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# SPONSORSHIP PROSPECTUS



## Contents

Introduction .....	2
About the annual sponsorship.....	3
Key facts about Citrix .....	3
Sample of companies attending .....	4
Sample conference agenda .....	5
2015 sponsors include: .....	6
Why sponsor? .....	6
Sponsorship Opportunities Available .....	7
Platinum Sponsorship packages .....	8
Option 1: Official lunch sponsor .....	8
Option 2: Official refreshments sponsor .....	8
Option 3: Official post-conference dinner sponsor for 2 events per year (invitation only) ...	8
Additional branding opportunities .....	9
Branded sweatshirts for members (charged at cost) .....	9
Branded lanyards (£2,000 + VAT) .....	9
Branded Moleskin notebook (£6,000 + VAT) .....	9
One-off taster opportunity .....	9
Contact us: .....	9



## Introduction

The UK Citrix User Group provides a voice for the Citrix User Group community; created by users, for users it is dedicated to helping its members excel. It is driven by a steering committee that includes six volunteer users who are involved in leading local and special interest groups. In addition they set the agenda for the CUGC meetings that take place 4 times per year and the online community.

The partnership with Citrix is key to the success of the community providing the group with unrivalled access to Citrix content and executives. Citrix has provided invaluable support from the onset and the committee work closely with Citrix to plan events and to collaborate on technical education and insights.

Members are technology professionals interested in maximising the value of Citrix and partner products. Together the user group aims to be a source of high-value content and knowledge-sharing, an online and in-person hub for professional connections, and a voice of influence with Citrix and their technology partners.

The User Group would not exist without the continued support of its sponsors whose funding ensures that meetings take place on a regular basis. It is for this reason that the sponsorship packages for 2016 have been expanded to offer even more branding exposure and increased networking opportunities to provide even greater value for those who participate.

We hope that you like the new packages and look forward to discussing the opportunities with you in more depth.

**The UK Citrix User Group Events Team**

## About the annual sponsorship

The UK Citrix User Group runs four conferences per year, three of these are held in London and the fourth takes place outside of London. Seen as a fantastic opportunity to get together with like-minded Citrix peers the 1 day meetings attract more than 60 members and have a very “hands-on” feel to them.

Below you will see a sample agenda from 2015 which includes keynote presentations, guest speakers, live-demos from the Citrix product experts and the opportunity to network and meet with our sponsoring partners within the exhibition.

## Key facts about Citrix

Citrix is a cloud company that enables mobile workstyles.

**Corporate Vision:** A world where people can experience work and life in harmony

Year Founded - 1989

Revenue - FY13 \$2.92 billion

Partners - 10,000 in 100 countries

Customers - 330,000 enterprises

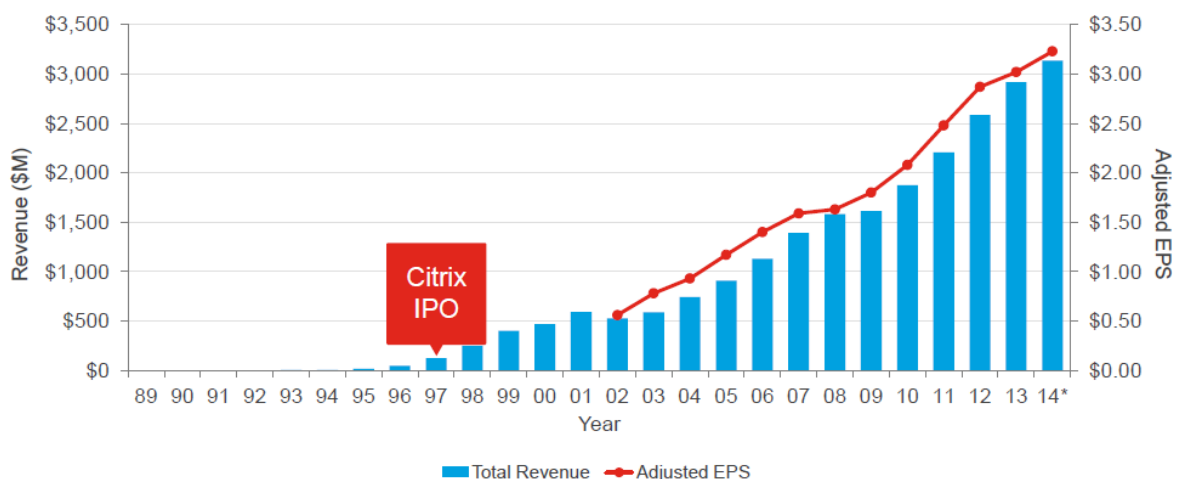
- 100% of *Fortune* 100
- 98% of *Fortune* 500
- 100% of *Fortune Global* 100
- 99% of *Fortune Global* 500

#1 in desktop and App Virtualisation

#2 Cloud Networking

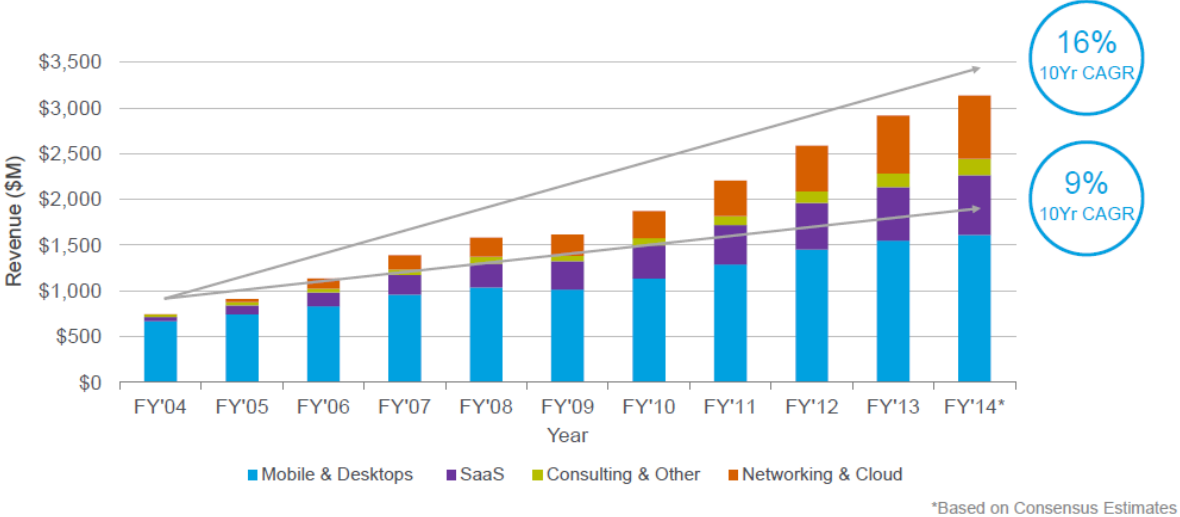
#2 Web Collaboration

## Citrix business momentum

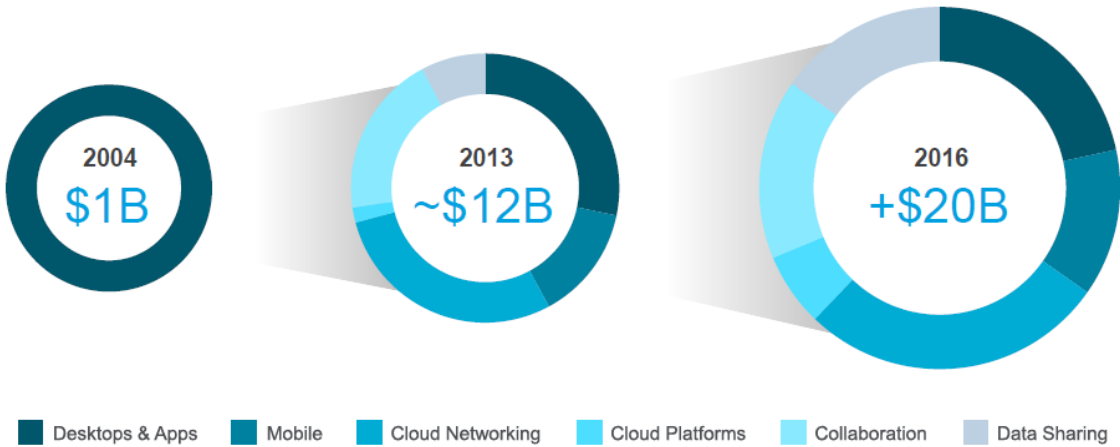


## Diversification and growth

2004–2014



## Addressable market opportunity



## Sample of companies attending

Affinity Sutton, Allen & Overy LLP, Kreston Reeves LLP, JP Morgan, Beasley, TFL, Great Ormond Street, Aldermore Bank, RBS, AWE, Dentons, Maersk Group, Linklaters, Cancer Research UK, Air Products PLC, DTZ, Travis Perkins, Anthony Nolan Trust, Mazars, London Borough of Camden, London Borough of Kingston, Carmarthenshire County Council, Yorkshire Water, News UK, World Pay, Clyde & Co, Catlin, Centrica, Hogan Lovells, Taunton School and Hiscox to name but a few.

## Sample conference agenda

Each conference agenda is designed to maximise the peer-to-peer discussion around real-world case studies, with a mixture of presentations from end-users, Citrix key experts, a Q&A roundtable and 4 presentations of 15 minutes each from key sponsors.

We see our sponsoring partners as critical to the success of this programme and it is for this reason that we have expanded the format to include a table-top exhibition area that remains open for the duration of the day with a dedicated timeslot allocated within the agenda for visiting sponsors and networking. Below is an example of the agenda for the Autumn 2015 conference.

Time	Session
09:00	Registration and refreshments
09:30	News (UKCUG)
09:45	Get your Applications off my Master Image! Citrix AppDisks Demo
10:30	Get the scoop on the next version of HDX:Thinwire+
11:15	Refreshment break in the sponsor showcase
11:30	Sponsor session
11:45	Sponsor session
12:00	XenApp 7.6 on HP Moonshot bare metal: How & Why
12:45	Lunch break and network with sponsors
13:45	Sponsor session
14:00	Sponsor session
14:15	Lessons learnt from the field
15:00	User profile management on Windows 10
15:45	Refreshment break in the sponsor showcase
16:00	Q&A session with Citrix CTO Christian Reilly
16:30	Roundtable discussion
17:15	Wrap up
17:30	Close
17:35	Drinks and networking with sponsors in a local pub
20:00	Sponsored dinner (invite only)

2015 sponsors include:



## Why sponsor?

With the support of our key partners and members, the UK Citrix User Group has a tight-knit community feel to it with all of the members keen to understand the latest Citrix updates and problem solving techniques to help them drive their IT strategy to success in 2016. As a sponsor you will benefit from the following:

- the opportunity to sell to and network with our members - decision makers and influencers from end user organisations
- the chance to leverage these decision makers all in one place to maximise one-to-one sales meetings
- the ability to increase your brand awareness amongst the key target audience
- the opportunity to educate customers and prospects on your latest product offerings to increase sales and uncover new business opportunities
- the chance to demonstrate your support of the UK Citrix User Group community

## Sponsorship Opportunities Available

We are delighted to present our sponsorship packages for 2016 which have been developed and enhanced on previous years to provide greater branding opportunities pre-event, onsite and post-event to maximise the value gained for our sponsors. The table below highlights the key deliverables with further descriptions on individual hospitality/branding options below.

Description	Platinum (3)	Gold (4)	Silver (4)
Maximum available	(3)	(4)	(4)
<i>Choose 1 value-added hospitality/branding opportunity from the list overleaf.</i>	✓	x	x
<i>In advance of the event</i>			
Logo placement on pre-event promotion	✓	✓	✓
Logo placement on the home page of UKCUG website rotating with other sponsors	✓	✓	x
Company profile on the sponsor page of the UKCUG website for the duration of the sponsorship	✓ 150 word company overview + contact details	✓ 150 word company overview + contact details	✓ 100 word company overview + contact details
<i>During the event</i>			
Presentation slot of 15 minutes at 2 out of the 4 meetings within the term of the sponsorship	✓	✓	x
Pop-up exhibition stand placement in refreshment area	✓	✓	✓
Guaranteed attendance at all meetings during the term	✓	✓	✓
Sponsor recognition and introduction to the audience at the beginning of each meeting	✓	✓	x
Lead acquisition tool to scan attendees	1	1	1
Booth passes (including catering and refreshments)	2	2	1
Opportunity to give a gift to all attendees at meetings	✓	✓	✓
<i>After the event</i>			
Logo placement on the thank you emails sent to attendees	✓	✓	✓
Logo placement on event feedback survey	✓	✓	x
Opt-in delegate list with contact details post event	✓	✓	x
1 email communication to the base during the term	✓	✓	✓
Guest blogger opinion piece which will be uploaded to the site and referenced to the LinkedIn community	✓	x	x
Social media promotion (LinkedIn and Twitter)	✓	x	x
Option to upload a promotional brochure / data sheets to the UKCUG website for the duration of the sponsorship	✓	✓	x
<b>COST QUOTED for 12 months (EXCL. VAT)</b>	<b>£4,500</b>	<b>£3,750</b>	<b>£2,000</b>



The following items are available to Platinum sponsors only as a complimentary value-add within the sponsorship packages.

## Platinum Sponsorship packages

### Option 1: Official lunch sponsor

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Attendees at the UKCUG meetings are provided with lunch as part of their attendance package – usually this is buffet-style and takes place within the same area as refreshments are served and the sponsor pop-ups are placed. As a platinum sponsor of the conference lunch in addition to the items already listed - you will gain the following benefits:

- Logo inclusion on “tent cards” at each lunch station highlighting your platinum sponsorship and support
- Logo inclusion on holding slides within the meeting agenda
- Logo inclusion on branded napkins available with the lunch

### Option 2: Official refreshments sponsor

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Refreshments are available during registration in the morning, at mid-morning break and during the afternoon session. As a platinum sponsor of the refreshments in addition to the items already listed - you will gain the following benefits:

- Logo inclusion on “tent cards” at each drinks station highlighting your platinum sponsorship and support
- Logo inclusion on holding slides within the meeting agenda
- Logo inclusion on branded napkins available at the refreshment breaks.

### Option 3: Official post-conference dinner sponsor for 2 events per year (invitation only)

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The meetings are a very full day of sessions with technical demonstrations and lots of content to absorb. At the end of the day a few of the members like to get together for an informal dinner and to relax.

As platinum sponsor of the post-conference dinner in addition to the items already listed - you will gain the following benefits:

- A guest place at the post-event dinner for 2 of the 4 events of your choice within the annual membership
- Your logo within the official dinner invitation to be sent out to guests highlighting your sponsorship contribution to the evening dinner
- Logo inclusion on holding slides within the conference programme

## Additional branding opportunities

In addition to the sponsorship packages already described, please find to follow some additional branding opportunities to ensure you maximise your time at the conference. NB: The following items are only available as an additional item once you have confirmed your sponsorship package at platinum, gold or silver level.

### Branded sweatshirts for members (charged at cost)

Given the club feel that the UK Citrix User Group fosters, branded sweatshirts would be very well received by all members. The sweatshirts would be co-branded with the UK Citrix User Group logo and your logo - a great opportunity to have your logo seen by all members every time they put on their tops. NB: The sweatshirts would be charged at cost.

### Branded lanyards (£2,000 + VAT)

All UK Citrix User Group members who attend the meetings are supplied with a badge to wear for the duration. As official sponsor of the lanyards, your logo would be included alongside the UKCUG logo on lanyards to which each guest would clip their conference badge - another great way to raise your profile amongst the community.

### Branded Moleskin notebook (£6,000 + VAT)

Attendees love a moleskin notebook. As the sponsor your logo would be branded alongside the UKCUG logo and given to all guests at meetings for the duration of your annual sponsorship - again a superb way to raise awareness of your organisation all year round.

## One-off taster opportunity

If you are new to the UK Citrix User Group, then you could be eligible for our one-off taster opportunity. For just **£650 + VAT** you can have a table-top presence at a UK Citrix User Group meeting so that you can experience first-hand the benefits of becoming an annual sponsor. For more information on this opportunity please contact the events team on the details below.

## Contact us:

For further information, or to confirm your sponsorship package please contact our event partners Outsourced Events on the following details:

Carmen Parfenie

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