

## DISCOUNTS & SPECIAL OFFERS FOR USER GROUPS

There are several user group programs that will give your members discounts on various products – a benefit of their membership in your group. Many of the book programs also have review programs and more. All of the companies have logos or banners they would like displayed on your group's website with a link to their website.

Judy Taylour, Chair, Benefits Committee

## TRAINING PROGRAMS

### Webucator's Microsoft Office UG Program



UG Contact: Bob Clary - [bclary@webucator.com](mailto:bclary@webucator.com)

Enroll in the program: <http://bit.ly/dDegsI>

Webucator offers training certificates for your members.

### Lynda.com



Enroll in the program:

<http://www.lynda.com/home/usergroup.aspx>

Dear User Group Manager,

Thank you for your interest in partnering with lynda.com. Word of mouth is the reason lynda.com has become what it is today and our user groups are part of that success! In order to get you registered with our user group program we need some information from you. Please take some time to respond to the questions on the fillable form. These questions will help us customize your user group kit.

## BOOK PROGRAMS

### Apress User Group Program – 50% discount on all eBooks



UG Contact: [usergroup@apress.com](mailto:usergroup@apress.com)

Enroll in the program:

<https://www.apress.com/index.php/gcalendar>

- Free review copies
- Free Apress books & giveaways for User Group raffles and events
- Access to Apress authors for speaking engagements
- Add your meeting to our calendar

### Focal Press User Group Program – 40% Discount



UG contact: Sloane Stinson, [sloane.stinson@taylorandfrancis.com](mailto:sloane.stinson@taylorandfrancis.com)

Enroll in the program: <http://bit.ly/nv5FDY>

Focal Press has a dynamic partnership program that connects FP with the best and the brightest user groups, Meetup groups, and Professional associations across the world.

**What are the benefits?**

- two free books of your choice each month to be used as giveaways at meetings
- 40% discount plus free shipping code for user group managers to pass on to their members
- review books as requested (new program – order up to 3 books at a time – reviews due within 90 days)
- request an author as a guest speaker at user group meetings chapter samples that can be shared with members

**What is the exchange?**

- mention FP benefits at user group meetings
- logo or banner on user group website post book reviews on amazon.com

When you register, you agree to receive monthly correspondences from Focal Press which includes member benefit updates, new content that can be shared with members, as well as new product announcements.

Focal Press defines a user group as an organization (5+ users) that connects with one another either face-to-face or virtually for a creative purpose. They require that there be one point of contact between the user group and Focal Press.

**NoStarch User Group Program – 30%**

US Contact: Jessica Miller - [usergroups@nostarch.com](mailto:usergroups@nostarch.com)

Additional discount on order of 10+ books.

**O'Reilly User Group Program – 35% Discount**

UG Contact: Marsee Henon, [usergroups@oreilly.com](mailto:usergroups@oreilly.com)

Enroll in the program: <http://ug.oreilly.com/>



- Review copies of O'Reilly products
- Donation of books and other promo items – request a couple of books on the topic of your meeting
- Discounts on O'Reilly conferences
- Monthly newsletter
- O'Reilly speakers
- Webcasts for your meetings

**Peachpit Press User Group Program – 35% Discount**

UG Contact: Keely Hild, [usergroups@peachpit.com](mailto:usergroups@peachpit.com)

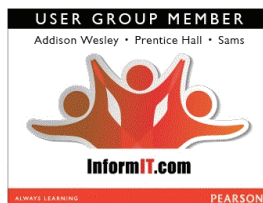
Enroll in the program: [http://www.peachpit.com/user\\_groups/](http://www.peachpit.com/user_groups/)



Peachpit represents an elite collection of the world's leading computer book imprints specializing in graphics and design, including their flagship, Peachpit Press, as well as New Riders, Adobe Press, Apple Certified, among others.

Why "partner" you ask? They figure this is a give and take proposition—by registering your group, you'll receive information on their new and exciting releases, discounts on their titles, information on special events they are attending, and more. And in return, they ask that from time to time you share your thoughts on what they're publishing, what technologies you're using, or maybe how your group membership is changing and growing. By registering, you agree to receive an e-mail newsletter each month detailing user group news, benefits information, and other announcements. They also request that you show your support for their program by posting one of their Peachpit User Group Member banners to your group's Web site.

### **Pearson / Que / Informit / Sams Program – 35% Discount**



Enroll in the program: <http://bit.ly/2dK4L>

Their program represents well-known Pearson technology brands such as Addison-Wesley Professional, Cisco Press, Exam Cram, IBM Press, Prentice Hall Professional, Que Publishing, and Sams Publishing.

In an effort to assist qualifying technology user groups, Pearson Education imprints support you in educating your group members and building membership attendance. The Pearson Education User Group Program offers great discounts, contests, and a common place to find resources and information about the latest tools and materials available on key technology topics.

#### **What Qualifies a User Group?**

User groups are typically volunteer, not-for-profit organizations, or special interest groups. Companies and colleges are not included in the program. While they appreciate outside interest in their program, they respectively request that only leaders of legitimate user groups apply.

To qualify, groups must have:

- Active membership of 10 or more people
- Valid and active website for shared information
- Regular online or face-to-face meetings

They request that group leaders relay product information and materials to all group members and provide attendance levels and/or contact information (members' e-mail addresses) to help raise awareness of available promotional offerings.

### **WILEY User Group Program – 40% Discount, Wiley technology titles**



UG Contact: Jeff Parker, [jparker@wiley.com](mailto:jparker@wiley.com)

Enroll in the program: <http://bit.ly/A8pF06>

User Group Leaders — take the first step in joining the Wrox community. Sign up your user group today. We will use the information you provide to inform you of new book announcements, information about our authors, and ways for you to announce upcoming events to the Wrox community.

Door Prizes, review copies, giveaways, and more.

### McGraw Hill Review Program

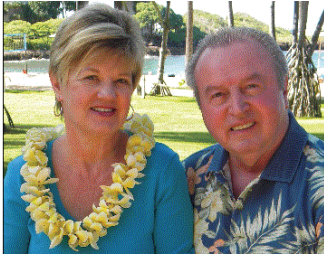
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Twitter @MHComputing & @GreenTech



## VENDOR DISCOUNT PROGRAMS

### User Group Relations – Gene and Linda Barlow

[www.ugr.com](http://www.ugr.com) / [gene@ugr.com](mailto:gene@ugr.com) / [linda@ugr.com](mailto:linda@ugr.com)



UGR offers a ½ price discount on Acronis' Backup Utility, Acronis True Image Home 2012 and Acronis' Partitioning Utility, Acronis Disk Director 11 Home. Visit [www.ugr.com](http://www.ugr.com) to purchase the software at a discounted price of \$25/each.

Their special discount prices are available only to user group members and their guests. If you are not a member of a user group, they encourage you to find and attend a user group meeting in your area. They list many user groups in the User Groups section of their web site. You can also check APCUG's User Group Locator (User Groups / Find a UG near you). ☺