



**New York Oracle
Users Group
Vendor Marketing Guide
2011**

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 to 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 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:

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

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 2011, the meeting dates are as follows:

- Spring General Meeting – Tuesday March 15, 2011
- Summer General Meeting - Tuesday June 7, 2011
- Fall General Meeting - Thursday September 22, 2011
- Special Winter Meeting – Tuesday December 13, 2011

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

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 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. 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

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.

3. Special Meeting Sponsorship - \$4,000 (\$3600 if paid by 9/30/11)

In addition to the Common Privileges listed above, Special Meeting sponsorships include:

- Vendor Hall tabletop and opportunity to conduct raffle at end of event
- 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).

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 2010, the NYOUG SIGs are:

- DBA
- Business Intelligence/Data Warehousing (BI/DW),
- Web
- Long Island (covers all topics)

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 email blasts to our membership whenever the SIG is mentioned.
- 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

SIG Webinars

For 2011, NYOUG will be hosting SIG meetings online as webinars as well as in-person events. All webinars will be recorded and posted on the NYOUG website. SIG sponsors will be entitled to include 1 PowerPoint slide which will be displayed at the start of the webinar and the sponsor will be acknowledged by the webinar host.

Please contact the NYOUG Executive Director (execdir@nyoug.org) if you would like to discuss including additional audio/video as part of the posted webinar recording.

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

D. Multiple Event Sponsorship Packages

Please consider sponsoring multiple NYOUG events throughout the year.

Package Descriptions	Package Price	Discount	Standard Price
1 General Meeting Primary sponsorship + Special Meeting Tabletop	\$ 6800	15%	\$ 8000
1 General Meeting Secondary sponsorship + Special Meeting Tabletop	\$ 5850	10%	\$ 6500
2 General Meeting Primary sponsorships	\$ 7,200	10%	\$ 8,000
3 General Meeting Primary sponsorships	\$10,800	10%	\$12,000
4 Primary Sponsorships	\$14,000	10% first 3, 20% on 4 th	\$16,000
2 General Meeting Secondary Sponsorships	\$ 4,500	10%	\$ 5,000
3 Secondary Meeting Sponsorships	\$ 6,750	10%	\$ 7,500
4 Secondary Meeting Sponsorships	\$ 8,750	10% first 3, 20% on 4 th	\$10,000
1 Primary + 1 Secondary General Meeting Sponsorship	\$ 5,850	10%	\$ 6,500
1 Primary + 2 Secondary General Meeting Sponsorships	\$ 8,100	10%	\$ 9,000
1 Primary + 3 Secondary General Meeting Sponsorships	\$10,350	10%	\$ 11,500
2 Primary + 1 Secondary General Meeting Sponsorships	\$ 9,450	10%	\$10,500
2 Primary + 2 Secondary General Meeting Sponsorships	\$11,700	10%	\$13,000
Special Meeting Breakfast Sponsorship (includes tabletop)	\$ 5,500		
Special Meeting Lunch Sponsorship (includes tabletop)	\$ 7,500		
Special Meeting Cocktail Reception Sponsorship (includes tabletop)	\$10,000		

Payments for packages can be split between the sponsored meetings but payments for each meeting must be received BEFORE the meeting date.

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

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 issues 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.