HEUG.Online

"HEUG.Online is an invaluable resource for Io Consulting, both in reaching our customers and providing a place for them to reach us. Since we work exclusively with Oracle products and exclusively within higher education, HEUG.Online is absolutely the best place for us to engage with our customers."

Marianne Dino
VP, Finance & Administration
ioConsulting, Inc.

"The forum for Oracle/PeopleSoft users to share ideas and collaborate on solutions, HEUG online reflects the community spirit of higher education – a win-win for institutions and vendors."

Elizabeth Thompson
VP, Higher Education Business Development
CedarCrestone

INCREASE YOUR VISIBILITY AND REVENUE WITH HEUG.ONLINE

In these economic times, you need to be sure every marketing dollar is effective. The HEUG.Online is the BEST way to reach over 570 PeopleSoft/Oracle Higher Education customers and over 275 State and Local Government agencies to market your products and services.

MORE THAN JUST ADDING YOUR LOGO TO A PAGE

The HEUG.Online gives you so much more than an advertisement and a hope someone will call. With your HEUG.Online sponsorship, you get a chance to communicate and collaborate with the membership like never before! Here are some of the amazing marketing benefits and access you get with the HEUG.Online:

- Access to higher education institution profiles that give you contact information and PeopleSoft/Oracle applications they are currently using.
- Communicate with over 28,000 members within the site through our online forums and email lists (last year we generated over 10 Million listserv emails). Showcase the knowledge your company can provide directly to higher education customers. There is no better way to communicate daily with this market and discover potential business opportunities than through the HEUG.Online forums and email lists.
- Promote your company, what you provide to the marketplace and the benefits you can offer directly to the people who can use it. The HEUG.Online averages 6000 page views per day giving you a lot of exposure. Vendors can showcase their expertise through blogs, posting of recent press releases in our News Network and promote events by posting them in the membership calendar.
- Educate the membership while promoting the expertise your company provides through HEUG Education Series webinars. Our webinars have been receiving rave reviews and amazing attendance. Vendors in the past have seen an increase in contacts as a direct result of doing these webinars.

2014 HEUG.Online Usage Statistics

Users Logged In	223,752 or 613/day
Forum Listserv Subscription Added	7,620 or 20/day
Forum Post Added	36,757 or 100/day
Discussion Threads Viewed	284,393 or 780/day
Files Downloaded	167,227 or 458/day
Enhancements Created	3/ week
Blog Articles Posted	8/week
Vendor Webinars	Average over 120 attendees

For more information visit www.heug.org or contact:
Jodi Coble
HEUG Events & Sponsorship Sales Manager
602-792-9180 | jcoble@heug.org

Participation Level	Benefits
PLATINUM VENDOR PARTNER $1,650 / Month Includes Unlimited Number of Users	**Member Data-** Ever wish you had a rolodex of all HEUG.Online member institutions with contact information, PeopleSoft/Oracle products they are using and demographic data of the organization-all updated on a quarterly basis. HEUG.Online gives you all of that data. **Webinars-** Showcase the knowledge and products your company can offer to 28,000 members through 2 HEUG Education Series webinars. These webinars are promoted as HEUG webinars to all members. The HEUG.Online will promote, host and moderate the webinar-all you have to do is present. We will even give you the list of attendees and registrants for you to follow-up with afterwards. **Email Taglines-**Your company tagline and hyperlink will be added to HEUG.Online listserv emails in rotation. The HEUG.Online sent out over 10 Million listserv emails in 2013. **Email Marketing**-Send 6 targeted emails (total) to membership per year. **Top Banner Advertisements**-Your company will have a banner ad that will play in rotation on the top of every page of the HEUG.Online. This banner ad can link to any page within or outside of the HEUG.Online and can be changed as often as you would like. **Buyers Guide Listing-**Your company will be listed in the HEUG.Online Buyers Guide. This allows members to search for products and services and provides the contact information for companies providing those products and services. **Blog-**Each vendor will have their own blog on the system. If you want members to see the knowledge you can offer them on a regular basis your HEUG.Online blog is a great way to do that. **Communicate with Members-** Market your company by showcasing your expertise in the online forums and listservs by responding to member questions. **Market Research-** Send 6 targeted surveys and 6 targeted quick polls to member organizations per year. **Understand The Issues-** Access and participate in our issue tracking system that lists the issues by application area and allows you to see what issues and enhancements our members are asking for from Oracle. **Get Your Marketing Materials in Member's Hands-** Make it easy for members to find your marketing information. Post your marketing materials, case studies and whitepapers in our member file library. Ability to view organization vendor contact information.

	Let Members Know About Your Successes- Post company news press releases and announcements in the HEUG.Online news network for all members to see. **Save The Date-** Let the members know about your upcoming webinars, seminars and events by posting them in our member calendar. **ALLIANCE Conference Benefits:** - Priority selection of sponsorship levels and booth space. The Alliance conference is a great way to meet the people you have been communicating with all year. HEUG.Online vendors get the best choice of sponsorship levels and booth location - Up to $1,000 discount on conference sponsorships at the Silver and above levels - Significant savings on additional staff registrations. HEUG Online subscriber vendors pay the same registration rates as HEUG Institutional Members, which is generally $200 or more cheaper per person than the non-member rates
GOLD VENDOR PARTNER $1,000 / Month Includes Unlimited Number of Users	**Member Data-** Ever wish you had a rolodex of all HEUG.Online member institutions with contact information, products they are using and demographic data of the organization-all updated on a quarterly basis. You do with your HEUG.Online sponsorship. **Webinars-** Showcase the knowledge and products your company can offer to 28,000 members through 1 HEUG Education Series webinar. These HEUG Education Series webinars are promoted as HEUG webinars to all members. The HEUG.Online will promote, host and moderate the webinar-all you have to do is present. We will even give you the list of attendees and registrants for you to follow-up with afterwards. **Side Banner Advertisements**-Your company will have a banner ad that will play in rotation on the side of every page of the HEUG.Online. This banner ad can link to any page within or outside of the HEUG.Online and can be changed as often as you would like. **Email Marketing**-Send 3 targeted emails (total) to membership per year. **Buyers Guide Listing-**Your company will be listed in the HEUG.Online Buyers Guide. This allows members to search for products and services and provides the contact information for companies providing those products and services. **Blog-**Each vendor will have their own blog on the system. If you want members to see the knowledge you can offer them on a regular basis, your HEUG.Online blog is a great way to do that. **Communicate with Members-** Market your company by showcasing your expertise in the online forums and listservs by responding to member questions.

	Market Research- Send 3 targeted surveys and 3 targeted quick polls to member organizations per year. **Understand The Issues-** Access and participate in our issue tracking system that lists the issues by application area and allows you to see what issues and enhancements our members are asking for from Oracle. **Get Your Marketing Materials in Member's Hands-** Make it easy for members to find your marketing information. Post your marketing materials, case studies and whitepapers in our member file library. Ability to view organization vendor contact information. **Let Members Know About Your Successes-** Ability to post company news press releases and announcements in the sites news network for all members to see. **Save The Date-** Let the members know about your upcoming webinars, seminars and events by posting them in our member calendar. **ALLIANCE Conference Benefits:** - Up to $1,000 discount on conference sponsorships at the Silver and above levels - Significant savings on additional staff registrations. HEUG Online subscriber vendors pay the same registration rates as HEUG Institutional Members, which is generally $200 or more, cheaper per person than the non-member rates
BUYERS GUIDE LISTING $1,000 / YEAR	**Buyers Guide Listing-**Your company will be listed in the HEUG.Online Buyers Guide. This allows members to search for products and services and provides the contact information for companies providing those products and services.
HEUG EDUCATION SERIES WEBINAR $3,000	Platinum, Gold, and Buyers Guide Listing subscribers may purchase additional webinars. Showcase the knowledge and products your company can offer to over 28,000 members through a HEUG Education Series webinar. These HEUG Education Series webinars are promoted as HEUG webinars to all members. The HEUG.Online will promote, host and moderate the webinar-all you have to do is present. We will even give you the list of attendees and registrants for you to follow-up with afterwards.