

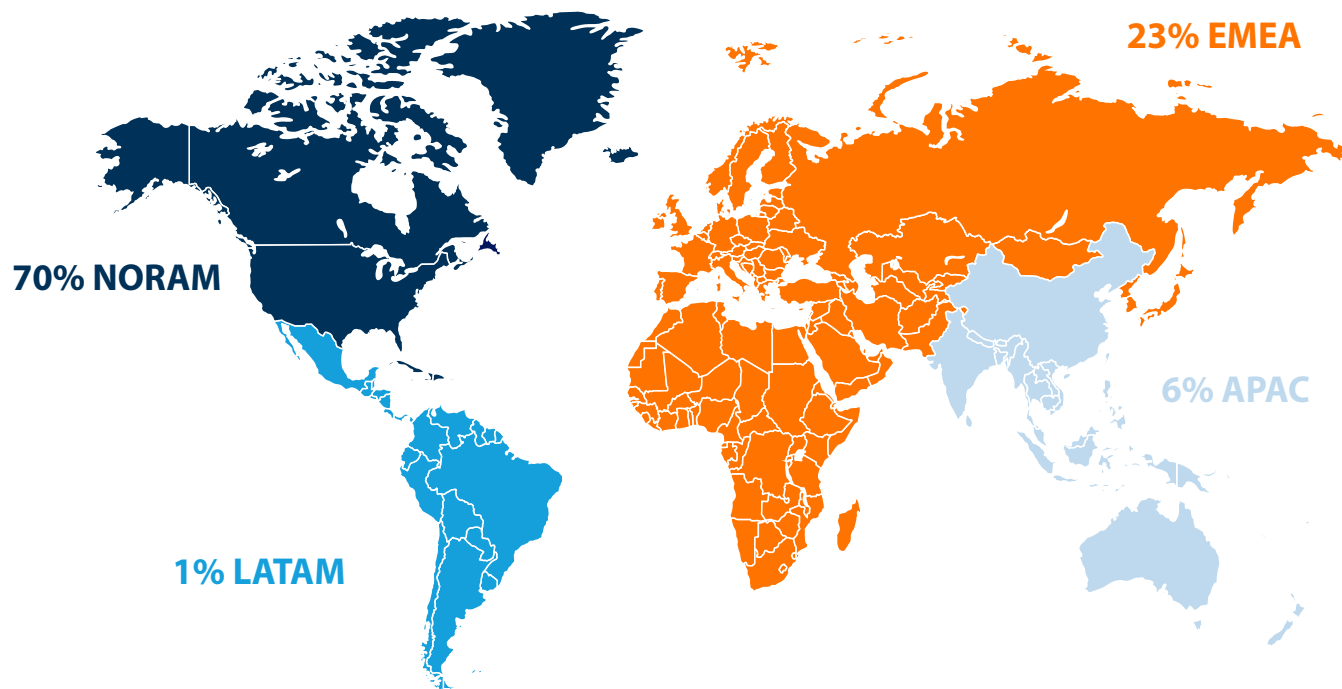


# Mitel User Group

## 2022 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.



“Participating in MUG events provides OpenText with branding opportunities as well as the ability to **connect with Mitel customers and resellers globally we would not otherwise have direct access to**. It's also a great way to update our existing Mitel customers on the latest features in our products!

- OPENTEXT



# All About MUG Members



## Membership Breakdown

Customers | 76%  
Partners/Resellers | 20%  
Mitel Employees | 4%

## Member Titles

Technical Engineer/IT Engineer | 34%  
IT Manager | 35%  
Technician | 13%  
C-Level Executive/Director | 13%  
Other Titles | 5%

## Industry Breakdown

Telecommunications | 21%  
Government | 8%  
Education | 8%  
Healthcare | 7%  
Technology | 6%  
Other Industries | 50%  
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 register 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

“The Mitel User Group **Virtual Event 2021** was a great and successful experience for ASC. At the event, we had both a virtual booth and a session, which allowed us to **connect with interesting contacts within the network, with whom we are still in contact afterwards**. Thank you very much for the great event - it always helps to have great partners by your side to **achieve those successes together!**”

- ASC TECHNOLOGIES

## Year-Round Access & Brand Awareness

### MUGMAIL NEWSLETTER BANNER AD

- Reach over 8,500 MUG members through a banner ad linked to your URL of choice in our monthly newsletter.

### WEBSITE BANNER

- A 400x900px or 280x1080px banner on the MUG homepage with a custom trackable link. Banner will live for one month on the site.

\*Includes paid and organic posts from January–October 2021

### MUGMAIL NEWSLETTER ARTICLE

- Reach over 8,500 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. In 2021, MUG Social Media saw over 950,000 impressions amongst our social channels.\*

# 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		

“Brightmetrics has worked with the Mitel User Group over the years for both webinars and their annual Virtual Events. MUG’s events are always well done, with **timely communication, ample time to prepare, and the ability ask questions throughout the process.** MUG’s understanding of their audience has helped us immensely in tailoring our message to the community where **we’ve seen positive ROI from our event sponsorships.** Each year, with these events, we continue to **build and grow our database with Mitel prospects we know can benefit from our products.**”

- BRIGHTMETRICS

