



IAUG™

INTERNATIONAL AVAYA USERS GROUP

IAUG Western Connect  
November 7-10, 2010  
Portland Marriott Downtown Waterfront

**Partner Opportunities**

## IAUG Western Connect at a Glance

Formally known as IAUG's Wild Wild! West Regional Conference, IAUG Western Connect is THE premier event for heritage Nortel and heritage Avaya customers in the Western United States and Canada. Join over **200 end users** eager to find the latest and greatest education and information on the latest products, solutions, and services available for maximizing their communications technology investments.

### Why Participate?

Head west and get in on the action! Be a part of this transformational event and get in front of members seeking information into the Avaya and IAUG roadmaps at this critical point in communications technology history.

- **Engage** a target set of Avaya customers
- **Increase** your Western footprint with IAUG's **1,500+ members** in the area
- **Maximize** on customers looking to invest before year end
- **Showcase** your latest products and solutions

### Who You Will Meet at IAUG Western Connect:

- Customers from throughout the Western United States, particularly Oregon, Washington, Colorado and Montana
- Representatives of all industries, primarily Government, Education & Healthcare
- International, regional and local end user member companies, including: Montana State University, Salt Lake City Airport, University of Washington Medical Center, U.S. Department of Commerce, Visa, U.S. Postal Service, Costco and more!

## Exhibitor Hall Schedule-at-a-Glance

### Installation (Move-In)

Sunday, November 7, 2010 . . . . . 3:00 p.m. – 9:00 p.m.  
Monday, November 8, 2010. . . . . 8:00 a.m. – 1:00 p.m.

### Exhibit Hours

Monday, November 8, 2010. . . . . 3:30 p.m. – 6:00 p.m.  
Tuesday, November 9, 2010 . . . . . 3:30 p.m. – 5:00 p.m.

### Dismantle (Move-Out)

Tuesday November 9, 2010 . . . . . 5:00 p.m. – 9:00 p.m.

## Exhibit Package: \$1,350

- 8' x 10' exhibit space
- Identification sign
- Two (2) complimentary Full-Conference registrations
- Listing on event website
- Post-conference attendee list (with attendees who provide permission) to include name, company, city and state and email

## **Sponsorship Information**

### **Platinum Sponsorship Opportunities**

#### **Audio Visual Sponsor**

Includes:

- 4 Full Conference Registrations
- Platinum Sponsorship level on booth signage
- Two full color pages, company Bio, or Ad in participant handout information
- Conference logo and link to company home page from IAUG Western Connect website
- Recognition as Platinum Audio/Visual sponsor
- Signage recognition at every workshop
- Listing as Audio/Visual Sponsor along with Company logo in color in attendee handouts.

#### **Sunday Evening Reception Sponsor**

Kick off the conference by sponsoring our Sunday Evening Social Networking Event. A cocktail reception running from 6:00-9:00 includes light fare and occurs immediately after our First Timer's Orientation. You'll have the opportunity to welcome our attendees to the conference and start IAUG Western Connect's Annual Conference in-style.

Includes:

- 2 Full Conference Registrations
- Sponsorship recognition on booth signage.
- One full color page, company Bio, or Ad in attendee handout information
- Conference logo and link to company home page from IAUG Western Connect website
- Listing as Sunday Evening Reception Sponsor along with Company logo in color in attendee handouts.

#### **Trade Show Reception Sponsor**

Be one of the sponsors of our Trade Show Receptions. You can select either Monday's "On-The-Floor" Reception or Tuesday's "Giveaway Reception" and sponsor our exciting Trade Show networking opportunities. You'll be recognized on the Trade Show Floor as the Reception Sponsor. Show your support of the Trade Show Receptions and become one of the Reception sponsors!

Includes:

- 2 Full Conference Registrations
- Recognition of sponsorship on the Trade Show floor
- Signage recognition as you enter the Trade Show
- Sponsorship recognition on booth signage
- One full color page, company Bio, or Ad in attendee handout information
- Conference logo and link to company home page from IAUG Western Connect website
- Listing as a Trade Show Reception Sponsor along with Company logo in color in attendee handouts.

IAUG offers a variety of sponsorship opportunities to maximize your company's return on investment as an exhibitor at the IAUG Western Connect.

Whether it is introducing a new product, increasing your brand awareness or increasing booth traffic, there is no better way to get your name in front of more than 200 attendees!

### **Sponsorship Levels**

	Platinum \$10,000 +	Gold \$5,000	Silver \$3,000	Bronze \$1,500
8' x 10' Exhibit Space	2	1	1	1
Full Conference Registrations	10	8	5	3
Logo Inclusion in Conference Program	√	√	√	
Company Listing in Conference Program	√	√	√	√
Recognition in Onsite Signage	Logo	Logo	Logo	Company Name
Pre-conference Attendee List	√	√		
Post Conference Attendee List	√	√	√	√
General Session Recognition	Logo Recognition	Logo Recognition	Logo Recognition	Company Name
Badge Recognition	Ribbons to be worn on badges with Platinum sponsor level recognition	Ribbons to be worn on badges with Gold sponsor level recognition	Ribbons to be worn on badges with Silver sponsor level recognition	Ribbons to be worn on badges with Bronze sponsor level recognition
Passport to Prizes	√	√	√	√

*Additional Sponsorship Opportunities:*

Conference Bag	Your logo alongside Avaya logo on conference bags distributed to all attendees at registration.	\$7,500
Lanyards	Your logo alongside Avaya logo on lanyards worn by all attendees throughout the event.	\$5,000
Notepad	Your company's four color logo will be included on an 8.5" x 11" notepad, alongside Avaya's logo, and provided to each conference attendee in their registration bags.	\$4,000
Luncheon Sponsor	As the exclusive meal sponsor your company's logo will be displayed on signage near food stations and napkins. You will also have the opportunity to provide marketing collateral for a chair drop at lunch each day.	\$3,000
Breakfast Sponsor	Exclusive sponsor of Conference Breakfast includes signage at entrance and food stations and listing in conference program, as well as the opportunity to display your company's literature.	\$2,000
Registration Bag Insert	Be sure to reach every attendee by including your company's marketing collateral in the registration bag. Inform attendees of your product or service offerings and drive them to your booth to learn more. Sponsor to provide marketing collateral. Note: Insert subject to review and approval.	\$1,000
Passport to Prizes	Your company will be listed as a participant and attendees will visit your booth to receive a stamp on their "passport" to be entered for a chance to win a prize donated by your company.	\$500

For more details on all sponsorship opportunities please contact Jim Conlon at IAUG Headquarters at [jconlon@iaug.org](mailto:jconlon@iaug.org) or 312.673.4865.