

## VM Workshop Sponsorship: Perspectives and Benefits



### What is the VM Workshop?

The VM Workshop is an annual event for customers using the z/VM environment primarily for Linux or VSE. It is one of the largest face-to-face gatherings in the world that focuses on Linux on z Systems. This event is not only for customers, but it is run by customer-volunteers. This creates a strong community atmosphere that is rarely found at an industry trade show. This event is designed for IT professionals working with z/VM systems to learn and hone their skills, to network, and to share accomplishments with like-minded experts of the VM Community. As a non-profit organization, all income from sponsors and attendees are spent in support of the attendees.

### Sponsoring the VM Workshop

The sponsor area is located close to the meeting rooms, so attendees are always seconds away from the sponsors, not in a remote room or building where attendees would have to go out of their way to visit.

This event depends heavily on its sponsors, who help keep the attendee fees nominal. Sponsorships support the continuing operation of the VM Workshop. Attendees are reminded of this during the opening and by the visibility at your session and exhibit table.

### Why Sponsor the VM Workshop?

Just as customers vary, we know sponsors and their needs vary as well. Here are a few reasons to consider a sponsorship this year:

**Putting a name with a face.** Some sponsors find value in greater name recognition. Customers hear from a lot of people over the course of a year. What often makes the difference is remembering that they met the company at the VM Workshop or saw a presentation by the sponsor. While everyone has a web presence, nothing replaces a face-to-face discussion.

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**Seeing is believing.** Being able to present and share your knowledge with a customer or to demonstrate your products allows the client to better internalize the value your solutions bring to them. Online demonstrations on the web are nice, but who's there to answer the client's question? The question that is unanswered from an online demonstration is forgotten in two clicks, whereas the question answered in person will be remembered for a long time, along with your company.

**Knowing your customer.** Some sponsors see their main benefit at the workshop as getting valuable feedback about their products and solutions. They use it to listen to what customers like and dislike, which allows investment in enhancements that will actually sell to new customers and delight existing ones.

**Building up your friend list.** A list of attendees is provided to each sponsor and, for attendees that opt in, contact information is included as well. While not all attendees are decision makers, many of them are influencers in decisions at their companies. Or, perhaps more important in some cases, general consultants or architects who make recommendations to various corporations.

**Stronger together.** Some vendors view the workshop as an investment, knowing that helping with the education of the community makes for a more productive and profitable customer base. And more profitable customers have more money to spend on products and solutions from the people that helped make them profitable.

### What you get for Sponsoring

- Advertisement on the VM Workshop web page
- Recognition during event kick-off
- Acknowledgement in other social media channels
- A guaranteed speaking spot on the agenda
- Allocated space in the sponsor area for table displays, enabling networking with existing customers and future customers
- List of VM Workshop attendees, including contact info for those who opt-in
- The inherent value of being part of the VM Workshop community

All this at the single sponsorship fee of \$1000.

The 2018 VM Workshop will be held Thursday June 28 to Saturday June 30 at North Carolina Agricultural and Technical State University in Greensboro, North Carolina.

For more information, see <http://www.vmworkshop.org/> or [sponsorship@vmworkshop.org](mailto:sponsorship@vmworkshop.org)