



MWSUG 2026 SPONSORSHIP GUIDE

November 15–17, 2026 • Madison, Wisconsin
 Monona Terrace Community & Convention Center
 In-Person Conference

2026 SPONSORSHIP PACKAGES

Benefit	Platinum \$5,000	Gold \$2,500	Silver \$1,500	Bronze \$450	Vendor/Exhibitor Only \$100
Complimentary or discounted registrations*	3 full	2 full	1 full	–	–
Access to attendee listing	Yes	Pre-conf only	No	No	No
Logo on MWSUG website/app	All pages	Home Page	Logo + Link	Logo	Name only
Logo in post-conference email	Yes	Yes	Yes	Name only	Name only
Recognition at ceremonies	Verbal + slide	Verbal + slide	Slide	Slide	Slide
Booth/table space	Yes – 25% more space	Yes	Yes	–	Yes
Vendor theater/demo session	2 sessions	1 session	–	–	1 session (space-dependent)
Social media recognition	3 posts	2 posts	1 post	Group mention	Group mention
“On Job” Event Access					Yes

All sponsorship package levels will have sponsorship status signage.

* *Discounted or free registrations may also be donated*

** *Table Top/Booth Space may be limited based on room size, booth availability, design specifications dictated from SAS. Your organization must indicate as early as possible if you would like a space reserved for you.*

Contact: MWSUG Sponsorship Coordinator – sponsorship@mwsug.org

BENEFIT DESCRIPTIONS

Discounted or Complimentary Registration

Your team receives full or discounted access to all sessions, networking events, and the exhibit area.

Attendee Listing Access

Pre-conference listing includes only name and affiliation; post-conference listing includes name, affiliation and email address.

Logo Placement

Your logo appears on the registration site, mobile app, website, and post-conference email.

Sponsorship Status Signage

MWSUG provides printed signage recognizing your sponsorship level.

Vendor/Demo Area Booth

Engage with attendees during high-traffic breaks and meals.

Vendor Theater Sessions

Short, focused demo sessions available to Platinum, Gold, and Exhibitor sponsors.

Social Media Recognition

Tiered shout-outs on LinkedIn and other channels.