
MTUG “Peers and Beers” Program Sponsor Benefits *for the 2022-23 Season*

\$1500*

*(*MTUG works to keep our sponsor costs to approximately \$1500. Different venues and seasons may result in increased cost, such as holiday season or highly central locations such as the Portland Old Port. Minimum sponsored amount is \$1500, and any billing amounts over that will be only to cover food, beverage, and venue costs associated with the sponsored event).*

As a “Peers and Beers” Program Sponsor, your organization will have exclusive visibility supporting one of MTUG’s regional social events, hosting dozens of Maine IT professionals, with a direct marketing reach of approximately 2000 tech professionals, and indirect visibility through media outlets statewide.

Visibility prior to the Event

- Sponsor Name or Logo included in all MTUG Peers and Beers marketing releases sent to dozens of online news and events sites, as well as print media postings whenever possible, and in social media.
- Sponsor Logo included in MTUG’s event webpage

Visibility at the Event

- Sponsor may post a free-standing banner (provided by the sponsor) of up to 20 square feet in area, but not wider than 4 feet (i.e.: such as a retractable vertical banner in a standard 82”x34” as pictured here).
- Sponsor may lay out “giveaways” such as pens, etc., for attendees to take at will. Sponsor may either bring a small stand for such items, or have those items on the table with MTUG’s display – situation will vary depending on size and layout of the venue.
- Sponsor may lay out up to two (2) stacks of brochures, as well as business cards, for attendees to take at will. The amount of Sponsor material should be respectful to not overpower the MTUG display, or presenter handouts.
- Sponsor may have a door prize at the event. If sponsor lets MTUG know the type of door prize at least a week before the event (or more) MTUG will work to mention the door prize in publications. MTUG may also have a doorprize of their own.
- Sponsor will be noted and appreciated during announcements at the event.
- Sponsor will have 5 minutes to address the MTUG audience in advance of the primary event presentation. Sponsor may use this time to briefly present their organization, and/or product/service overview. Sponsor should be respectful of the diversity of the MTUG constituency that may be in attendance and avoid superlatives or claims of product superiority over other companies/products, etc. Sponsor cannot be a participant in the primary presentation at the event.



Sponsors receive an attendee list within a week after the event (registrant/attendee opt-out permitted).

The “Peers and Beers” event series provides an informal atmosphere for IT professionals to gather and socialize. In addition, MTUG may use these events to publicize MTUG activities, to spotlight upcoming webinar topics, and to present brief, hands-on tech-related presentations.