(US)NUA
US Networking User Association

2026 Sponsorship Prospectus

Put your brand in the room with the network engineers who use, influence and buy the technology you sell.

usnua.com sponsorship@usnua.com (877) 791-0990 v.2026071501

// WHO WE ARE

A national community of practicing network engineers

We get engineers together regularly, all over the country, to talk about what actually matters in the network world. The rules are simple: **no sales pitches, no product demos, no pushing anybody's gear.**

This promise is why our members show up and engage. It's what makes a sponsorship with the USNUA worth more than a booth, this is an opportunity to create true relationships and rapport.



01

Vendor-neutral by design

No single vendor owns the stage. Your brand shows up prominently as a supporter of the craft and raises awareness to our community.

02

National reach in local rooms

33+ volunteer-run groups host real events in real cities. Sponsor one night in one market or bundle and show up nationwide.

03

Practitioners, not tire-kickers

The people who spec, test, deploy and renew: engineers, architects and the leaders who sign off on their infrastructure.

// WHY SPONSOR A COMMUNITY THAT BANS THE PITCH?

Engineers are more open in rooms where they are not being sold to.



Conversations are real

A pitch-free room means real questions, honest conversations and open comparisons of the options out there.

Support gets remembered

Your name is attached to the event and the conversation: the night built purely to inform, create connections and make them better at their jobs.

Goodwill compounds

This is not a booth people walk past. The engineers remember the vendors that support the community and foster valuable conversations. The ones they broke bread and shared a drink with.

// THE AUDIENCE

Who you reach, by the numbers

7,500+

Networking professionals in the (US)NUA audience network

2,000+

Companies represented, Fortune 100 vendors to regional integrators

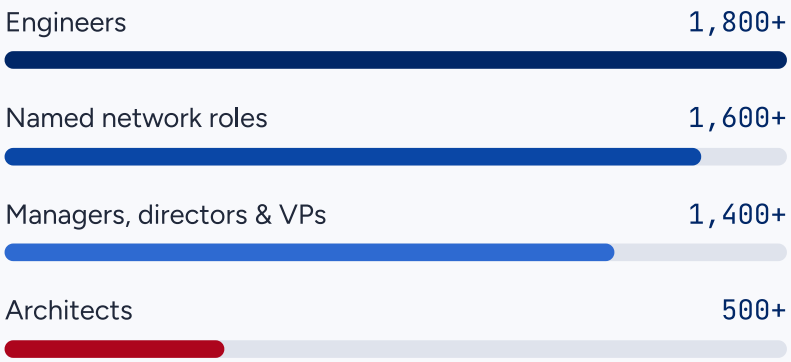
33+

Groups running vendor-neutral events across the country

80%+

Contacts with a named engineering or leadership job title

Who they are, by role



Roles overlap where titles combine terms. Counts drawn from the (US)NUA contact database.

// THE AUDIENCE

Where our members work

Fortune 500 enterprises represented in the community: the people who evaluate, recommend and buy, all in one room.



// THE EXPERIENCE

What a sponsored night looks like

STEP 1

Welcome

Food and drink hosted by our sponsors. Engineers arrive, unwind and start talking shop.

STEP 2

Keynote

A local voice from the community presents on a relevant, vendor-neutral topic.

STEP 3

Panel

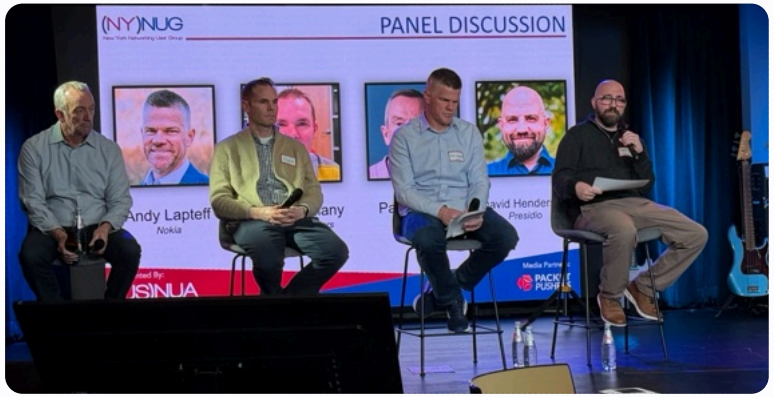
A 3 to 5 person panel digs into the topic and takes the room's hardest questions.

STEP 4

Connect

Open networking. This is where relationships, and reputations, actually form.





// THE EXPERIENCE

Your moment on stage, and reach beyond the room

// THE SPARK TALK

A short, genuine introduction. No hard pitch required, and none wanted.

GOLD	PLATINUM
5-minute Spark before the keynote	**10-minute Spark** after the keynote + a seat on the panel

- **Event email & announcements**: logo, write-up and your CTA link in the emails that promote the night.
- **Social & website**: recognition across our LinkedIn, X, YouTube and the (US)NUA site.
- **Quarterly newsletter**: top-tier sponsors featured with a logo, write-up and CTA to the full audience.



// CHOOSE YOUR LEVEL

2026 sponsorship levels

Every level builds on the one before it.

WHAT YOU GET	BRONZE $750	SILVER $1,500	GOLD $2,500	PLATINUM $4,500
Website + event-day screen recognition	✓	✓	✓	✓
Social media recognition + verbal thank-you	—	✓	✓	✓
Table-top signage & company-branded merch	—	✓	✓	✓
Logo on the event announcement email	—	✓	✓	✓
Logo + write-up + CTA link on all event emails & posts	—	—	✓	✓
Spark talk on stage	—	—	5 min · before keynote	10 min · after keynote
Panelist spot on the event panel	—	—	—	✓
Opt-in email list + quarterly newsletter feature	—	—	—	✓

Looking for something bigger? **Multi-event and custom packages are available.**

// LET'S BUILD SOMETHING

Getting started is simple

1

Pick a level & a market

Tell us your goals. We will match you to the tier and the groups that fit.

2

We handle the details

Venue coordination, registration, social posts, emails, logo placement, Spark talks, event day kit and more. We coordinate the whole run of show.

3

Show up & connect

You get real time with real engineers. We make sure your brand is felt all night.

// HOW THE BEST SPONSORS SHOW UP

Send your engineers. Peer-to-peer beats pitch-to-prospect. The folks who can talk shop are the ones the room remembers.

Join the conversation. Ask questions during the panel and swap war stories over food. Show up as a member, not as a booth warmer.

Follow the curiosity. Spark talks and panel seats surface those who want to learn more. Trade contacts naturally, then follow up.

sponsorship@usnua.com

// GET STARTED

Let's talk sponsorship.

We work like a matchmaker and our aim is to create the right connection between sponsors and members.

Reach out and we'll send available dates, group options, and a package built around what you want out of the USNUA.

EMAIL

sponsorship@usnua.com

PHONE

(877) 791-0990

WEB

usnua.com/sponsorship

SOCIAL

@us_nua

(US)NUA
US Networking User Association

A vendor-neutral environment to connect and talk networks.