PARTNERSHIP PROSPECTUS

TUG CONNECTS 2027

Horizons | April 26–29, 2027 | Marriott Marquis San Diego Marina

TUG CONNECTS is where Infor distribution ERP users come to learn, compare notes, and find the partners who make their systems sing. Put your brand in the room, on the stage, and in the inboxes of the people who use and buy solutions like yours.

Key Dates

March 1, 2027	Booth selection begins (by partnership level, then points)
March 31, 2027	Final applications and payment in full due; last day for refunds (less 3.5% processing fee)
Sunday, April 25	Pre-conference customer training sessions (1:00–5:00 pm)
April 26–29, 2027	TUG CONNECTS 2027, Marriott Marquis San Diego Marina

All options are sold first-come, first-served. Applications are subject to approval by the TheUserGroup.org Board of Directors.

Partnership Levels

	Platinum	Gold	Silver	Bronze
Investment	$45,000	$25,000	$17,500	$9,500
Booth	10' x 20', first pick	10' x 10', picks before Silver & Bronze	10' x 10', picks before Bronze	10' x 10'

Questions? Ashlea Justice | ajustice@membersinc.com | 904.495.3748 Gary Brown | gbrown@membersinc.com | 410.603.9007
www.tugconnects.com/2027-partnership-opportunities

	Platinum	Gold	Silver	Bronze
Electrical	10-amp	5-amp	5-amp	5-amp
Attendee list (opt-ins)	4 weeks before & after	4 weeks before & after	4 weeks before & after	After the event
Tier 5	1	—	—	—
Tier 4	1	—	—	—
Tier 3	1	1*	—	—
Tier 2	6	5	3	—
Tier 1	2	2	2	Add-ons, $1,349 ea.
Extras	Exclusive hotel branding areas; discounted furniture rental			

* Gold Partners may use their Tier-3 pick on most Tier-4 options (see Tier 4).

Every partnership includes: a 2027 company-wide TUG membership (members-only portal and discussion groups for anyone at your company) • one Exhibitor badge with full access to the Solutions Center, General Sessions, meals and receptions, plus limited breakout access • recognition on the TUG CONNECTS website and at the opening General Session • a booth with one 6' skirted table, two chairs and a wastebasket • lead retrieval for all your exhibiting associates • wireless internet • a $1,000,000 vendor liability insurance policy covering your participation.

Tier 5 — Anchor Experiences

Platinum only. One included; additional Tier-5 options **$12,000 each**.

Option	Available	What you get
5-Minute General Session Presentation	2	Center stage for five minutes at the opening or closing General Session, in front of every attendee. Slides, video, or just you.
20' x 20' Island Booth Upgrade	3	A stand-alone island in a premium

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Option	Available	What you get
		Solutions Center spot, open on all sides. Includes four tables and eight chairs (6' standard, 30" round, or 40" highball); other furniture at TUG's discounted rates.
Networking Lobby Lounge	2	Your branded gathering spot in high-traffic prefunction space, with branding on the adjacent windows and the lounge tables. All-day visibility beyond the exhibit hall.

Tier 4 — Premier Visibility

One included with Platinum; additional Tier-4 options **$6,250 each**. Gold Partners may choose any of these (except the 10' x 30' upgrade) as their Tier-3 option.

Option	Available	What you get
Booth Upgrade	3 Platinum 6 Gold	Platinum upgrades to 10' x 30' (adds 15-amp service plus an extra table and chairs); Gold upgrades to 10' x 20'. More room, more traffic, longer conversations.
Private Event Space at the Penultimate Night Reception	1	Your own space in the Voodoo Lounge at the House of Blues on TUG's biggest night. Make it a speakeasy, a VIP customer lounge, live music, a tasting, or something new. Hand out invitations at your booth to build buzz.
Poker Tournament Sponsor	1	The TUG poker tournament always sells out. Your brand on the cards, the chips, and your likeness on the play money. Bring prizes for the winners.

Option	Available	What you get
Logo on Conference Bags	1	Your logo travels with every attendee during the event and long after.
Logo on Conference Notebooks	1	Journal-style notebooks used in every session and back at the office.
Logo on Hotel Key Cards	1	Seen from check-in to check-out, several times a day.
Logo on Name Badges	1	In every conversation and every photo. Our highest-frequency placement.
Headshot Lounge Sponsor	1	Professional headshots with hair and makeup, wrapped in your branding. Attendees leave with a photo they'll use for years.

Tier 3 — Highlighted Engagement

One included with Platinum and Gold. Additional Tier-3 options **$4,500 each** (Platinum) or **$6,250 each** (Gold).

Option	Available	What you get
60-Second Video in a General Session	4	Your video plays when attention peaks.
Conference App Sponsor	1	Your brand inside the tool attendees open all day for schedules and updates.
Attendee Wi-Fi Landing Page	1	The first thing attendees see every time they connect.
Portable Charging Units	1	Branded chargers that go everywhere attendees go.
Signature Drink at Happy Hour	2	A branded cocktail during the most social hour of the day.

Option	Available	What you get
Daily Refreshment Breaks	2	AM and PM breaks on one day, where attendees gather and recharge.
One-Hour Video Team with Edits	3	Award-winning crew captures interviews and testimonials; edited content is yours to keep.
Pre-Conference Customer Training Session	4	A private classroom with AV and internet on Sunday, April 25 (1:00–5:00 pm) for a 2-, 3-, or 4-hour workshop. Listed on the conference agenda.
8' x 8' Lighted Freestanding Frame	Limited	Large-format, illuminated branding in shared conference spaces.
Featured Article in the Daily Newsletter	Limited	Share a success story and be part of the conversation, not just an ad.

Tier 2 — Brand Touchpoints

Included with Platinum (6), Gold (5), and Silver (3). Additional Tier-2 options **$2,095 each**.

Option	Available	What you get
Additional Exhibitor / Full Conference Badge	Up to 6	More people on-site means more conversations.
Two 30-Minute Demo Sessions	20	A focused breakout room for deeper looks and qualified follow-up.
30- or 45-Minute Case Study Breakout	6	Real-world results told as education, not a sales pitch.
Know Before You Go Email	1	Your blurb anchors TUG's most-opened pre-event email.
Half-Page Newsletter Ad	3	Premier placement on the back of the front page of a Daily

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Option	Available	What you get
		Newsletter.
Intermission Ads on 3 Days	15	Your slide loops on every breakout screen between sessions, three days running.
Booth Activity with Food or Beverage	One per type	Draw a crowd with hospitality. Food and beverage costs are billed separately and must be arranged through our Culinary Concierge, Tracy Stuckrath. Larger activations may require a 10' x 20' booth.

Tier 1 — Amplifications & Add-ons

Two included with Platinum, Gold, and Silver. Additional Tier-1 options and Bronze add-ons **$1,349 each**.

Option	Available	What you get
Two 15-Minute "Spark" Presentations	12	Quick-hit talks in the Solutions Center Theater that drive traffic to your booth.
One 30-Minute Demo Session	10	A clear, structured overview of your solution in a breakout room.
Host a TUG CONNECTS 365 Webinar	36	Keep the momentum going with a post-event webinar. A second webinar can be added (6 available).
Your Content in a Conference Email Push	4	Your 100-word message and logo in one of four pre-event email blasts.
Bag Insert or General Session Seat Drop	8	Your collateral, placed directly in attendees' hands. Deadline to be announced.
Newsletter Ad (inside page)	4	Placement in our widely read daily conference newsletter.

Option	Available	What you get
A Few of Our Favorite Partners Email	12	Your logo, link, and 50-word blurb in a quarterly email featuring TUG's favorite partners.
Digital Monitor Ad	25	Your brand on digital screens throughout the venue.
Featured Banner Ad on the TUG HUB	12	One month on the HUB Dashboard or All-Members page with logo, link, and 25-word blurb.
Booth Activity without Food or Beverage	One per type	Games, contests, chair massages, caricature artists, and more. Activity costs are separate.

Also available

Additional badges	$2,095 each (up to 6)
Daily Printed Newsletter Ad (180 x 150)	$895 — 8 available
Pre-Conference Registration List	$895 — opt-in attendee contact list 4 weeks before the event

Good to Know

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  Booth selection starts March 1, 2027. Platinum picks first, then Gold, Silver, and Bronze. Within each level, order is set by points: 1 per day paid before March 1; 3 per year partnered in the past 5 years; plus 2, 5, or 10 per year at Silver, Gold, or Platinum. Late arrival or early departure costs 25 points.
- **Mandatory booth hours:** Mon 4/26, 8:00 am–noon, 1:00–4:00 pm & 5:00–6:30 pm (Happy Hour) • Tue 4/27, 8:45–10:30 am & 1:00–6:30 pm • Wed 4/28, 8:45–10:30 am & 1:00–2:45 pm.
- **Penultimate Night is ours.** No partner events, on-site or off-site, on Wednesday, April 28. Other nights after 7 pm are fair game.
- **Booth activities** need advance approval and must stay within your booth. Alcohol may be served only by hotel bartenders; unopened bottles are fine as giveaways.
- **Payment:** credit card, check, ACH, or wire. Partnerships are activated once payment is received.
- **Cancellations** must be in writing. Full refund less a 3.5% processing fee through March 31, 2027; after that, fees may be applied to a future partnership.

Ready to claim your spot? Contact **Ashlea Justice**, ajustice@membersinc.com, 904.495.3748, or **Gary Brown**, gbrown@membersinc.com, 410.603.9007.

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Terms and Conditions

These Contract Terms and Conditions are part of the TUG 2027 Partnership Contract and should be read carefully before completing this application for sponsorship and exhibit space. A copy should also be provided to the person or persons who will be attending TUG CONNECTS 2027 and staffing your exhibit(s). All applications are subject to review and approval by TheUserGroup.org (TUG) Board of Directors. After completing the Application and Contract for Exhibit Space, please forward these Rules and Regulations to the person in charge of your exhibit at TUG CONNECTS 2027.

APPLICATION AND PAYMENT

Space will be charged at the rates indicated on the application form. Partnerships will be considered complete after this application is completed and payment is received in full. Final applications and payment in full are due no later than March 31, 2027. No space assignments will be made until these conditions are met.
Acceptable forms of payment are:

- By credit card, with payment made during the application.
- By check: mailing instructions are provided on the payment page.
- By ACH or wire transfer: details are provided on the payment page.

CANCELLATIONS AND REFUNDS

Cancellations of exhibit space must be directed in writing to TUG by mail or email. For cancellations received on or before March 31, 2027, a full refund less a 3.5% processing fee will be provided. After March 31, 2027, all fees are nonrefundable but may be applied to a future partnership. Applicants may petition TUG in writing for refunds if extenuating circumstances are warranted. Any refunds will be made at the discretion of the TUG Board of Directors. Acknowledgment of the receipt of an application or negotiation of the appropriate deposit does not constitute an acceptance of an application.
In those instances where a booth space application is declined, TUG will refund such deposit in full. Upon the occurrence of conditions beyond the control of TUG which make performance impossible or impracticable, including but not limited to government order, civil disruption, weather, strike or labor unrest, or transportation difficulties, TUG may alter, reduce or reschedule allocated exhibit space or even cancel this agreement upon notice to the exhibitor. In the event of such reduction or cancellation, TUG agrees to act in good faith to reduce or refund any exhibit fees paid by the exhibitor to TUG.

SUBLETTING OF EXHIBIT SPACE

No exhibitor shall assign, sublet or share allotted exhibit space or any portion thereof except by written approval from TUG.

AFFILIATE ANCILLARY EVENTS AND BOOTH ACTIVITIES

All affiliate ancillary events and/or booth activities must be approved in advance by TheUserGroup.org. No ancillary events will be approved during any conference events. Any violation of this may result in loss of points or refusal of participation in future events.
To ensure the success of our conference and the ultimate attendee experience, we must emphasize that no partners may host any events, on-site or off-site, on Wednesday, April 28, 2027, as this evening is exclusively reserved for the Penultimate Night reception, a pivotal networking event. Partners are encouraged to plan affiliated events on any other night that week after 7 pm. We appreciate your unwavering commitment to creating an exceptional conference environment.

BOOTH ASSIGNMENTS, SPACE ASSIGNMENT, USE, INSTALLATION, OCCUPANCY, AND DISMANTLING

TUG will assign the space to each exhibitor, based on the exhibitor's choice of booth space, according to the methods outlined below. At TUG's sole discretion, it may reassign said space or alter event layout or venue if warranted by conditions or events. Booth selection will begin on March 1, 2027.
The order for booth selection is based upon partnership levels and points. Platinum partners have first choice of booth assignments, followed by Gold, then Silver, and then Bronze. Within a partnership level, points are earned as follows:

- One (1) point is earned for each day between payment in full and March 1, 2027. Payment by check will be considered paid according to the check date.
- Three (3) points are earned for each year that your organization has partnered with the annual TUG event in the past five years.
- Two (2) additional points are earned for each year that your partnership was at the Silver level for the past five years.
- Five (5) additional points are earned for each year that your partnership was at the Gold level for the past five years.
- Ten (10) additional points are earned for each year that your partnership was at the Platinum level for the past five years.

The preferences given for booth space location are for guidance and are not guaranteed.
Note: Twenty-five (25) points will be deducted for each late arrival or early departure against future years' attendance.

MANDATORY BOOTH HOURS

The Exhibit Hall will be open during the following hours and will require at least one person to be present at your booth:

Monday, April 26	8:00 am – noon; 1:00 – 4:00 pm; 5:00 – 6:30 pm (Happy Hour)
Tuesday, April 27	8:45 – 10:30 am; 1:00 – 6:30 pm
Wednesday, April 28	8:45 – 10:30 am; 1:00 – 2:45 pm

RULES AND REGULATIONS FOR PARTICIPATION IN THE SOLUTIONS CENTER

- All extracurricular activities within the booth must be approved by Show Management prior to move-in and may not conflict with or duplicate any of the show's Partnership offerings presented in the Partnership Prospectus.
- All exhibitors' activities, including sound, must be confined to the space of the booth and not interfere or conflict with other exhibitors' ability to have conversations.
- Per Fire Marshal regulations, all booth displays, including tables, chairs, and signage, must remain within the dimensions of the booth(s) and in a way that does not interfere with other exhibitor displays.
- Distributing advertising materials outside of the exhibitor's rented space is not permitted except when done by Show Management.
- Aisles must not be obstructed at any time.
- Alcoholic beverages of any kind may not be served in the Solutions Center, except by licensed bartenders employed by the hotel. Any partner found to be serving alcohol to attendees from their booth may result in TUG having to close it down and asking you to leave the exhibit hall. Giveaways of unopened bottles are permitted.

PHOTO RELEASE AGREEMENT

TUG has official photographers and videographers at our events. Photographs and videos taken at TUG CONNECTS 2027 may be used for marketing, publicity, promotions, advertising and training activities for TUG or Members, Inc. By registering for this event, you agree to allow TUG to use the photographs and videos, which may include you, in all media formats worldwide.

INSURANCE AND LIABILITY

As part of the TUG CONNECTS 2027 Partnership program, partners will be provided with general liability insurance in the amount of One Million Dollars ($1,000,000) to cover potential liabilities under this Agreement. Members, Inc., TheUserGroup.org and the event venue (Marriott Marquis San Diego) will be named as additional insureds on the liability policy for the period of the Show, including move-in and move-out periods.

It is understood by the exhibitor that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in many booths, and various other factors, make it reasonable that each exhibitor shall assume the risk of any injury, loss, or damage caused to them. The exhibitor, by completing the Partnership / Exhibit application, thereby assumes such risk and expressly releases and agrees to indemnify, defend, and hold harmless Members, Inc., its employees and officers, TheUserGroup.org, its members, officers, or representatives, and the hotel, general contractor's representative, officers and employees from any and all claims for any such loss, damage or injury. Further, the exhibitor agrees to indemnify, defend, and hold harmless Members, Inc., its employees and officers, TheUserGroup.org, its members, officers, representatives or employees, the hotel, or their general contractor's representative, against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident, bodily injury, property damage or other claims or occurrences to any person, including the

exhibitor, its employees and agents, or any business invitees, arising out of or related to exhibitor's occupancy or use of the exhibition premises in the convention space, including storage and parking areas.