

	Vivit Engage Services	
<u>Service Offering</u>	<u>Service Description</u>	<u>Per Unit \$USD</u>
Targeted Regional Eblast	Eblast that goes out to Vivit members in a specified geographical location(s). Included: # of clicks on hyperlinks in the email as well as eblast stats (total distribution #, total view #, open rate, click to open rate and click through rate). Price is per Eblast.	
	0 – 1500 Vivit Members	\$850
	1501 – 3000 Vivit Members	\$1,000
	3001 – 6000 Vivit Members	\$1,500
	6001+ Vivit Members	\$2,000
Targeted SIG Eblast	Eblast that goes out to Vivit members in Special Interest Groups (SIGs). Included: # clicks on hyperlinks in the email as well as eblast stats (total distribution #, total view #, open rate, click to open rate and click through rate). Price is per Eblast.	
	0 – 1500 Vivit Members	\$850
	1501 – 3000 Vivit Members	\$1,000
	3001 – 6000 Vivit Members	\$1,500
	6001+ Vivit Members	\$2,000
Targeted Regional / SIG Eblast w/Opt-Ins	Eblast that goes out to Vivit members in a specified geographical location(s) or Vivit SIGs. Included: # clicks on hyperlinks in the email as well as eblast stats (total distribution #, total view #, open rate, click to open rate, click through rate and opt-ins (leads)).	\$3,400
Dedicated Eblast	Eblast that goes out to all Vivit members worldwide. Included: # clicks on hyperlinks in the email as well as eblast stats (total distribution #, total view #, open rate, click to open rate and click through rate).	\$2,500
Dedicated Eblast w/Opt-Ins	Eblast that goes out to all Vivit members worldwide. Included: # clicks on hyperlinks in the email as well as eblast stats (total distribution #, total view #, open rate, click to open rate, click through rate and opt-ins (leads)).	\$5,100
Sponsored Newsletter Article	Lead newsletter article (top 3 article spots). Included: #clicks on the article as well as eblast stats (total distribution #, total view #, open rate, click to open rate and click through rate).	\$1,500
Press Release (published to PR Web)	Customer provides final content (no editing). # Views and impressions provided.	\$1,350
Press Release (published to PR Web)	Vivit interviews, writes and edits press release. #Views and impressions provided.	\$3,900
Survey	Vivit Membership surveys around gathering information to help grow the Micro Focus community. Included: the survey build, survey ad, 3 eblasts and eblast stats (total distribution #, total view #, open rate, click to open rate and click through rate), 2 months ad placement in Vivit newsletter promoting the survey, and survey results provided monthly and at the end of the survey.	\$5,000
Promotion of Micro Focus Conferences	Includes: 2 eblasts, header banner ad and conference feed ad on Vivit website, 2 newsletter articles, signature asset for Vivit Staff and Directors, listed on Vivit Community Calendar with registration link, promotional slide included for all webinars and mention in webinar follow-up emails and social media promotion. Optional: Speaker Package.	\$8,000
Deep Dive Online Clinics	Includes: Dedicated exposure to the Micro Focus Software Community, access to over 38,000 Micro Focus Product users and decision makers that have opted in to learning more about your valuable solutions, 50% Decision makers - 50% Practitioners, 4 hour driven virtual training webinar, opt-in leads to be handed to sponsor, promotion via Vivit social media channels and dedicated emails, recording and event promotion on Vivit website, and ability to drive content.	\$3,900
2 Day Workshop Deep Dive Sessions	Sponsorship includes: exclusive sponsorship – one sponsor per course, marketing of the Deep Dive Sessions to Vivit members regionally, logo on Vivit website and in marketing communications, lead generation per session, 175 ppl. 1 geography. 3 tracks with 18 sessions . Need Date and Location for Sponsorship Pricing. Deep Dive Sessions are 4-hour deep dive implementation and integration tutorials from Vivit members who are Software consultants and channel partners. The classes start where most others leave off and provide real-world implementation experiences and examples from practitioners who are in the field solving business problems with software tools every day. [Sponsorship 60-days in advance of event paid]	\$150,000
Meet the Community	Virtual Round Table. 30 min. Target to either Executive or Practitioner. 10 people max. 3-5 questions. 1 survey. 3 blog posts. Event includes: 60 minutes long, Lead Generating (If person RSVPs, then they are a lead), very targeted invitations (targeted eblast), event would not be included in the Vivit Community Calendar.	\$5,000
Header Banner Ad (728x60)	Ad located at the top of each page on the Vivit website. Ad is run for one month. Included: # clicks on the ad and # impressions.	\$1,000
Flash Panel Ad	2 available each month. Included: # clicks on the ad and # impressions.	\$2,500
Ticker Ad (Unlimited Characters)	One month of feed. Included: # of impressions of the page.	\$1,000
Front Page of Website 6/12 Ads (189x189), 2 rows of 6 ads that includes a right rail ad (310x310) on all subpages on the Vivit website.	Ad is run for one month. Included: # clicks on the ad and # impressions.	\$1,000

Conference Feed Ad (332x169)	Ad is run for one month. Included: # clicks on the ad and # impressions.	\$1,500
Vivit Website Landing Page -1st Year	Page is setup and live on the Vivit website for one year. Included: # views to the page.	\$3,500
Vivit Website Landing Page - Every Year after the 1st Year	Included: # views to the page and updates to the page.	\$1,500
Partner User Group Page - 1st Year	Includes: User Group Page Setup and use of page, 1 Sponsored SIG Webinar + leads and webinar metrics, 2 Eblasts & metrics (one with an introduction to Vivit members) and 1 center row ad/right rail ad for one month. # Page views will be provided.	\$4,000
Partner User Group Page - Every Year after the 1st Year	Includes: User Group Page update and use of page. # Page views will be provided.	\$2,000
Social Media Services	The social media content will be prepared by Vivit and approved by the sponsor. Social Media stats will be provided to the sponsor after two weeks as well. Postings included: 6 Twitter postings per week, 1 LinkedIn Post to Vivit Group per week, 2-4 LinkedIn Specialty Group Postings per week, 2 Facebook postings (Vivit page, Micro Focus boosted) per week, 3 Posts to Google+ per week, 1 Micro Focus Everyone Social posting, and 2 postings Micro Community site per week.	\$3,000
Sponsored Webinars	Includes: Dedicated exposure to the Micro Focus Software Community, access to over 39,000 Micro Focus Product users and decision makers that have opted in to learning more about your valuable solutions, 50% Decision makers- 50% Practitioners, one hour driven Webinar, Vivit Hosted, opt-in leads to be handed to Sponsor, promotion via Vivit social media channels and dedicated emails, recording and Event Promotion on Vivit website, and ability to drive content.	\$3,500
SIG Event Sponsorship	Micro Focus Product Marketing and Partners have an affordable opportunity to speak to one of 20 Vivit Special Interest Groups (SIGs) to discuss current offerings and updates. Format: Sponsor has 15 to 20 minutes to discuss new features, functionality and customer success story. Followed by 45 minute practitioner questions related or unrelated to the sponsor message. Sponsor Benefits: Marketing company message to the SIG prior to the event, Opt-in leads from the call.	\$2,500
Virtual Customer Days Event (2 day event)	Meet the experts virtually, over two-days, featuring executive keynotes, general sessions, roundtables, and live Q & A. This virtual conference event is an opportunity share what's new and what's coming in a specific software area, i.e. ADM, ITOM, Security, Big Data...etc., so you can bridge existing and future technologies. This will help customers to extend their Micro Focus investment. The attendees will benefit from education, skills-building, and discussion around the Micro Focus tool sets.	\$55,000
Vivit Virtual Summit	As a thought leader, your company can drive the conversation about what the IT community wants to hear. Sponsors will discuss game changing case studies about innovations in technology resulting in valuable customer outcomes. Topics may also follow up on keynote discussions with the Micro Focus Fellows. Sessions are 45-60 minutes long. Session Sponsor Benefits: Your company logo will be featured in a variety of event marketing media, email blasts to the Vivit community, Micro Focus Community promotion and eblast support, Banner ad and link to your website on the virtual summit's landing page located on Vivit's website, Vivit InForum Newsletter event marketing, and Introductory slide preceding all sponsored sessions.	\$5,500
SIG Talk Sponsorship - In Show Ad	Included: 2-3 slides and up to 1-minute presentation during SIG Talk event, ability to push out a link to the SIG Talk audience, and an option to be contacted for more information during survey at the end of the SIG Talk (leads). 1 per month	\$1,500
SIG Talk Sponsorship - Registration Page Ad / Slide Deck Ad	Included: 1 ad on the SIG Talk lobby slide and registration page, mention during SIG Talk, ad included in 2 eblasts (dedicated promotional & reminder emails), and option to be contacted for more information during survey at the end of the SIG Talk (leads). 1 per month	\$3,200
Virtual Panel Discussion	Includes: Dedicated exposure to the Micro Focus Software Community, access to over 38,000 Micro Focus Product users and decision makers that have opted in to learning more about your valuable solutions, 50% Decision makers- 50% Practitioners, one hour driven Webinar, Vivit Hosted, opt-in leads to be handed to Sponsor, promotion via Vivit social media channels and dedicated emails, recording and Event Promotion on Vivit website, and ability to drive content.	\$3,500
Virtual Roundtable Discussion	Event includes: 10-15 participants, 60 minutes long, Lead Generating (If person RSVPs, then they are a lead), very targeted invitations (targeted eblast), event would not be included in the Vivit Community Calendar.	\$3,500

Best Practice Webinars and Landing Pages	Includes: Up to four, 5-10 minute short recorded webinars in an hour time span in front of a live audience, live Q&A to follow the webinars, event placed on Vivit Community Calendar, lead generating, on-demand recordings will be placed on the appropriate Vivit Special Interest Group pages and in the Vivit webinar recording archives, webinar recordings are can be downloaded by sponsor, and a landing page can be created on the Vivit website for the on-demand webinar recordings with a right rail ad that leads folks to view them.	\$3,500
Podcast Production	Short, powerful talks (15 minutes or less), record up to four in an hour, downloadable podcasts, promotion of podcast recording only, promotional Dedicated or Targeted Eblast, lead generation is an option with a registration page in front of the podcast, event would or would not be on the Vivit Community Calendar, Podcast link included in monthly Vivit newsletter and on Vivit website Podcast page.	\$3,500
Local User Group Events Sponsorship	Face to face. Broadly focused meeting. No need to fly in Micro Focus staff. Can be led by local chapter leader. Content and messaging provided by Micro Focus. 20-30 ppl. 2-3 hours. Support from R&D, Field Marketing, Sales, Pre-Sales. Casual discussion and networking. Practitioners and/or Executives. Attendance and awareness driven by Vivit, Micro Focus and Local Partners. [Target Cities, Target Messaging], Logo and wording on registration page, # Registrations and Attendees along with company names and titles, meeting and post-event survey feedback, opt-ins (leads) from the sign-in sheet and post event survey, promotion of event by Vivit and Sponsor, volunteer Vivit LUG Leaders who help organize each event. Price is per event.	\$750
Special Interest Group Events Sponsorship	Face to face. Targeted topics. [e.g.: Enterprise IT] Targeted audience. 20-30 people. 1/2 day. Support from R&D, Field Marketing, Sales, Pre-Sales. [Recommendation is for 6 target cities: 1 event per city every 3 months]. Logo and wording on registration page, # Registrations and Attendees along with company names and titles, meeting and post-event survey feedback, opt-ins (leads) from the sign-in sheet and post event survey, promotion of event by Vivit and Sponsor, volunteer Vivit SIG Leaders who help organize each event.	\$6,000
Roadshow Events - cost per event	Face to face. Targeted topics. [e.g.: Enterprise IT] Targeted audience. 20-30 people. Full day. Support from R&D, Field Marketing, Sales, Pre-Sales. [Recommendation is for 6 target cities: 1 event per city every 3 months]. Work with Micro Focus contacts to schedule local events (find location @customer site), work with LUG Leaders to determine customer site, build meeting agenda with content provided by the Micro Focus Team, build registration pages for each roadshow event and run registration through the Vivit website, build LUG Group Page for each event, 2 Targeted eblasts to promote each roadshow event along with a reminder targeted email the day of each event (would like Micro Focus to send eblasts to their contacts for each event as well.), provide registration updates for each event to Micro Focus, coordinate each roadshow with Local Vivit LUG Leaders to moderate the event, pre-event meetings with Vivit Leaders and Micro Focus, opt-ins from sign-in sheet and post event survey shared, post event survey summary provided, registration and attendance report for all events and meeting feedback. Promotion with Landing Page, ad, and newsletter article for roadshow series. Price is per event.	\$7,000
Expert Content Development by Customers	Vivit members will be the experts creating content for Micro Focus. Vivit members create content, which is thought leadership and authoritative. Topics will be provided by Micro Focus, which a Vivit member will then author a 3000-4000 word piece. Once written, will be submitted for final editing by Micro Focus. Author will be able to review final copy, prior to publishing. These will be anonymous pieces, co-branded Micro Focus / Vivit, providing content marketing around a specific Micro Focus pillar and/or capability to educate customers and prospects. Author will be paid by Vivit for writing the piece. Price is per submitted piece.	\$4,000
ROI Calculator with Customer Input and Verification	Vivit will provide specific and detailed feedback on value and ROI of Micro Focus capabilities, so Micro Focus will have a customer validated ROI Calculator. Micro Focus provides Vivit with a 8-10 questions. These form the questions for which Micro Focus is seeking to verify / validate an ROI Calculator with customers. Vivit will solicit 6-8 qualified customers to complete all of these questions and participate in a 1-hour roundtable discussion. Micro Focus will get answers to all 8-10 questions from each of the 6-8 customers, along with collaboration with the participants during the 1-hour phone call. This will be anonymous, and customers will be paid for their participation by Vivit. Price is per collaboration session.	\$8,000
Anonymous Customer Quotes	Vivit will provide anonymous customer quotes to Micro Focus. To simplify, engagement will be a request sent from Micro Focus to Vivit explaining the area of focus and desired results which will be used to solicit Vivit participants; leading to a 30 min group phone or video call for elaboration and commitment, which Vivit members will then respond with their quotes, and conclude with a 30 minute phone call with the individual. These final quotes will be provided to the Micro Focus team for final editing, and contributor will review and approve, prior to publishing anonymously. Providing up to 3 quotes each, and each quote being a few words to 2 sentences. Participant(s) will be paid by Vivit for their effort and contribution. Price is per person.	\$2,000

Anonymous Customer Story	Vivit will provide anonymous customer stories to Micro Focus. To simplify, engagement will be a request sent from Micro Focus to Vivit explaining the area of focus and desired results which will be used to solicit Vivit participants; leading to a 30 min phone call for elaboration and commitment, which Vivit members will then respond with their story, and conclude with a 30 minute phone call with the individual. These final stories will be provided to the Micro Focus team for final editing, and contributor will review and approve, prior to publishing anonymously. End result will be a 2-page [template with images] story, which could be leveraged internally within Micro Focus for people to tell the story, and/or published anonymously and distribute to increase capability awareness along with results and value from a real customer. Participant(s) will be paid by Vivit for their effort and contribution. Price is per person.	\$5,000
Competitive Intelligence Insights from Customers	Vivit members will provide Micro Focus with real-world competitive intelligence. This will provide insights into what actual Micro Focus customers are doing and/or thinking, related to the products and capabilities in the market and their organizations. These results will be kept anonymous and confidential. This will be of significant value, so to shape future campaigns and promotions to target specific learnings and maximize ROI, along with validating perceived differentiators and messaging in the market from all vendors in the competitive landscape. Micro Focus will identify the specific area of focus, along with 8-10 specific questions. Vivit will then solicit 5 experts from the community to complete the 8-10 specific questions, which will all be submitted to Micro Focus, and then have a 1 hour group phone call to get any additional details through conversation. Participant(s) will be paid by Vivit for their effort and contribution. Price is per engagement: 1 specific area of focus, 8-10 questions, 5 experts providing written answers, 1 hour discussion.	\$7,500
Virtual Customer Roundtable	Vivit members will provide Micro Focus with a virtual customer roundtable discussion. This will be a 3-hour virtual roundtable event, including 6 Vivit community experts. Topic will be defined by Micro Focus and elaborated by Vivit team, so to have focused topic, and up to 20 questions to lead the discussion. Participants will complete and submit their answers to the questions in advance of the virtual roundtable. This is an anonymous and confidential discussion, not to be recorded. Participant(s) will be paid by Vivit for their effort and contribution. Price is per engagement: 1 specific area of focus, up to 20 questions, 6 experts providing written answers, 3 hour discussion.	\$16,000
Customer Top 5 Priorities Discussion	Vivit members will provide Micro Focus with a Top 5 Priorities discussion. Micro Focus will provide their specific and focused topic and survey questions of interest, which Vivit will build and distribute the survey, getting results from 5 community experts. Next will be 30-minute individual phone discussions, including each of the 5 Vivit community experts. Participant(s) will be paid by Vivit for their effort and contribution. Price is per engagement: 1 specific area of focus, up to 10 questions, 5 experts providing written answers, 30-minute individual discussions.	\$9,000
Community Calendar for Micro Focus Events	Promote Micro Focus Events to the Vivit members and the appropriate Local Interest Groups for one year. Included: # clicks on the registration button and page views for each event.	\$17,000
Community Calendar for Micro Focus Webinars	Promote Micro Focus Webinars to the Vivit members and the appropriate Special Interest Groups for one year. Included: # clicks on the registration button and page views for each event.	\$17,000

