



Alliance Membership Invitation

► Overview

We are the knowledge-sharing community that shapes the Visual Communications Industry. VCI-Group is the only independent end-user association in the conferencing and collaboration industry. We are a nonprofit organization, run by and for the benefit of its Members. Our goal is to bring together conferencing strategists and professionals from enterprises to provide education and offer Members an opportunity to share their experiences in deploying and managing a variety of rich media technologies. These include; voice, video and data conferencing, telepresence, unified communications, web streaming and other related technologies.

► Alliance Members

Providers of products and services in the conferencing and collaboration industry are warmly invited to become full and active Alliance Members of the VCI-Group. In addition to the high-value peer networking between our End-User Members, significant knowledge and education can be provided by our Alliance Members. We actively encourage our Alliance Members to fully participate in all our activities, including our Annual Conference. Alliance membership includes up to 20 members from your organization.

► Principal and Associate Members

Principal Members are typically anyone within an organization that makes visual communications purchasing decisions or recommendations, creates implementation strategies, and/or supports the technology. The individuals and organizations that fit the criteria of an Alliance Member are not eligible to become Principal Members. A reduced-benefit Associate Membership is offered for the first year for those who want to “try us out”.

► Alliance Membership Benefits

The full list of membership levels and their associated benefits can be found below but we would like to spotlight just some of the key activities and benefits that we feel are of particular interest to our Alliance Members.

1. Annual Conference

The three day event has a full and varied agenda, with leading industry figures providing presentations to our plenary/general sessions on all days. In addition, there are a number of highly educational workshops, facilitated by our Principal and Alliance Members that cover a broad range of topics and technologies. The Annual Conference also provides the perfect opportunity for our Principal Members to see the very latest conferencing technologies in our Exhibition Hall. We encourage our Alliance Members to exhibit their products and services. Traffic is always high and with strategically designed hours you can be assured of significant lead generation.



2. Alliance Member Directory

With easy access through our website, the Alliance Member Directory provides our Alliance Members an opportunity to provide their full company information to our Principal Members as well as other guests to our website. The listing includes information about their products, services and contact information.

3. Buyers Guide

This feature is accessible from the VCI-Group website and, in association with the Alliance Directory, serves as a valuable resource for our Principal Members. The Buyers Guide provides a reference for all our Members to see what products and services each Alliance Member offers by going to their respective websites.

4. VCI-Group Quarterly Surveys

Each quarter we will conduct a short, topical survey of all our Principal Members. The results of these surveys are aggregated and collated into a report that will be sent to our Diamond, Emerald and Sapphire Alliance Members. This is a rare opportunity for Alliance Members in these levels to submit a limited number of questions each year for the surveys. The themes and topics of the quarterly surveys will be promoted well in advance providing Alliance Members with ample time to submit their questions.

5. Membership Database

Onyx level and above Alliance Members will receive an electronic copy of the full database of our Principal Members detailing names, job titles, organization and email addresses four times per year.

6. Electronic Mailing List

Alliance Members have the opportunity to participate in this dynamic email-based discussion group. Participants exchange information, solutions and recommendations covering numerous common issues that users face every day!

► Alliance Membership – Costs and Benefits

The Alliance Membership annual subscription year is from July through June. Membership subscriptions of Alliance Members that join now will be valid through June 2013. We have made it easier for those Alliance Members who would like to be fully involved with the VCI-Group Annual Conference to include their conference participation with their membership. We hope that by linking Alliance Membership with participation at the Annual Conference we have made budgeting for your VCI-Group annual involvement easier! For those vendors who do not wish to be involved in the Annual Conference there are two levels of membership that do not include conference participation. We hope you find the following membership benefits attractive and warmly invite you to join our exciting organization!

CATEGORY		Diamond	Emerald	Sapphire	Ruby	Onyx	Turquoise
Annual VCI-Group Alliance Membership (July 1-June 30)		\$15,000	\$10,000	\$7,500	\$4,500	\$2,000	\$1,000
BENEFITS							
EVENTS	Complimentary registrations to Annual Conference	8	6	4	2		
	Complimentary exhibit space at Annual Conference *	16'x20'	16'x20'	8'x20'	8'x10'		
	30-minute presentation at a general session at Annual Conference	✓					
	Present/facilitate concurrent session at Annual Conference	✓	✓	✓	✓		
	20-minute showcase theatre at Annual Conference	✓	✓	✓			
	Invitation to participate on the conference industry panel (plenary/general session) at Annual Conference	✓					
	Participation in VCI-Group virtual events (Brown Bags, etc.)	✓	✓	✓	✓	✓	✓
WEBSITE	Opportunity to submit educational resources for website	✓	✓	✓	✓	✓	✓
	Opportunity to list in-person events	✓	✓	✓	✓	✓	✓
	Company listing in the online Alliance Directory	✓	✓	✓	✓	✓	✓
	Alliance Member logo on main page linked to company website	✓	✓	✓			
	Company listing in the online Buyers Guide	✓	✓	✓	✓	✓	✓
	Company logo displayed on the VCI-Group main page	✓	✓	✓			
GENERAL	Subscription to VCI-Group New bi-weekly industry update	✓	✓	✓	✓	✓	✓
	Press release dissemination in VCI-Group News & web posting	✓	✓	✓	✓	✓	✓
	Submit questions for surveys of End-User members	✓	✓	✓			
	Receive the results of surveys of End-User members	✓	✓	✓			
	Receive membership list in electronic format (4 times/year)	✓	✓	✓	✓	✓	

*Topic and description must be submitted by May 15, 2012. Topics and presentations must be educational and are subject to approval.

Alliance Membership Order Form

Membership Category:

Diamond (\$15,000) Emerald (\$10,000) Sapphire (\$7,500) Ruby (\$4,500) Onyx (\$2,000) Turquoise (\$1,000)

Company Name: _____

Payment Options:

Company P.O. #: _____ Credit Card: VISA MasterCard AMEX

Credit Card #: _____ Exp. Date: ____ / ____

Name on Card: _____ Verification Code: _____

Signature: _____

Marketing Contact:

Contact Name: _____

Contact Title: _____

Company: _____

Address Line 1: _____

Address Line 2: _____

City/State/Zip/Postal Code: _____

Contact Phone Number: _____

Contact Email: _____

Contact Signature: _____

Billing Address (if different):

Contact Name: _____

Contact Title: _____

Company: _____

Address Line 1: _____

Address Line 2: _____

City/State/Zip/Postal Code: _____

Contact Phone Number: _____

Contact Email: _____

A facsimile copy of a signature on this document shall have the same force and effect as an original document with signature.

If you would like further information please do not hesitate to contact the VCI-Group at info@vci-group.org or +1 952-928-4665

Please return to VCI-Group at +1-952-929-1318