

Customer Advocacy Activity Options Form

There are many ways to get involved as a customer advocate in support of Illumio. A number of these activities provide opportunities for you and your company to be highlighted as forward-thinking players in the ever-evolving security space. We would like to invite you to participate in as many activities as you feel comfortable and as your organization allows.

As a member of the Illumio Customer Advocacy Program, you can select any of the following activities as opportunities become available. By selecting these activities, you are not required to participate each time you are asked. You have the right to decline if the activity is not convenient at that time. This list simply indicates your preferences for participation.

TYPE OF ACTIVITY

(Select all that are of interest to you)

Private Activities:

- ☐ Client list (company name drop list)
- ☐ Call with a prospect
- ☐ Customer Advisory Board
- ☐ User Group attendee
- ☐ Marketing feedback
- ☐ Product reviews (such as Gartner Peer Insights, G2, Capterra)
- ☐ Early adopter (beta customer)
- ☐ Analyst interviews (anonymous aggregated research)
- ☐ Analyst ROI reports (anonymous aggregated research)
- ☐ Anonymous case study

Public Activities:

- ☐ Logo usage
- ☐ Video testimonial
- ☐ Written case study
- ☐ Customer quote(s)
- ☐ Customer Profile slide
- ☐ Blog
- ☐ Newsletter article
- ☐ One-to-Many reference call (recorded)
- ☐ Webinar presentation
- ☐ Speaking engagement
- ☐ Press release / media interview
- ☐ Social Media posts
- ☐ Professional awards
- ☐ Other: _____

Name: _____ Date: _____

Business title: _____

Organization name: _____

Email address: _____ Phone #: _____

Special Comments: _____

Please return the completed form to: customeradvocacy@illumio.com