



Access a community of **30,000** individuals who use, buy and recommend Oracle products and services

IOUG Year-Round Partner Engagement Opportunities



We are the Technical Oracle User Community. We Are IOUG.
 The Independent Oracle User Group (IOUG) represents the voice of Oracle technology professionals. It's a hybrid world for enterprise technologists – IOUG is the source for leading practices and next generation solutions.

Get to Know the IOUG Community

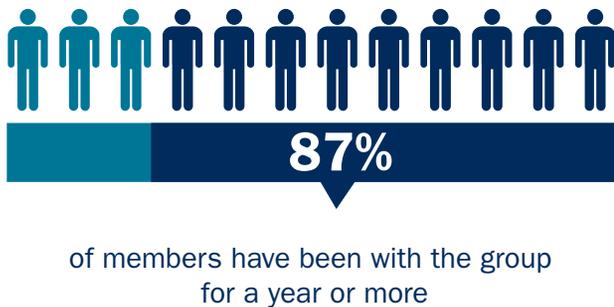


Who We Are



Where Do We Work?

IOUG Members work at over **3,500** companies:





MASTER CLASS



SELECT



CONTENT



**DIGITAL &
EMAIL**



**TIPS &
LEADERSHIP**



COLLABORATE

IOUG Alliance Partnership

An Alliance Partnership is the most effective way to obtain a year-round marketing campaign and engage with the IOUG community. Connecting with IOUG across multiple channels and in different ways puts you and your brand front and center, opening up opportunities for feedback, brand recognition and amplification, referrals and much more.

IOUG Alliance Partnerships allows top products and solutions providers to create their own promotional roadmap, adding key touch points and stops along the way with IOUG membership, advertising and COLLABORATE benefits all in one package. The IOUG Alliance partnership allows partners to access the 30,000 IOUG Community face-to-face, digitally and on-demand, through custom designed packages. Connecting with our members across multiple channels.

Bundle à la carte options you want to take advantage of, add additional items to increase your reach in new ways and gain access to exclusive partnership opportunities.

BENEFITS	PLATINUM	GOLD	SILVER
IOUG Corporate Enterprise Membership	✓	✓	✓
Webinar(s)	4	2	1
Email Blasts(s)	4	2	1
Banner Advertising	12 Months	Six Months	3 Months
Select On-line article	6	4	2
Social Media Posts	20	10	5
Thought Leadership in IOUG Resource Center	6	4	2
COLLABORATE 19 Booth Credit	\$5,550	\$5,550	\$2,500
COLLABORATE 19 Speaking Session	✓	✓	✓
2019 Open World whitepaper	✓	✓	✓
à la carte	\$42,550	\$26,550	\$16,000
Package Price	\$30,000	\$20,000	\$12,000



FACE TO FACE MASTER CLASSES

Pricing based on location

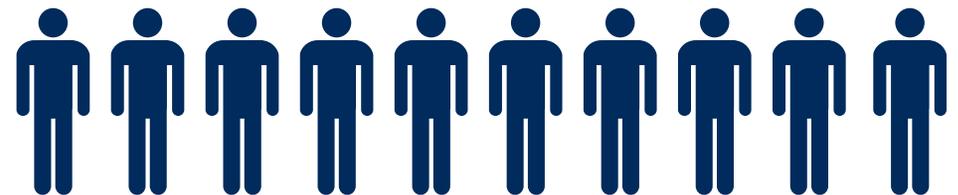
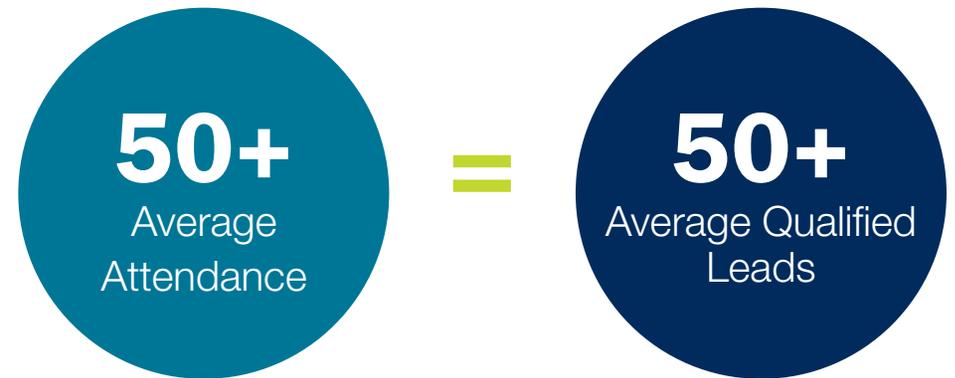
Join the IOUG community on the road! Get face-to-face with Oracle users and decision makers by sponsoring a one-day Master Class. IOUG will help identify a hot topic for our audience, work with you to craft your content and host and promote the event in a city of your choice. Previous IOUG Master Classes have covered:

- Database Consolidation
- Solving Performance Issues
- New Challenges & Opportunities Facing Data Professionals
- Building Your 12c Upgrade Toolkit
- Maximum Availability Architecture
- Infrastructure as a Super-Power: Planning for Tomorrow's Data Growth, Faster Performance & Cloud Environments Today
- IOUG Support in Identifying High Profile, Expert Customer Speakers

Sponsors will receive recognition through pre and post-event communications, providing the welcome message at the event, the opportunity for a 30-minute lunch presentation and follow up email message to all Master Class attendees.

“EXCELLENT EXPERIENCES, ALL PARTICIPANTS WERE PROFESSIONAL AND KNOWLEDGABLE. WELL WORTH THE TIME.”

MASTER CLASS ATTENDEE



Over 60% of IOUG members and attendees directly purchase or recommend IT products



LEAD BY EXAMPLE

SELECT is the official content source of IOUG. Published as a dynamic intelligence hub, *SELECT* offers access to in-depth, peer-reviewed articles from recognized authorities in Oracle technology, as well as timely and relevant news related to trends, events and activities impacting the Oracle technology and database community.

In the past year, *SELECT* has seen:



15,500
page views



5,000
unique visitors



2 pages
viewed per session



1:27 minutes
average spent on website

SELECT *The intelligence hub of the Oracle technology and database community*

Find your dynamic Oracle intelligence hub in the new SELECT.

SELECT offers two ways to support this dynamic publishing hub: sponsored content opportunities and traditional ads.

Sponsored Content: Demonstrate your thought leadership through writing a custom article for SELECT or sharing data in an infographic. We can build a custom content landing page or section with your original or existing content including articles, whitepapers and case studies. As a dynamic article, you can update your content quarterly to reflect the Journal's themes.



SHARE YOUR STORY

Five Minute Briefing (5MB)

IOUG's twice monthly eNewsletter, distributed in partnership with Database Trends and Applications, provides organization updates, technical content and tips, special offers and late-breaking industry news. Promote your company's news and message through these unique sponsorship opportunities.

Lead Generation 5MB Content Article - \$2,500

- Submit a headline and 250-word article to be featured as part of the "IOUG News" section of 5MB. Content subject to IOUG approval.

5MB Ad - \$1,500 (5 available)

- Submit an ad to be featured on the sidebar of 5MB with a link back to your company's website.

Webinars: \$3,000

The IOUG hosts a regularly scheduled education-focused webinars that are available for sponsorship. Our education experts will work with you to identify a topic and to make sure your presentation generates customer interest.

Email to IOUG Membership: \$3,500

Access IOUG members directly by sending a message to the IOUG email list. This is your opportunity to access thousands of database and technology professionals.

Suggested Topics for Content Sponsorship

- "Lift and shift" for current workloads
- Securing a hybrid cloud environment
- Managing cloud migration costs and understanding hybrid cloud TCO
- Data mining and visualization for business results
- Future career paths for data professionals

[Ask](#) about Premium Email Opportunities



DIGITAL & EMAIL ADVERTISING OPPORTUNITIES

White Paper Pavilion at Oracle OpenWorld: \$2,000 for exclusive sponsorship; \$1,200 for joint sponsorship

Establish yourself as an expert by sponsoring a white paper at Oracle OpenWorld. Given to all IOUG attendees of Oracle OpenWorld, don't miss out on this opportunity to provide an IOUG-approved white paper to these key participants. Ask about additional opportunities to engage with IOUG members at OpenWorld.

ResearchWire: \$15,000

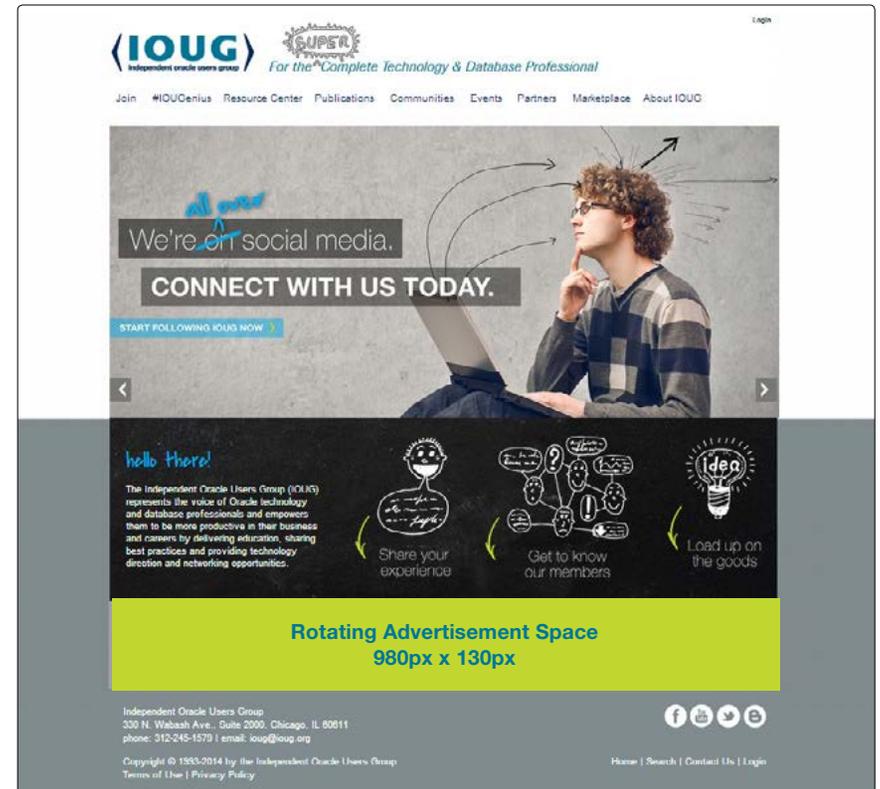
Take advantage of an opportunity to gain insights around your products and services to better serve your customers. Discover new industry trends or confirm customer behaviors with a custom survey.

Website Advertising

Place your marketing message on our fully redesigned website — www.ioug.org — that features premium ad placements and has improved search capabilities, as well as easier-to-use navigation. The result of these changes is an ever-growing digital audience to view your advertisement.

Website Advertising Rates

Duration Alliance	Member	Non-Alliance Member
1 month	\$250	\$275
3 months	\$650	\$700
6 months	\$1,200	\$1,700
12 months	\$1,900	\$2,900



FACT:

Annually, the IOUG website is visited by about 38,000 users.

FACT:

The IOUG website averages about 80% new visitors per month.

FACT:

The IOUG website has visitors from 100+ countries a month.



EVOLVE

Best Practices Tip Booklet

Our members look to IOUG for answers and we publish those solutions in our best practices booklet. Make sure your company's product/service is featured in this digest-size reference book that IOUG members keep and turn to time and time again.

Full Issue Sponsorship: \$12,000

As the sole sponsor of the issue you will receive a full-page color ad on the back cover and three tips from your company included in the booklet.

Partial Issue Sponsorship: \$4,000

Include one tip from your company as well as a full-page color ad inside the booklet.

IOUG Tips and Best Practices: Thought Leadership Package: \$2,500

Contribute an article to the booklet and receive logo recognition and a dedicated tweet teasing your article.

Contact **IOUG** at **(312) 245-1579** or partners@ioug.org for all digital printing opportunities.





COLLABORATE

Five Days. 5,500 Attendees. Unlimited Influence.

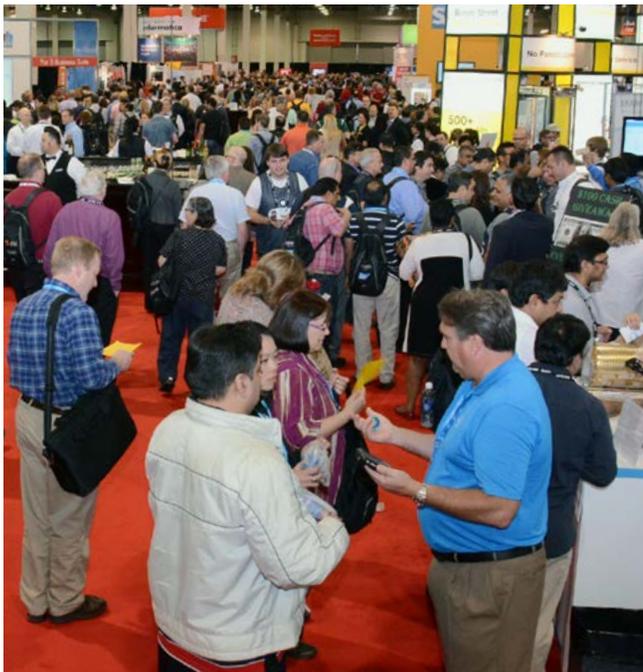


COLLABORATE 19

TECHNOLOGY AND APPLICATIONS FORUM
FOR THE ORACLE COMMUNITY

COLLABORATE 19 – IOUG Forum

April 7-11, 2019
San Antonio, TX



Reach 5,500+ Decision Makers and Influencers

COLLABORATE 19 brings together more than 5,500 decision makers and purchase influencers all under one roof, including some of the top names in the Oracle community.

This unique, five-day conference is distinctly user-focused and offers exhibitors and sponsors a multitude of ways to network face-to-face with decision makers and expand the product visibility among a targeted, attentive community of users. This year, we're heading to a new destination – San Antonio, Texas!

Exhibitor Information

Early Fee

(submitted before January 29, 2019)
10'x10' booths at \$55.50 per sq. ft.

Regular Fee

(submitted on or after January 30, 2019)
10'x10' booths at \$57.50 per sq. ft.

Package Entitlements

- One (1) exhibitor full conference pass*
- Three (3) exhibit hall staff passes*
- Basic online company listing
- ID sign

**In order to receive the complimentary badges, each registrant is required to book within the COLLABORATE hotel block. If a registrant elects to stay at a different hotel, the fee is \$200 per registrant.*

Learn about the full spectrum of partnership opportunities. View the COLLABORATE 19 prospectus.

For more information on exhibiting opportunities, please contact IOUG:

Phone: (312) 245-1579 **Fax:** (312) 673-6810 **Email:** partners@ioug.org