

# User Group Relations

St George, UT

# Getting Vendors to Present to your User Group

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User Group Relations  
St George, UT



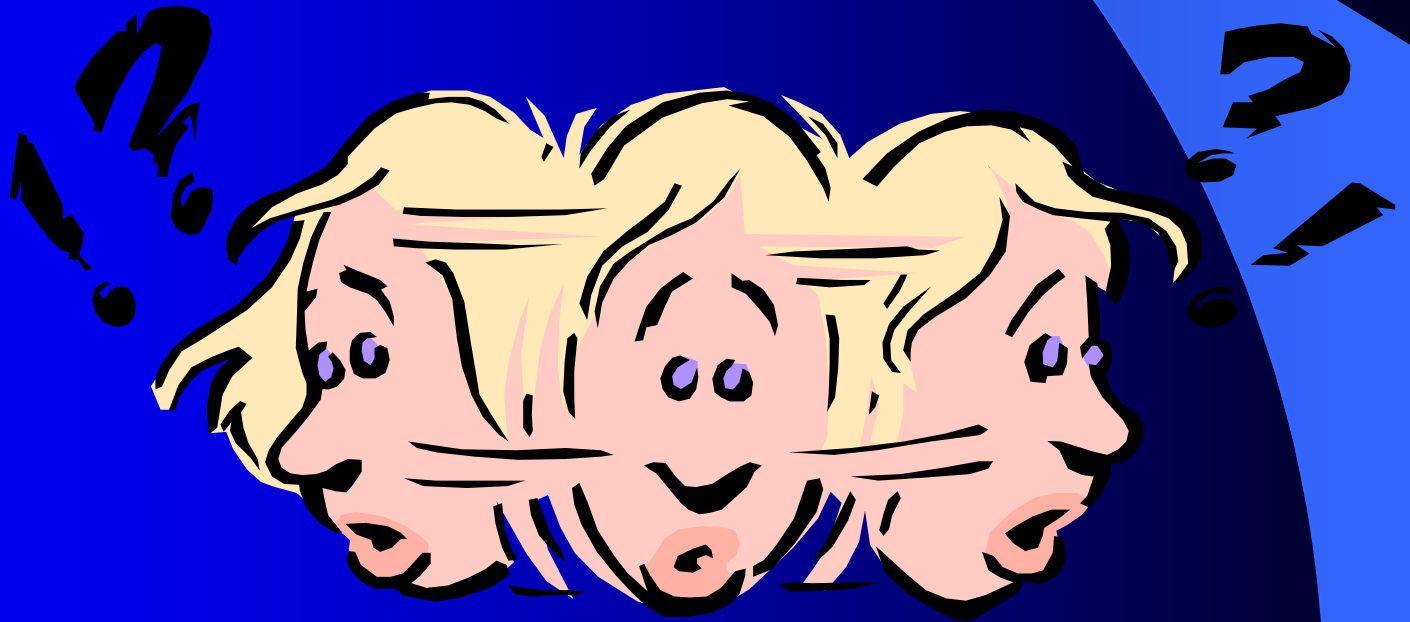
# Presenters Five Years Ago

- Many Companies to Choose From
- Two or Three Vendors per Meeting



# Presenters Today

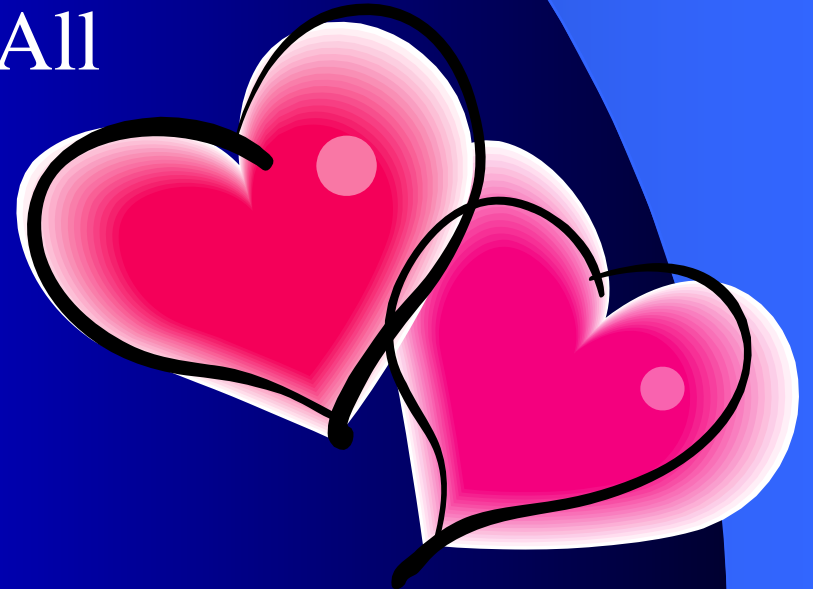
- Hard To Find Vendors Interested
- Difficult to Get Them to Present





# Improving the Odds

- Understand Vendor's Motivation
- Help Vendors be Successful
- Position Meetings to Attract Vendors
- Win-Win Situation for All



# User Group Motivation

- Users Helping Users
- Volunteer Officers
- Friendship





# Vendor Motivation

- Business Oriented
- Product Sales / Low Expenses
- ROI (Return on Investment)



# Help Vendors Sell Their Products

- Look for Products your Members Want
- Promote their Products in your Newsletter
- Promote Buying Opportunity to Members
- Endorse Product to Group



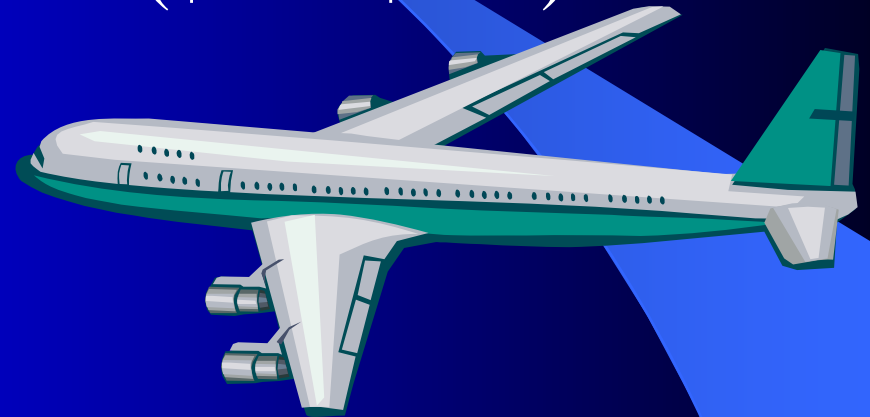
# Keep Vendors Expenses Low

- Invite Local Vendors (Min Travel Expense)
- Provide Facilities to Vendor
  - Meeting Location
  - Loud Speaker System
  - Computer Projector / Screen
- Buy Vendor Dinner
- Offer Honorarium (Bribe)



# Understand Travel Expenses

- Non-Refundable Airfare (\$300-\$500)
- Car Rental (\$50)
- Hotel (\$80-\$120)
- Food (\$50)
- Average Travel Expenses (\$500)
- Average Additional Days (\$200)
- Three Presentations (\$900-\$1000)



# Minimize Travel Expenses

- Pay for Vendors Dinner
- Assign Member to Drive Vendor
- Provide Sleeping Accommodations
- Line Up Other User Group Meetings





# Line Up Multiple Meetings

- Line Up Meeting Dates with Other Groups
  - 3-4 Groups in Same Week
  - Meeting Days Coordinated
  - First Monday, Tuesday after First Monday
- Book all Groups as a Block
  - Close Coordination of Program Chair
  - Work as a Team



# Meeting Tour Considerations

- Fill in the Gaps (no blank days)
- 2-3 Presentations per Day is Possible
- Leave Adequate Time Between Meetings
  - Food
  - Travel
- Keep Very Small Groups Off Tour (<10)



# Combine Meetings

- One Large Meeting vs Many Small Meetings
- Coordinate with 3-4 Groups
- Heavily Promote Combined Meeting
- Central Location
- Saturday Afternoon
  - Not Evening





# Area Super Meeting

- Many User Groups Involved
- Held Quarterly
- Saturday Morning & Afternoon
- Invite Several Top Vendors
- 2-3 Simultaneous Presentations
- Swap Meet Same Saturday
- Central Location
- Heavily Promote

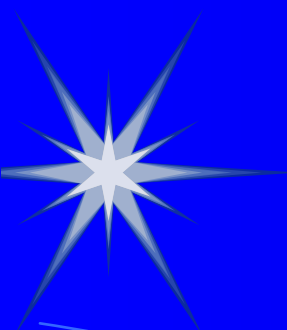




# Other Ideas

- Audience Suggestions





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