CUGC
CITRIX USER GROUP COMMUNITY

www.citrixug.org.uk

Sponsorship Prospectus Physical and Virtual Events

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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 four times per year.

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 works 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 and at zero cost to the members. The sponsorship packages offer branding exposure and networking opportunities to provide great value for those who participate.

Covid-19

Due to the current situation, the Spring event was rapidly moved to a virtual platform. Now that the picture is becoming clearer, it is increasingly evident that the Summer meeting and probably the Autumn meeting will be virtual as well. To provide a great experience for delegates and excellent value for our sponsors moving forward, these meetings will be take place on a purpose built virtual meeting platform that will provide a live stream, live polling and surveys, live Q&A, gamification and a dedicated sponsor area, with ample opportunity for networking and connecting.

Spring Meeting	April 3 2020	Virtual
Summer Meeting	June 16 2020	Virtual
Autumn Meeting	September 2020	Probably Virtual
Winter meeting	November 2020	London

We look forward to discussing the opportunities with you in more depth and welcoming you at the events in 2020.

The UK Citrix User Group Events Team

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The UK Citrix User Group runs four conferences per year, two of which are held in London and two in other large UK cities. Seen as a fantastic opportunity to get together with like-minded Citrix peers the one-day meetings attract between 50 to 140 members and have a very "hands-on" feel to them. We endeavour in our virtual meetings to replicate this community feel by building in opportunities for engagement, including an activity feed, chat, gamification and live Q&A.

Included in this document you will find a sample agenda from 2019 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

At Citrix we focus on a single driving principle: making the world's apps and data secure and easy to access. Anywhere. At any time. And on any device or network. That's why, at Citrix, our mission is to power a world where people, organizations, and things are securely connected and accessible. A place where all business is digital business.

Founded - 1989

Revenue – $2.97 billion in 2018

Partners - 10,000 in 100 countries

Customers - 400,000 organisations

- 99% of *Fortune* 100
- 99% of *Fortune* 500
- 100% of *Fortune Global* 100
- 99% of *Fortune Global* 500
- 87% of Forbes Global 2000

2018 Business Highlights:
- Annual revenue of $2.97 billion, compared to $2.82 for 2017, up 5% year-over-year
- Cash flow from operations was $1.04 billion for fiscal year 2018 compared with $964 million for fiscal year 2017

Sample of companies attending

Aldermore Bank, Axess Systems, Clifford Chance, Deutsche Bank, Virgin Media, City of York Council, South Wales Police, Inmarsat, Transport for London, Redcentric plc, Daisy Group, Standard Life, Nutanix, BT, Registers of Scotland, Bytes, Aggregate Industries and Atlas Cloud, 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, and a Q&A roundtable and up to three 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 at a physical event, we have included 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 summer 2019 conference.

Physical Event

| Time	Session
09:30	Registration opens. Coffee and pastries.
10:00	News and Synergy Update (UKCUG)
10:15	Windows 10 – Performance Tuning for VDI Mark Pletenberg
11:00	Sponsor Session: FSLogix/Microsoft Microsoft Office Optimisations in a Stateless Desktop
11:15	Coffee Break in the Sponsor Exhibition
11:45	Sponsor Session: eG Innovations
12:00	Citrix Cloud on Azure – Our Experience, Thoughts and Tips Omar Hempsall (Community session)
12:45	Citrix Workspace to Organize, Guide and Automate Work Neil Collins (Citrix session)
13:30	Lunch and Sponsor Networking
14:15	Sponsor Session: Liquidware Modern Application Delivery Methods and When to Use Them
14:30	Is your Desktop Secure? Really? Guy Leech (CTA session)
15:15	How Citrix Cloud Can Add Value to Windows Virtual Desktop Jim Moyle (CTP session)
16:00	Coffee Break in the Sponsor Exhibition
16:30	Round Table (bring your issues, questions and opinions for our lively discussion slot)
17:15	Wrap Up & Feedback Form & Prize Draw
17:30	Networking Drinks (in the fabulous top floor lounge with a balcony overlooking the Thames)

Virtual Event

Sponsor Area

Within the virtual meeting platform is a dedicated sponsor area.
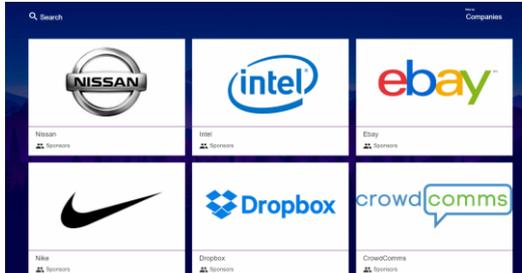
This area allows for the upload of a sponsor bio, URL and logo as well as various other marketing collateral. Social media integration and company representative details can be added as well.

The platform is launched a week in advance of the event to allow attendees to familiarise themselves with the platform and consume on-demand content as well as to interact with sponsors. The live event is streamed from 10-4pm but will follow a similar agenda as a physical event with short comfort and lunch breaks.
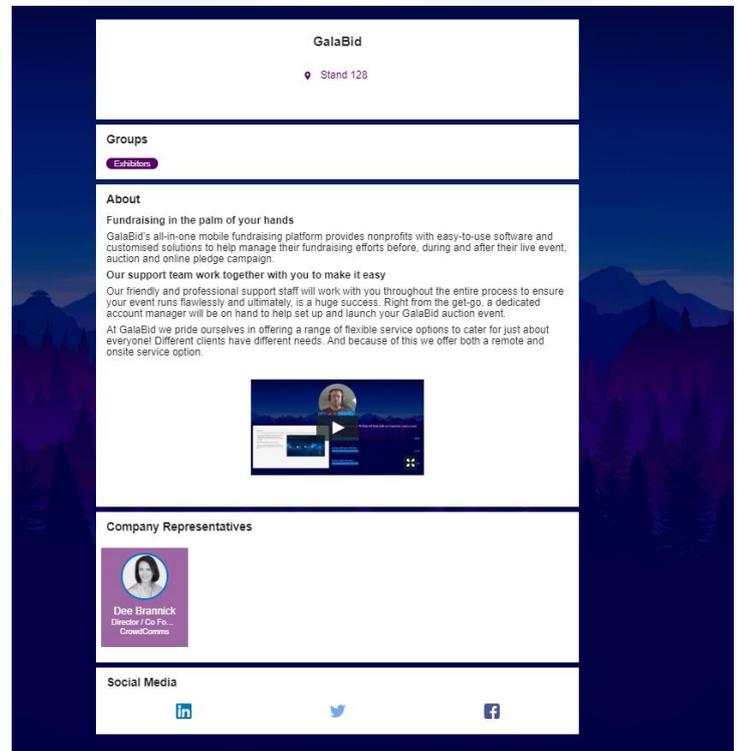
Gamification

To encourage attendee engagement and to encourage delegates to visit all areas of the platform, attendees will earn points for asking and answering questions, posting in the activity feed, commenting and taking part in polls.   There is a live leader board visible throughout the day with a prize for the winner.

Chat and Networking
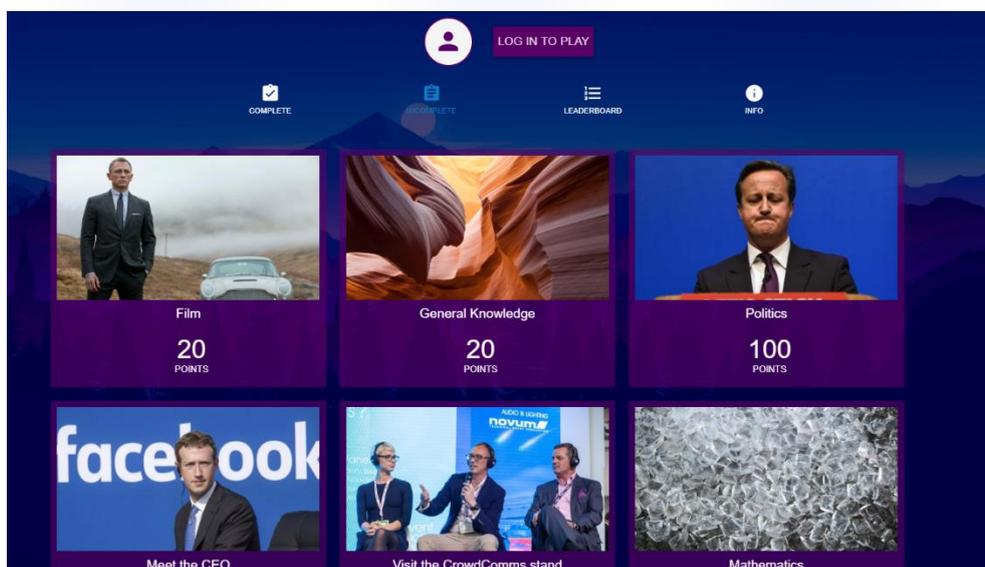
The platform also allows attendees and sponsors to have 121 chats. There is an activity feed, visible to all where all attendees can chat and post information.

Data
Sponsors will receive the opt in data for everyone attending the event, as well as the opt in data for anyone attending their speaking session within the live stream.

2019 Sponsors include:

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 troubleshooting techniques to help them drive their IT strategy to success in 2020. As a rule, the attendees of user group meetings tend to be technical experts with a high level of commitment and passion for the area and as such form the backbone of decision members in their organisation. As a sponsor you will benefit from the following:

- The opportunity to share technical information about your products and network with our members - decision makers and influencers from end user organisations
- Get feedback from the community on your product and strategy
- 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, partners 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

The UK Citrix User Group currently has 962 members and has seen a consistent growth of its member base over the years.

Registration Growth

Attendances at our events have grown steadily year on year and are expected to rise throughout 2020.

Year	Total number of attendees
2016	80
2017	285
2018	301
2019	315

Our 2019 summer meeting in London has been very well attended with 137 attendees out of 180 registrations. As you can see from the statistics below, the majority of the attendees are Citrix End Users:

Chart Title
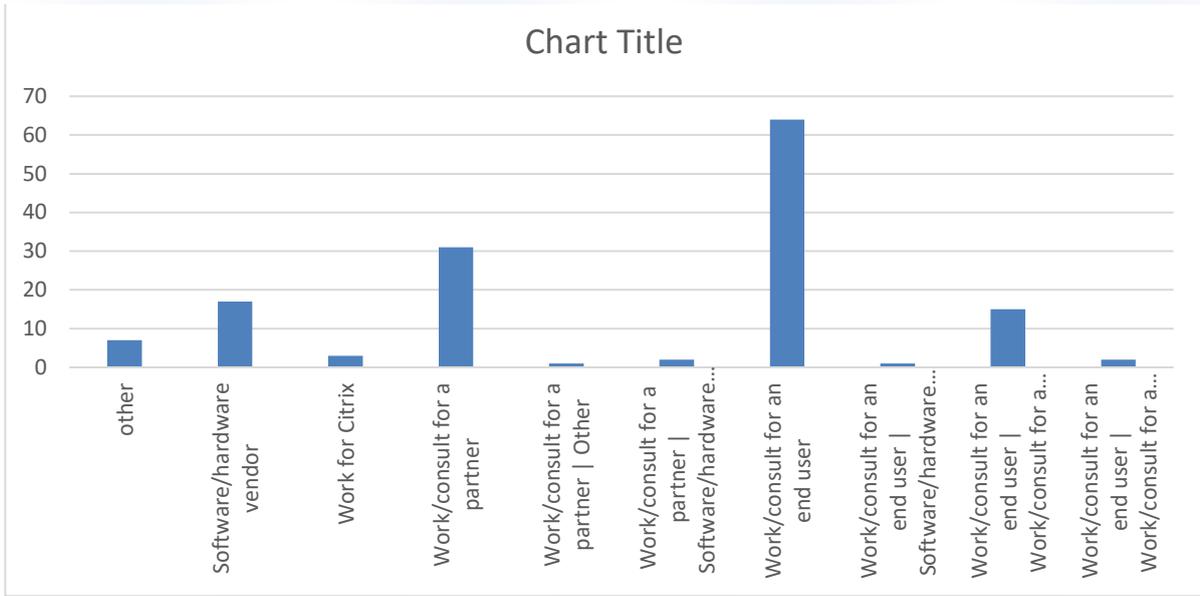
Sponsorship Opportunities Available

We are delighted to present our sponsorship packages for 2020 which have been developed to provide branding opportunities pre-event, onsite and post-event to maximise the value gained for our sponsors. The following table highlights the key deliverables with further descriptions on individual hospitality/branding options.
Please note, packages are on a first come, first served basis.

Description		Diamond	Platinum	Gold	Silver
Maximum available		(1)	(4)	(2)	(3)
		SOLD	SOLD	1 REMAINING	2 REMAINING
Co-Branded lanyards & logo placement on the delegate badges	Logo overlay on screen all day. Platform offers a pop out window for live streaming, so attendees can still see and access the platform	✓	x	x	x
Lunch/ Refreshments Sponsor (value added options - Platinum	Comfort break holding slide with sponsor logo and short video (2 Platinum sponsors) Lunch 4 mins, refreshments x 2 2 mins.	x	✓	x	x
Evening Drinks Sponsor (value added options Platinum)	Sponsored quiz at end of day with sponsor as quiz master (3rd & 4th Platinum Sponsor)	x	✓	x	x
Choose 1 value-added hospitality/branding opportunity from the list overleaf.	See above	x	✓	x	x

Description		Diamond	Platinum	Gold	Silver
Maximum available		(2)	(4)	(2)	(3)
		SOLD	SOLD	1 REMAINING	2 REMAINING
In advance of the event					
Logo placement on pre-event promotion	Logo placement on pre-event promotion	✓	✓	✓	✓
Logo placement in agenda	Logo placement in agenda	✓	✓	✓	✓
Logo placement on the home page of UKCUG website rotating with other sponsors	Logo placement on the home page of UKCUG website rotating with other sponsors	✓ Constant	✓	✓	x
Company profile on the sponsor page of the UKCUG website for the duration of the sponsorship	Company profile on the sponsor page of the UKCUG website for the duration of the sponsorship	✓ 200 word company overview + contact details	✓ 150 word company overview + contact details	✓ 150 word company overview + contact details	✓ 100 word company overview + contact details
	Platform launch one week in advance of the event for attendees to view on demand content, chat and start earning points	✓	✓	✓	✓
During the event					
Allocated space in exhibition and refreshment area	Dedicated space in the sponsor area with marketing collateral to download, video, social media and contact details integration, as well as link to any representatives and 121 chat	✓ Video 3 pdfs	✓ Video 2 pdfs	✓ Video 2 pdfs	✓ 1 pdf
Booth passes (including catering and refreshments)	Passes dependent on level, contact details integrations and 121 chat can be assigned to sponsor space	3	2	2	1
Opportunity to give a gift to all attendees at meetings	Opportunity to send a branded gift to OE warehouse to curate a delegate pack (subject to approval) to mail to attendees	✓	✓	✓	✓
Case study slot of 15 minutes at 2 out of the 4 meetings within the term of the sponsorship	Case study slot of 15 minutes at 2 out of the 4 meetings within the term of the sponsorship (Diamond and Platinum only)	✓	✓	x	x
Sponsor recognition and introduction to the audience at the beginning of each meeting	Sponsor recognition and introduction to the audience at the beginning of each meeting	✓	✓	✓	x

Description		Diamond	Platinum	Gold	Silver
Maximum available		~~(3)~~ **SOLD**	~~(4)~~ **SOLD**	~~(2)~~ **1 REMAINING**	~~(3)~~ **2 REMAINING**
After the event					
Logo placement on the thank you emails sent to attendees	Logo placement on the thank you emails sent to attendees	✓	✓	✓	✓
Opt-in delegate list with contact details post event	Opt-in delegate list with contact details post event	✓	✓	✓	x
1 email communication to the base during the term (limited to 1 sponsor email per month)	1 email communication to the base during the term (limited to 1 sponsor email per month)	✓	✓	x	x
Guest blogger opinion piece which will be uploaded to the site and referenced to the LinkedIn community	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)	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	Option to upload a promotional brochure / data sheets to the UKCUG website for the duration of the sponsorship	✓	✓	✓	x
COST QUOTED for 12 months (EXCL. VAT)		£8,500	£7,000	£5,500	£4,000

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

Platinum - Marketing Promotional Opportunities

Option 1: Official lunch sponsor

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 and exhibition. 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
- Recognition within the meeting agenda
- Branded Napkins at every lunch station

Option 1 Virtual: Official lunch break sponsor

Included in the agenda will be two comfort breaks and a longer lunch break. As a platinum sponsor of the lunch interlude, in addition to the items already listed - you will gain the following benefits:

- Logo inclusion on co-branded holding slide
- Short four-minute video to played during lunch
- Recognition within the agenda
- You might like to include a brain teaser on your holding slide to keep the attendees engaged

Option 2: Official refreshments sponsor

Refreshments are available during registration in the morning, at mid-morning break and during the afternoon. 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
- Recognition within the meeting agenda
- Branded Napkins at every refreshment station

Option 2 Virtual: Official refreshments break sponsor

Included in the agenda will be two comfort break.. As a platinum sponsor of these interludes, in addition to the items already listed - you will gain the following benefits:

- Logo inclusion on co-branded holding slide
- Short two-minute video to played during each break
- Recognition within the agenda

Option 3: Official post-conference drinks sponsor for 2 events per year

The meetings are a full day of sessions with technical demonstrations and lots of content to absorb. At the end of the day lots of delegates like to stay for an informal drinks reception to discuss the day and network.

As platinum sponsor of the post-conference drinks you will gain the following benefits:

- Acknowledgement of your additional sponsorship on the event agenda
- Your pull-up present in the room where the drinks are served

Option 3 Virtual: Official post meeting quiz sponsor

After a full day of content, what better way to relax and test your metal against your peers.

As platinum sponsor of the post-event quiz you will gain the following benefits:

- 10-15 questions submitted by you
- Branded quiz module
- Optional donation of a prize
- Opt in data from anyone taking part in the quiz

Additional branding opportunities

In addition to the sponsorship packages already described, please find below 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 diamond, platinum, gold or silver level.

Branded sweatshirts for members (Charged by quotation)

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.

~~Post-event drinks reception (2 available) (£850 + VAT each)~~ SOLD

~~What better way to interact with delegates after the meeting than sponsoring the drinks reception at the end of the day. Your logo would be printed on A4 strut cards and placed at drinks stations highlighting your sponsorship and support. (Please note, there will be a Platinum sponsor who sponsors the other 2 drinks receptions in the year so we will notify you of the 2 available meetings after the Platinum sponsor has made their selection).~~

Literature sponsorship (£265 + VAT per event)

The opportunity to have 1 piece of your company's literature put on every delegate's chair at one of the Citrix User Group meetings. One sponsor per event. Literature to be provided by sponsor.

Guest blogger opinion piece (£265 + VAT)

Guest blogger opinion piece which will be uploaded to the site and referenced to the LinkedIn

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 **£825 + 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:

Outsourced Events Ltd
Barley Mow Centre
10, Barley Mow
Passage Chiswick
London
W4 PH

Email:
sponsors@citrixug.org.uk
Tel: 0208 995 9495