VMUG CONNECT

Progress Powered by Community

Sponsorship Packages on Sale NOW!

Amsterdam - March 31 - April 1, 2027 | Orlando - September 22 - 23, 2027 | Denver - October 20 - 21, 2027

REACH BUYERS ACROSS THE STACK

VMUG Connect puts you in the room with IT practitioners and decision makers from more than 30 countries. Our attendees are Better Technologists: people responsible for the whole stack, from the virtualization layer to Kubernetes clusters, security tooling, and AI workloads.

VMware is only one part of their job, and they're looking for partners to help with the rest. In 2027, every session is built around infrastructure and operations, security, and AI and modern workloads, plus Hands-On Labs, giving partners a new audience across the stack.

	Platinum	Gold	Bronze
Pricing per location	$20,000	$15,000	$7,500
Booth	10x10	10x10	10x10
Breakout Session	45 min.	30 min.	
Logo Displayed on Event Webpage	●	●	●
Logo Displayed on Event Signage	●	●	●
Logo Displayed on Welcome Slide	●	●	
Logo Displayed on Rolling Slide	●	●	
Logo Included in Email Promotions	●	●	$
Event Registration List	●	●	$
Event Attendee List	●	●	●
Passport to Prizes	●	●	●
	*only 4 per event	*only 6 per event	

WHY SPONSOR VMUG CONNECT?

Reach active buyers.
65% of VMUG members have purchased or are planning to purchase VCF/VVF, and they're looking for partners across the stack.

Get extended time with end users.
The multi-day format leaves room to connect after sessions, in the exhibit hall, and at after-hours networking events.

Strengthen your ecosystem position.
Build relationships with Broadcom and a broader community of technology partners.

VMUG Connect is where partners lead the conversation, sharing insights, best practices, and hands-on learning across infrastructure, security, and AI with the technologists who put them to work.

Have questions or want to learn more about sponsorship opportunities? Contact Allen directly.

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