

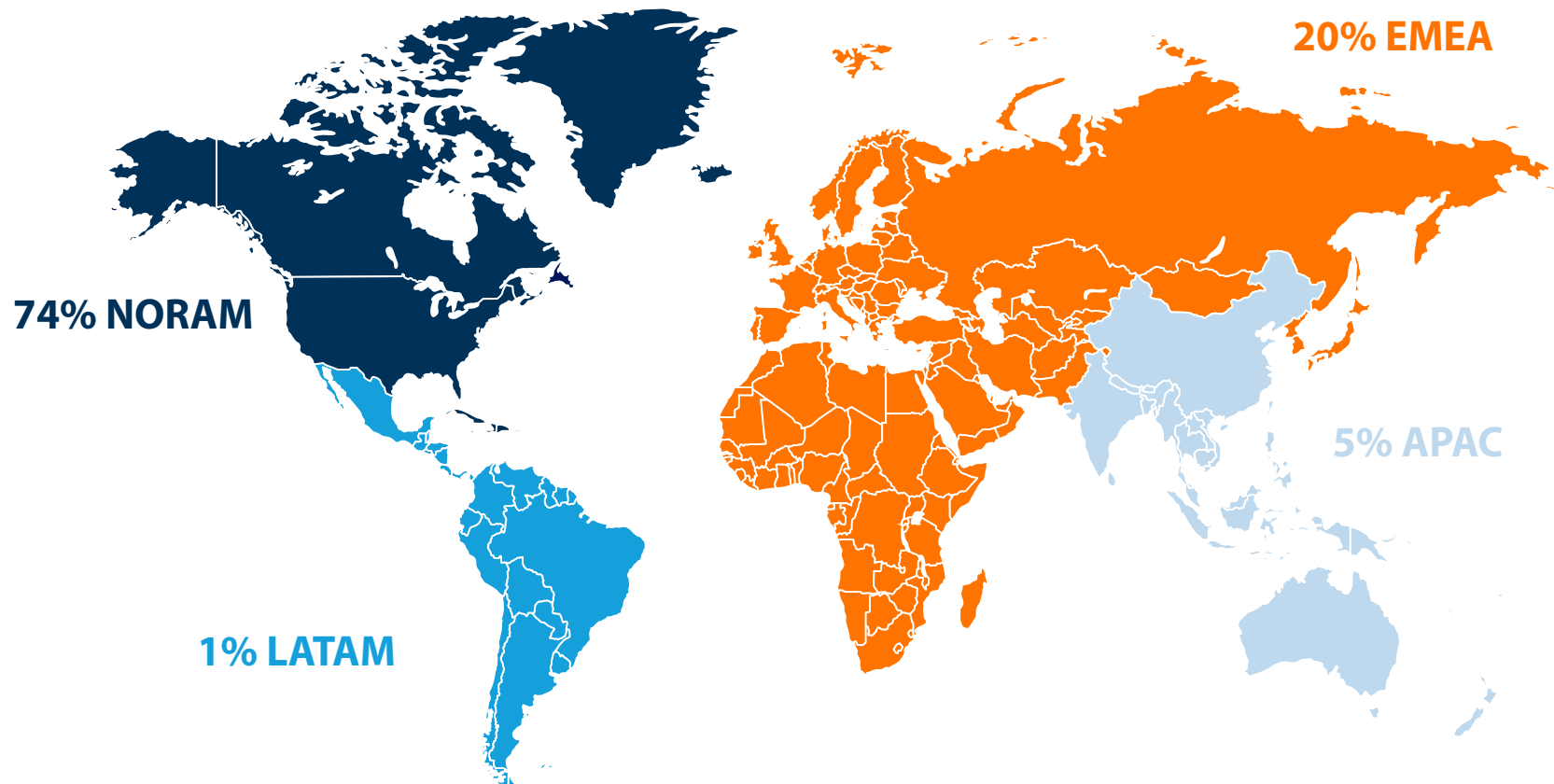


Mitel User Group

2021 MUG Sponsorship Opportunities

What is the Mitel User Group?

The Mitel User Group is an independent, customer community that enables networking and sharing among other user group members and delivers direct feedback between Mitel and the users, both locally and globally.



All About MUG Members



Membership Breakdown

Customers | 72%
Partners/Resellers | 23%
Mitel Employees | 4%

Member Titles

Technical Engineer/IT Engineer | 37%
IT Manager | 35%
Technician | 14%
C-Level Executive/Director | 13%
Other Titles | 2%

Industry Breakdown

Telecommunications | 23%
Government | 8%
Education | 7%
Healthcare | 7%
Technology | 7%
Other Industries | 49%
Includes Finance, Manufacturing, Hospitality,
Communications, and Media

Engagement Opportunities

Online Access

ANNUAL VIRTUAL EVENT

Sponsorship Includes:

- Booth in Exhibit Hall
- Giveaway Promotion Opportunity*
- Logo in Main Lobby
- Unlimited Resources in Booth/Resource Library
- Logo on Event Website
- Promotion to all MUG Members via Social Media, Email and MUGMail
- Booth Attendee List**
- Session Attendee list** (session purchased separately)

*Sponsor purchases Giveaway and we promote it

**List provided of those that registrants that opted-in to share their information

WEBINARS

- A 60-minute live webcast is a great way to educate the MUG member base on your industry expertise.

Sponsorship Includes:

- Your demo/presentation
- Live Q&A
- Promotion to all MUG members via email, social and MUGMail
- Session recorded for MUG on-demand access

Year-Round Access & Brand Awareness

MUGMAIL NEWSLETTER BANNER AD

- Reach over 7,800 MUG members through a banner ad linked to your URL of choice in our monthly newsletter.

WEBSITE BANNER

- A 535x107 banner on the MUG homepage with a custom trackable link. Banner will live for one month on the site.

MUGMAIL NEWSLETTER ARTICLE

- Reach over 7,800 MUG members with a 150-word blurb to promote your own content alongside a graphic of your choice.

SOCIAL MEDIA POST

- Connect with MUG's social media audience highlighting your company's newest product release or software update with one post to LinkedIn, Facebook, and Twitter.

Pricing



OPPORTUNITY	COST	# AVAILABLE
Annual Virtual Event	\$3,000	10
Sponsor Presentation	\$1,500	4
Webcasts*	\$2,000	12
MUGMail Newsletter Banner	\$1,000	12
MUGMail Newsletter Article	\$1,500	12
Website Banner Ad	\$1,000	12
Social Media Post	\$750	24
*Webcasts Purchased with a VE Sponsorship for \$1,500		

