



# New York Oracle Users Group

## Vendor Marketing Guide 2020

Updated: May 1, 2020

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 Executive Director at [execdir@nyoug.org](mailto: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.

The services provided to NYOUG by our meeting facility and caterer are not always under our control. We reserve the right to cancel any specific event and the contract with the sponsoring company. All fees paid by the sponsoring company will be refunded in full.

## ***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 LinkedIn 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:

<https://www.linkedin.com/groups/1127257>

NYOUG has a strict policy prohibiting search firms and placement companies from using our meetings or website for recruiting purposes. NYOUG does not provide direct employment networking information to its members other than through the NYOUG group on LinkedIn.

## **I. Meeting 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 3 General Meetings per year. For 2020, the meeting dates are posted at: <http://nyoug.org/sponsors/>

- Summer General Meeting – June timeframe
- Fall General Meeting - September-October timeframe
- Winter General Meeting - December timeframe

NOTE: No NYOUG Member contact or meeting attendee information is provided to any vendor sponsors by NYOUG. 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 quarterly meeting, there may be one or two Gold Quarterly Meeting sponsor(s) and, optionally, several Silver Quarterly Meeting sponsors. At most two lunch sessions are available for marketing presentations, so only two gold spots are available for any one meeting. Gold and Silver Quarterly sponsor privileges are listed below.

#### **1. Gold Quarterly Meeting Sponsorship - \$3,000**

- Recognition in mailings, email blasts and on the NYOUG website that you are sponsoring the meeting. Weekly email blasts are sent to over 4,000 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.
- 1-year free Individual NYOUG membership.
- 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.
- 4 Individual guest meeting reservations. The guest attendees may be independent of those individuals staffing the vendor's table.

#### **2. Silver Quarterly Meeting Sponsorship - \$1,500**

- Recognition in mailings, email blasts and on the NYOUG website that you are sponsoring the meeting. Weekly email blasts are sent to over 4,000 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.
- 1-year free Individual NYOUG membership.
- 2 Individual guest meeting reservations. The guest attendees may be independent of those individuals staffing the vendor's table.

Silver Quarterly Meeting sponsors will not have an opportunity to address the group at lunch.

### **Multiple General Meeting Sponsorship Packages**

Please consider sponsoring multiple NYOUG events throughout the year. Requested by vendor.

<b>Package Descriptions</b>	<b>Package Price</b>
2 General Meeting Gold Sponsorships	\$6,000
3 General Meeting Gold Sponsorships	\$9,000
2 General Meeting Silver Sponsorships	\$3,000
3 General Meeting Silver Sponsorships	\$4,500
1 Gold + 1 Silver General Meeting Sponsorship	\$4,500
1 Gold + 2 Silver General Meeting Sponsorships	\$6,000
2 Gold + 1 Silver General Meeting Sponsorship	\$7,500

Payments for packages can be split between the sponsored meetings but payments for each meeting must be received BEFORE the meeting date. Payment of a single amount for all meetings must be received before the first meeting date.

### **Policy on Cancellation by Vendors**

If a sponsoring company decides to cancel their sponsorship for any specific meeting or event, NYOUG will refund the sponsorship payment received according to the following schedule:

- Cancellation made less than 4 weeks prior to meeting or event: No refund
- Cancellation made more than 4 weeks prior to meeting or event: 50% will be refunded
- Cancellation made more than 8 weeks prior to meeting or event: 100% will be refunded

## **I. Meeting Sponsorships - Continued**

### **B. Breakfast Sponsorships - \$300**

- Recognition in mailings, email blasts and on the NYOUG website that you are sponsoring the breakfast. Weekly email blasts are sent to over 4,000 people.
- Acknowledgement of breakfast sponsorship on the day of the meeting.
- Representative may attend meeting for no charge and network with attendees.
- Link to your site placed on the NYOUG Sponsor page of our website for 1 year.
- 1-year free Individual NYOUG membership.

### **C. Lunch Sponsorships - \$600**

- Recognition in mailings, email blasts and on the NYOUG website that you are sponsoring the lunch. Weekly email blasts are sent to over 4,000 people.
- Acknowledgement of lunch sponsorship on the day of the meeting.
- Representative may attend meeting for no charge and network with attendees.
- Link to your site placed on the NYOUG Sponsor page of our website for 1 year.
- 1-year free Individual NYOUG membership.

Breakfast and Lunch sponsors will not have an opportunity to address the group at breakfast/lunch or in a technical session.

### **D. Webinar Sponsorships - \$300 < Updated >**

- Recognition in mailings, email blasts and on the NYOUG website that you are sponsoring the Webinar. Weekly email blasts are sent to over 4,000 people.
- Acknowledgement of Webinar sponsorship at the beginning and end of the meeting.
- Link to your site placed on the NYOUG Sponsor page of our website for 1 year.
- 1-year free Individual NYOUG membership.

### **E. Meetup Sponsorships - \$150**

- Recognition in mailings, email blasts and on the NYOUG website that you are sponsoring the Meetup. Weekly email blasts are sent to over 4,000 people.
- Acknowledgement of Meetup 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.
- 1-year free Individual NYOUG membership.

## **II. Other Sponsorships**

### ***F. Networking Sponsorships -***

- Recognition in mailings, email blasts and on the NYOUG website that you are sponsoring the networking. Weekly email blasts are sent to over 4,000 people.
- Acknowledgement of sponsorship on the day of the meeting.
- Tabletop at sponsored gathering, 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.
- 1-year free Individual NYOUG membership.
- Vendor makes arrangements at facility and pays check directly to provider.

### ***G. Name Tag/Lanyard Sponsorships -***

- Recognition in mailings, email blasts and on the NYOUG website that you are sponsoring the tags/lanyards. Weekly email blasts are sent to over 4,000 people.
- Acknowledgement of sponsorship on the day of the meeting.
- Link to your site placed on the NYOUG Sponsor page of our website for 1 year.
- 1-year free Individual NYOUG membership.
- Vendor provides branded name tags/lanyards to NYOUG, for distribution at registration table.