetings of one of the SIG groups covering a specialized topic such as DBA issues, Data Warehousing or Web Development. Most SIGS hold 3-4 meetings per calendar year.

NOTE: No NYOUG Member contact information is provided to vendor sponsors. Sponsors may collect business cards and other contact information directly from meeting attendees at their vendor tabletops.

A. Quarterly General Meeting Sponsorships

There are several options available for Quarterly meeting sponsors. For each non-Special Event meeting, there may be one or two Primary Quarterly Meeting sponsors and, optionally, several Secondary Quarterly Meeting sponsors. For Special Event meetings, there will usually be multiple vendor sponsors. Primary and Secondary Quarterly sponsor privileges are listed below.

1. Common Privileges (includes Primary and Secondary Sponsors)

- Recognition in mailings, email blasts and on the NYOUG website that you are sponsoring the meeting. Typically, one postal mail announcement is sent per meeting to about 700 people. Weekly email blasts are sent to over 3,500 people.
- Acknowledgement of meeting sponsorship on the day of the meeting
- Tabletop at sponsored meeting where you can distribute material directly to the attendees.
- Link to your site placed on the NYOUG Sponsor page of our website for 1 year.
- Opportunity to submit a technical white paper (not exceed 2,000 words) about your product or service offering for inclusion in the NYOUG Tech Journal, subject to editorial approval.
- 1-year free Individual NYOUG membership.

2. Primary Quarterly Meeting Sponsorship - \$4,000

In addition to the Common Privileges listed above, Primary Quarterly sponsorships include:

- Opportunity to speak to meeting attendees at lunch where you may present your product or service in whatever manner you choose. Lunchtime presentations are 30-45 minutes
- Opportunity to place 4 full-page ads in the NYOUG Tech Journal throughout the year, at no additional charge. Without a sponsorship, the cost of 4 full-page ads is \$1,600. The NYOUG Tech Journal is published online 4 times a year (see Section II for ad size and formatting requirements).

New York Oracle Users Group (NYOUG) - Vendor Marketing Guide

- Opportunity to send one postal mailing to the NYOUG membership. For details, please see Section 3A.

3. Secondary Quarterly Meeting Sponsorship - \$2,500

In addition to the Common Privileges listed above, a Secondary Quarterly sponsorship includes:

- Opportunity to place 2 full-page ads in our newsletter throughout the year, and a 50% discount on any additional ads. The cost of 2 full-page ads is \$1,000. Our newsletter is published online 4 times a year (see Section II for ad size and formatting requirements).

Secondary Quarterly Meeting sponsors will not have an opportunity to address the group at lunch or send one free mailing.

B. SIG Sponsorships

SIG Meetings are held 3-4 times per year. There will only be one SIG sponsor for each SIG for the year. For 2009, the NYOUG SIGs are DBA, Data Warehousing, Web, and Long Island.

Price: \$3,000

SIG Sponsorships include:

- Company name placed on the SIG Web page as the sponsor with a link to your website
- Company name mentioned as the sponsor in mailings to our membership whenever the SIG is mentioned. Typically, SIG announcements are sent along with General Meeting announcements.
- Link to your website placed on the NYOUG Sponsors webpage
- Opportunity to place 2 free full-page ads in the online NYOUG Tech Journal (a \$600 value) and a 50% discount on additional advertising.
- Opportunity to distribute your marketing literature at the SIG meetings through the SIG chairperson
- Acknowledgement as sponsor at the SIG meetings
- 1 free Individual NYOUG yearly membership
- Opportunity to send 1 mailing to the NYOUG membership

New York Oracle Users Group (NYOUG) - Vendor Marketing Guide

C, NYC Metro Oracle User Group Day (Special Meeting) Sponsorships

The NYC Metro Area Oracle Users Group Day is a special annual event. This is a multiple track all-day event that typically draws over 500 Oracle professionals in the NYC area. NYC Metro Area Oracle User Group Day sponsors will be listed on the NYOUG website and in the emails promoting the event. NYOUG Tech Journal ads and direct email to members are not included.

Sponsors of this event can set up tabletop exhibits in the vendor area of the event venue and distribute materials to attendees.

At the end of the day, there is typically an hour during which vendors may hold raffles using business cards collected throughout the day.

NYC Metro Day Sponsorship Descriptions	Price
Networking (cocktail hour) reception	\$10,000
Breakfast sponsorship (includes tabletop)	\$6,500
Lunch sponsorship (includes tabletop)	\$9,500
Standard tabletop	\$4,995 (Early bird discount = \$4,500)
Tabletop + morning or afternoon break	\$6,500 (Early bird discount = \$6,000)

D. Sponsorship Package Deals

Below you can find various combinations of Metro Day, primary, and secondary sponsorships, with various discounts applied for the packages.

Package Descriptions	Package Price	Standard Price
Metro + 1 General Meeting Secondary sponsorship	\$6,000	\$6,995
Metro + 1 General Meeting Primary sponsorship	\$7,750	\$8,995
Metro + 2 Secondary General Meeting sponsorships	\$7,750	\$8,995
Metro + 2 Primary General Meeting Sponsorships	\$11,250	\$12,995
Metro + 1 Primary & 2 Secondary General Meeting sponsorships	\$11,250	\$12,995

II. NYOUG Tech Journal Advertising

The NYOUG Technical Journal is published online on a quarterly basis. Various size ads are available to meet your needs including full-page, half-page and quarter-page ads. Discounts are given for purchasing an ad that will run in multiple issues.

A. NYOUG Tech Journal Advertising

The cost for advertising in our newsletter is based on the size of the ad and the number of months that the ad is run, as shown in the following table:

Ad Size	Number of Issues			
	1	2	3	4
Full Page	\$600	\$1,000	\$1,350	\$1,600
Half Page	\$325	\$600	\$825	\$1,000
Quarter Page	\$200	\$400	\$600	\$700

The newsletter is published quarterly and usually made available to our membership during the week prior to each Quarterly meeting. Advertising deadlines are the first of the month preceding the month in which the meeting will take place. For example, if the meeting is scheduled to take place on March 10, then a vendor's ad must be submitted to editor@nyoug.org no later than February 1st to be included in the Spring General Meeting Tech Journal. If the ad cannot be submitted in time for the meeting in which the sponsor will be sponsoring the event, then the ad will be included in the next possible edition of the Tech Journal, dependent upon when the ad is received by the NYOUG Tech Journal editor.

Newsletter ads can be in one of three sizes:

- Full page ads should be 8.5" x 11".
- Half page ads should be 8.5" x 5.5"
- Quarter page ads should be 4.5" x 5.5".

The borders for half and quarter page ads size ads should be .5" on all sides (top, bottom, left and right). The borders for full page ads size ads are optional but, if used, should be no more than .5" on all sides (top, bottom, left and right).

The ad format should be a high-resolution PDF file, Microsoft Word document or a graphic file type that is compatible with Microsoft Word. The ad should be delivered by email to the Editor of the newsletter (editor@nyoug.org).

B. Distributing Marketing Literature

For a small fee of \$100, NYOUG allows vendors who are not meeting sponsors to place their marketing materials at a designated location at each meeting. The vendor will be responsible for placing the materials at this location and removing any unused materials. Materials not removed by the vendor at the end of the meeting will be discarded.

New York Oracle Users Group (NYOUG) - Vendor Marketing Guide

III. Mailings

NYOUG also offers postal mailing of a special announcement or promotion about your product or service to our members. This can be accomplished in one of two ways:

- You can supply us with an insert into our quarterly meeting flyers that are typically sent to our membership 1-2 weeks before each General Meeting.
- A mailing to our membership can be sent at any time using a bonded mailing house. For this type of mailing, you will be responsible for postage.

A. Mailing Inserts

This promotional opportunity allows you to insert an announcement about your services or products into one of our postal mailings. Inserts, which are provided by you, must be on 8.5" x 11" paper and tri-folded. The insert can be black-and-white or color. We can also make arrangements to have your announcement printed and then bill you for the cost. The assumption is also made that the weight of the insert will not increase our postage costs for the announcement. If there is an increase in postage cost, you would be responsible for the increased amount.

You can also mail an announcement or product information to our membership separately from a quarterly mailing. In this case, NYOUG will send a series of labels with our members addresses to a bonded mailing house of your choice.

Price: \$700

B. E-mail Promotions

At this time, the NYOUG Steering Committee has decided not to allow promotional e-mail blasts. All meeting and SIG sponsors will be mentioned in each email blast containing information about the meetings they are sponsoring.