

**fuel**  
PALO ALTO NETWORKS  
USER GROUP

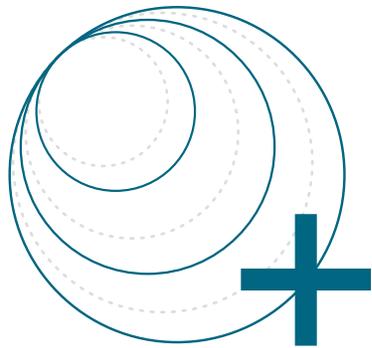
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# PARTNER OPPORTUNITIES

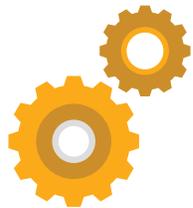
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# MEET FUEL

Fuel User Group is a **global cybersecurity community** focused on driving thought leadership and knowledge for professionals securing critical information and infrastructure. Fuel is the only user group for individuals responsible for their organization's implementation of Palo Alto Networks security solutions. As a **user-led, non-profit organization**, we are committed to providing members with information and tools that can build their knowledge, broaden their professional networks and advance their careers. The Fuel community is only as strong as the members it is comprised of, and **we want you to become a part of it**. Here's Fuel at a glance:



18,000 MEMBERS AND  
**100+ NEW MEMBERS**  
JOIN EACH WEEK



FUEL MEMBERS REPRESENT **OVER 30**  
**INDUSTRIES** AND MANY DIFFERENT JOB  
ROLES AND RESPONSIBILITIES

58% OF FUEL MEMBERS MAKE OR  
INFLUENCE **PURCHASING DECISIONS** AT  
THEIR ORGANIZATION

**58%**

**120+** COUNTRIES  
AROUND THE GLOBE

**150+**  
CHAPTERS

**10** SPARK  
EVENTS



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# FUEL PARTNERS ARE MORE THAN SPONSORS

As a user group, Fuel provides the kind of **deep access to more than 18,000 cybersecurity experts** that will help you reach your marketing and sales goals. Fuel members are responsible for **recommending and making security buying decisions** and are the front line in making sure organizations are properly supporting data and system security.

**Fuel partners are part of our community.** At in-person Fuel events, partners participate in educational dialogues and get to know Fuel members on a first name basis. Online, they **help shape conversations and activities** for Fuel User Group members across the region and across the world. They have opportunities to **engage with members both virtually and in-person**, internationally or locally, for year round or more focused initiatives.

**200+**  
CHAPTERS

In-person at chapter events and online in the digital chapter communities, engage personally with Fuel members **locally**.

**10**  
SPARK USER  
SUMMITS

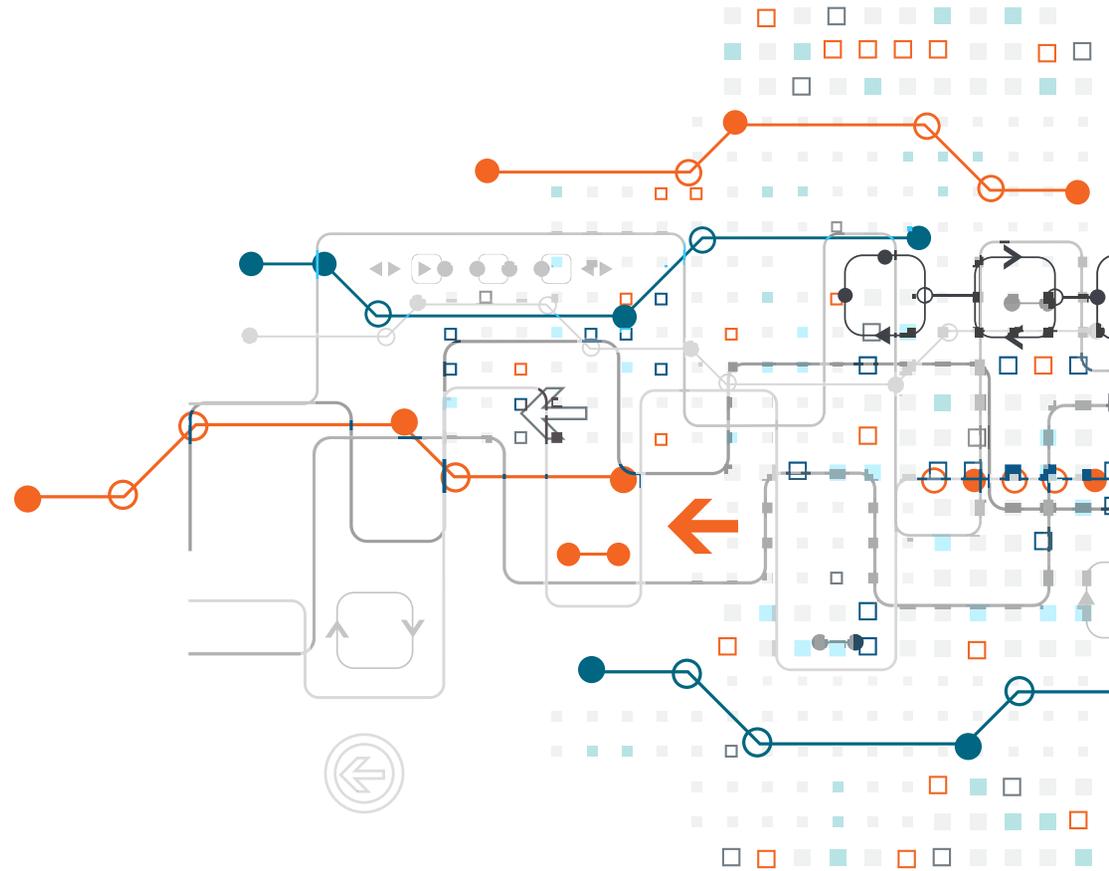
In-person Spark User Summits are great for building your reputation **regionally**.

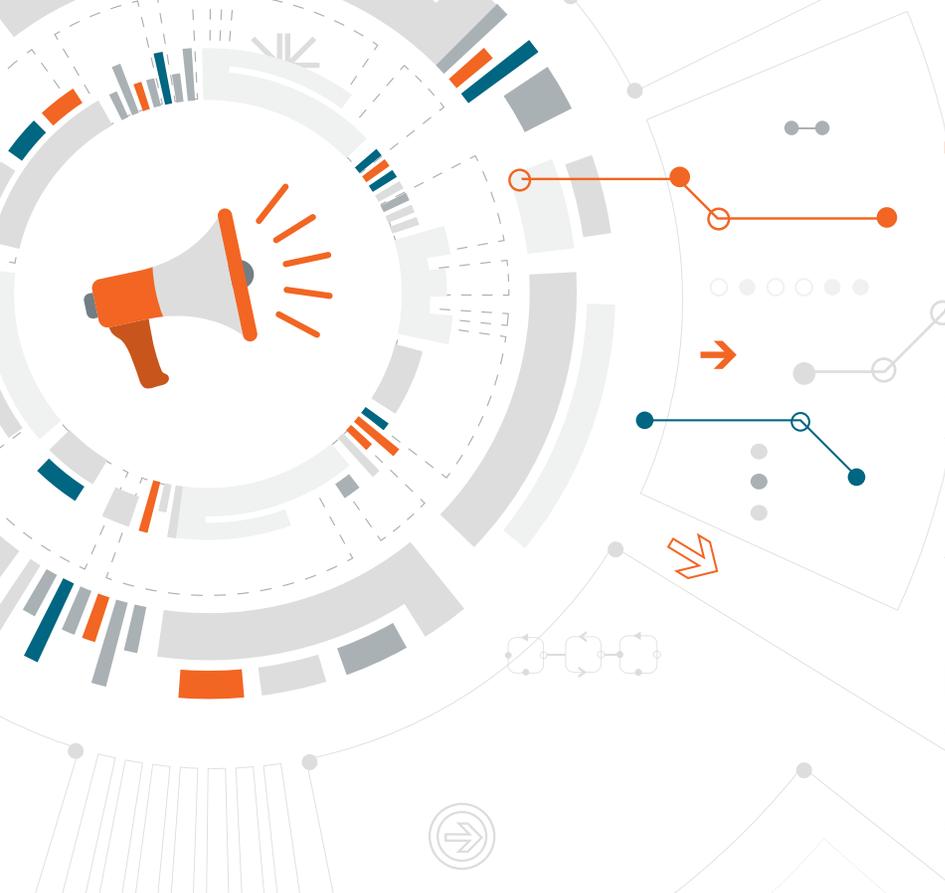
**18,000**  
MEMBERS  
ONLINE

Realize the full strength of the Fuel community when you connect **internationally** through our website, online education, the Fuel for thought blog and our discussion forums.

# WHAT DO YOU WANT TO ACCOMPLISH?

Build Brand Awareness  
Sell More Effectively  
Understand Your Audience  
Become a Thought Leader





# BUILD BRAND AWARENESS

Growing your business requires brand exposure and name recognition. Partnering with Fuel will increase visibility of your brand and provide for continued brand recognition with a rapidly expanding membership. Whether Fuel members are prospective or current customers, Fuel provides you with various ways to ensure your brand is front and center and enables interactions that promote stronger engagement and new business.

## LOCALLY

- Chapter Meeting Host
- Meeting Food and Beverages
- Co-Branded Tshirts
- Branded Pins

## INTERNATIONALLY

- Global Partnership (including logo)
- Website Advertisements
- Dedicated Email Blasts
- eNewsletter Advertisements
- Social Media

## CHAPTER MEETINGS

Held in various cities throughout the year, our local chapter meetings are informal networking opportunities that range in length from a couple of hours to a half day. Sponsorship is capped at one sponsor per event and typical attendance is between 20-40 members.

Typical chapter meeting sponsorships provide quality, in-person time with a small number of local decision makers. Packages range from \$1,000-3,000, but these unique events can be scaled up or down to fit your desired investment and level of visibility.

# BUILD BRAND AWARENESS

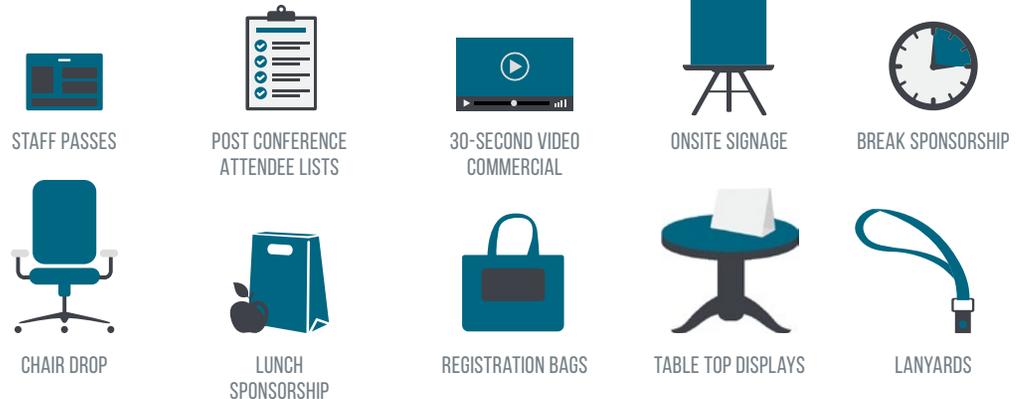
## REGIONALLY

### Spark User Summit Sponsorships

SAMPLE PACKAGES	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000
Spark User Summit Table Top	●	●	●
Post Conference Attendee List (opt in only)	●	●	●
Conference Signage and Event Website Logo	●	●	●
Attendee Virtual Event Bag	●	●	●
Educational Session*	●	●	
Staff Passes	4	3	2
Credit for Additional Branded Items	\$5,000	\$2,500	

\*Content must be approved by Fuel User Group in advance

### Branded Items at Spark User Summits

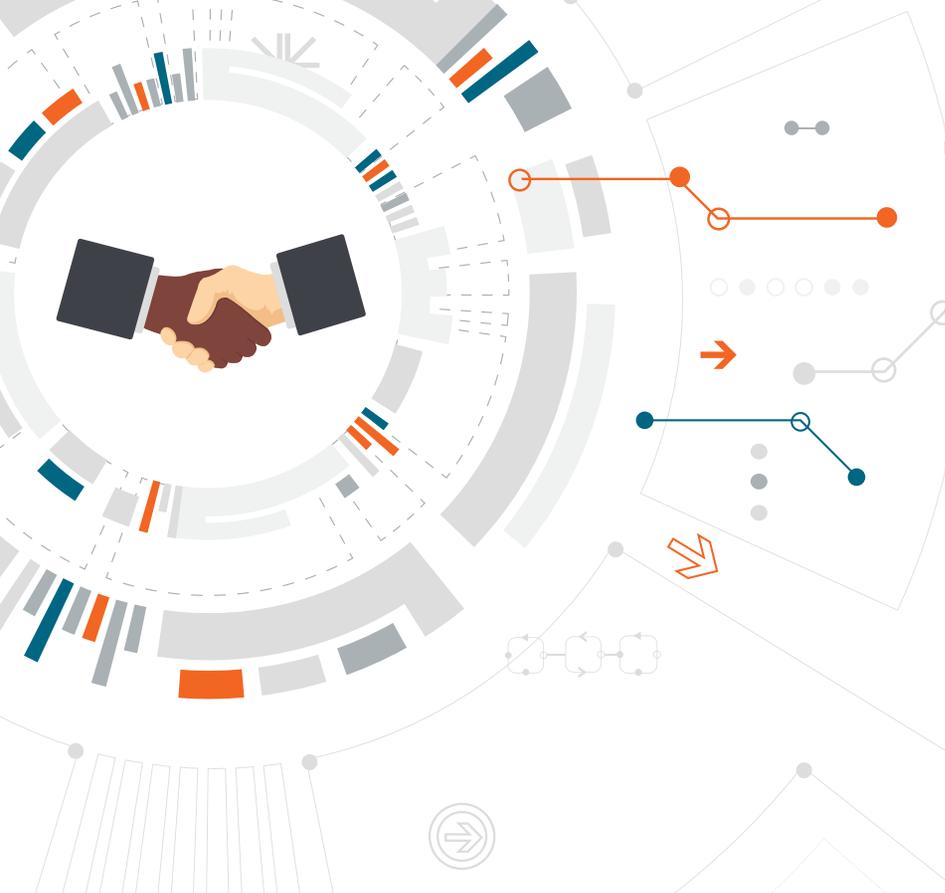


## SPARK USER SUMMITS

Held in 10 cities each year, these one-day regional workshops provide opportunities for members to learn new skills through hands-on workshops and collaborative sessions and hear exclusive Palo Alto Networks' updates.

Partners participate in workshops and sessions with members, providing ample opportunities to build relationships and showcase their expertise.





# SELL MORE EFFECTIVELY

Selling is as much about relationships as it is about highlighting your product. Partners who are looking to sell more effectively have opportunities to do both with Fuel. With access to our community, partners can showcase their products and services globally online, and build regional and local relationships at in-person Spark User Summits and chapter meetings.

## RELATIONSHIP BUILDING OPPORTUNITIES:

- Chapter Training Day Partnership
- Spark User Summit Sponsorship

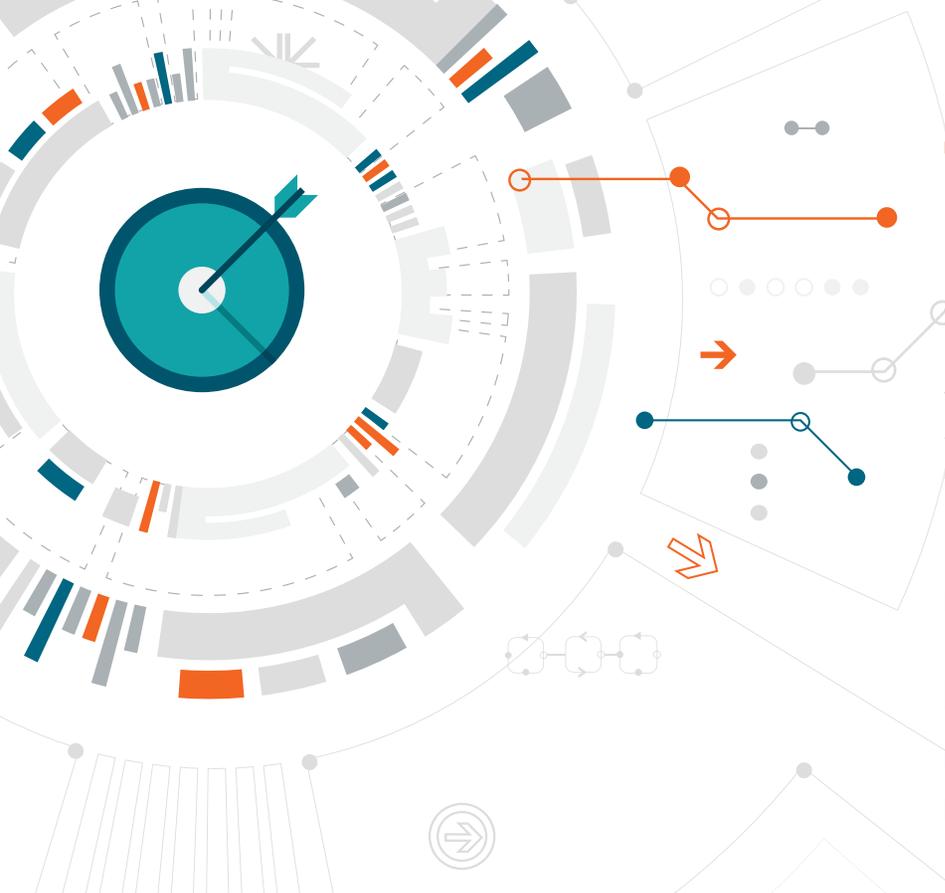
## PRODUCT SHOWCASE OPPORTUNITIES:

- eNewsletter Advertisement
- Website Advertisement
- Webinars
- Social Media Posts
- Dedicated Email Blasts

### STEPHANIE MERTEL

Field Marketing Manager, FireMon

Partnering with Fuel has taken our organization to the next level. Our sales team loves that we've had the opportunity to engage with members both in-person and online. Building those face-to-face relationships has led to increased sales, while we're able to reach more people through their digital communities.



# UNDERSTAND YOUR AUDIENCE

With a growing membership of more than 18,000, the Fuel community can be your window into the cybersecurity landscape. Looking for key insights about your audience's thoughts and behaviors? We regularly collect information from our members that can help you shape your messaging, develop new products or services and clarify business objectives. Work with Fuel to customize a feedback loop that targets the right audience and delivers actionable results.

## USE DATA TO BETTER UNDERSTAND YOUR AUDIENCE:

### Research Studies

Based on an Existing Survey  
Customized to Suit Your Needs

## USE 2-WAY CONVERSATIONS AS YOUR GATEWAY TO INSIGHTS:

**Sponsor** a Chapter Event and Connect with Key Decision Makers

**Host** a Focus Group with Fuel Members at a Spark User Summit

**Talk** with Members Visiting your Booth at a Spark User Summit

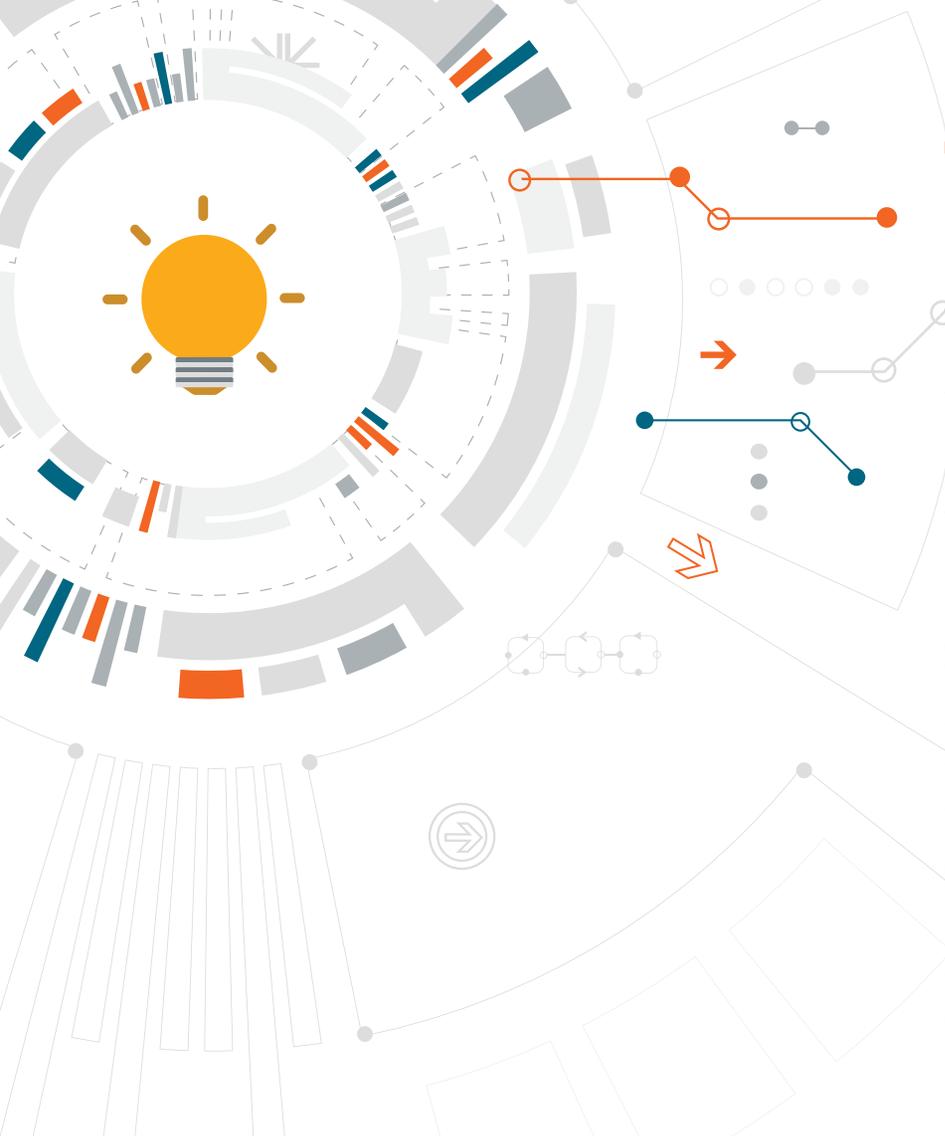
**Listen** and Ask Questions as a Moderator of a Fuel Forum



### TODD CIEPLINSKI

Senior Account Executive, VMware

I would recommend Fuel Spark User Summits to people who are looking to interact with savvy-minded cybersecurity professionals who are seeking the best of breed solutions to complement and enhance current best practices in an effort to adapt a strategy to an ever-evolving threat landscape.



# BECOME A THOUGHT LEADER

Thought leaders are the informed opinion leaders and the go-to people in their field of expertise. But you know that, because you are one. Highlight your expertise to Fuel members by sharing your ideas, advice and real-world examples. Through regular communication with Fuel members, you help set the tone and topics of conversation throughout our community.

## SHOWCASE YOUR EXPERTISE THROUGH A:

Spark User Summit Educational Session

Webinar

Chapter Educational Session

Fuel for Thought Blog Post

White Paper or other Fuel Resource Center Content

SIG Sponsorship and Contribution

Expert Chat

Educational eNewsletter Article

Forum Sponsorship and Contribution

RSS Feed of Industry News

Tips Booklet Contribution

Research Piece

For a list of Spark Cities visit  
[www.fuelusergroup.org/Sparks](http://www.fuelusergroup.org/Sparks)

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# PLAN YOUR SUCCESS

There are many ways to get involved with Fuel. You can start with a chapter sponsorship, become a global partner or create a customized partnership package. We want this to be a true partnership and that means developing a solution that's beneficial to both you and our members.

Regardless of your goals, we stand ready to help you make a great impression for your business. Connect with us to discuss how we can build a partnership model that suits your current and evolving needs. Let us help you achieve your sales and marketing goals. Let's have a conversation to discuss your objectives and desired outcomes. Reach out to:

## FUEL PARTNERSHIP TEAM

**Phone** 312.321.5190

**Email** [fuel@fuelusergroup.org](mailto:fuel@fuelusergroup.org)

**Fuel provides additional recognition for partners who reach certain monetary levels. These levels are:**



**fuel**  
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