



Time to Save with VMware Video Contest

Contest Rules and Details

Show us how you make your time and money count more with proven cost-effective virtualization solutions from VMware®. If you work for a company with fewer than 1,000 employees and/or less than 100 servers, create a video that demonstrates why VMware is the right choice for small and midsize businesses and you could win big!

- One (1) Grand Prize Winner receives **\$5,000 cash**
- Two (2) Runner-Up Winners each receive a **15" Apple MacBook Pro with VMware Fusion®**
- Three (3) VMware Communities favorites each receive a **5th-generation Apple iPod nano with video recorder!**
- All qualifying participants will get one free **limited edition Time to Save with VMware T-shirt!***

If you can answer yes to the following questions, this contest is for you!

- Do you work for a company with less than 1,000 employees and/or less than 100 servers?
- Are you a legal resident of the United States or Canada?
- Do you fit into one of the following categories?
 - VMware customer who has deployed VMware vSphere and wants to share their experience.
 - VMware customer who plans to upgrade to VMware vSphere in the near future and wants to share why they are upgrading to VMware vSphere.
 - VMware enthusiast that is looking to deploy VMware vSphere and wants to share why.

Learn more at www.vmware.com/go/timetosave/contest

Create Your Video

Put your creativity to the test and create a video that shows how VMware vSphere helps IT Professionals make their time and money count more while ensuring phenomenal application performance and availability in IT environments with fewer than 1,000 employees and/or less than 100 servers

Video Length: 1-3 minutes.

Video Title: "Time to Save with VMware: [add your creative touch here]" (e.g. "Time to Save with VMware: How I manage 80 servers on my own and sleep at night").

Required Content: All videos must demonstrate how VMware vSphere helps IT professionals make their time and money count more while ensuring phenomenal application performance and availability in IT environments with fewer than 1,000 employees and/or less than 100 servers. You can talk about 1) your experience with VMware vSphere, 2) why your organization plans to upgrade to VMware vSphere, 3) the reasons your organization is looking into purchasing VMware vSphere, or 4) simply talk about why every small and medium size business can make their time and money count more with VMware vSphere. The following proof points need to be included in your video:

- 1. Every Business Depends on How Time is Spent:** VMware vSphere helps IT professionals manage IT costs or improve service levels without losing time.
- 2. VMware vSphere Solutions Maximize Human Energy:** VMware vSphere solutions are easy to deploy, use, and manage. IT professionals can free their staff from menial tasks with management and automation capabilities, enabling them to take a more strategic role in supporting business needs. Now new applications can be provisioned in minutes, not weeks, and change request response times can be accelerated from hours or days to just minutes.
- 3. VMware vSphere Solutions Offer Affordable Protection for Applications and Data:** VMware vSphere solutions help keep business up and running with automated back up, application availability and disaster recovery across physical sites. VMware vSphere helps businesses protect critical data and applications that keep it running with zero-downtime hardware maintenance. VMware vSphere enables IT professionals to test and deploy more applications by optimizing pre-production staging environments, resulting in less downtime for the applications that run and drive the business.
- 4. VMware vSphere Solutions Maximize Financial Energy:** Slash capital, operational costs, and even conserve the Earth's energy through consolidating servers and containing additional hardware spend. VMware vSphere delivers improved utilization of servers, resulting in fewer resources to manage, power, store, and buy – enabling businesses to increase server utilization rates from 5-15 percent up to 60-80 percent. Many organizations achieve consolidation ratios of more than 15:1, while leveraging remaining servers for the deployment of new applications and business continuity solutions.
- 5. Include www.vmware.com/go/timetosave somewhere in the video.**

The Process

Create
Video



Post Your
Video on
youtube.com



Submit Your
Entry by
12/2/09



Send Your
Video Files
to VMware



Drive Views
until
12/14/09



VMware
Judging



VMware
Community
Favorite



Find Out
Who Won
12/22/09

Other Important Guidelines:

- Including your company name in the video adds credibility to your video. However, this is not a requirement. Do not use any content that you do not have the right to use. This includes your company name, logo, and any data if you do not have your company's approval to use it. If you have your company's permission to include these items, you can do so. However, we require a signed marketing materials release to confirm proper approvals were provided.
- Videos should be in English.
- Do not use inappropriate language.
- Do not use music or other media that does not belong to you. Only use original or royalty-free music (or no music at all).

Finally, be creative: Consider humor, animation, graphics, music and/or other catchy techniques to demonstrate how small and medium businesses make their time and money count more with VMware vSphere.

Post Your Video

Post your video on YouTube.

1. Create a YouTube account if you don't have one already.
2. Click on "Upload Video."
3. Title your video: "Time to Save with VMware: [add your own creative touch here]."
4. Describe your video: "We are a company with x number of employees (or x number of servers). [1-3 sentence description of your video]. Learn more about how small and medium business make their time and money count more with VMware vSphere at www.vmware.com/go/timetosave" (e.g. "We are a company with 200 employees and are looking to deploy VMware vSphere. Watch how VMware vSphere changes the lives of two IT professionals. With VMware vSphere, they can do updates and maintenance during business hours – no more working on nights and weekends! Learn more about how small and medium business make their time and money count more with VMware vSphere at www.vmware.com/go/timetosave)
5. Tag your video: All submissions need the tags "VMware" "small" "medium" "business" "vSphere" "virtualization" "virtual" "it" "technology" "server" "datacenter" "time"
6. Select a category: Entertainment .
7. Set privacy settings: Select "Share your video with the world."
8. Set comments settings: Select "Allow comments automatically."
9. Set ratings settings: Select "Yes, allow this video to be rated by others."
10. Embedding settings: Select "Yes, external sites may embed and play this video."

Submit Your Entry to VMware by December 2, 2009

Once you upload your video to YouTube, you're ready to submit your entry!

1. Have your video link on hand.
2. Go to www.vmware.com/go/timetosave/submit.
3. Fill out all required information.
4. Read through the terms and conditions.
5. Submit your entry by December 2, 2009.

Send Video Files to VMware

Once we take a look at your submission and verify that your video meets the contest rules, we'll send you an e-mail asking for two video files, the file you actually uploaded to YouTube (less than 2GB in size), and the highest resolution file you can provide. Be sure to send the video to VMware in one of the specified methods within five business days of receiving the e-mail. If you chose to mention your company name, logo, or information in the video, we'll ask for the signed marketing materials release form at this time.

Drive People to Watch Your Video

Part of the judging will be based on the number of views you receive on your video. We will re-upload your video files to the YouTube channel "VMwareTV" within five days of receiving your video. Then it's up to you to drive YouTube views on your video until the judging process begins. **Only views received on videos re-uploaded to the YouTube channel "VMwareTV" will be considered** so make sure you drive people to watch the VMware-uploaded video, not the one you originally uploaded. Also, keep in mind that the sooner you turn in your video, the longer you'll have to drive your views.

You can drive YouTube views in many ways including:

- Writing a blog posting.
- Sending your video to all your friends and family.
- Linking to your video from your Facebook, Twitter, MySpace, and personal Web site.

Judging

A group of VMware judges will begin the judging process on December 14, 2009. Special guest judge David Berlind, Editor in Chief of TechWeb, will help determine the Grand Prize and Runner-Up prizes. The judging criteria used to determine the winner are:

1. Demonstrates the required content to show why small and medium businesses make their time and money count more with VMware vSphere (30 percent).
2. Creativity - consider humor, animation, graphics, music and/or other catchy techniques to demonstrate how small and medium businesses make their time and money count more with VMware vSphere (30 percent).
3. Quality of video - degree of excellence of final video files submitted to VMware including editing, sound, video footage, cinematography, and story board quality (25 percent).
4. Number of YouTube views on your video re-posted to the VMwareTV YouTube channel (14 percent).
5. Mentioning of your company name and why VMware vSphere is relevant (1 percent).

VMware Communities Favorite

We'll post all qualifying videos to the VMware Communities site on or before December 15, 2009. All valid VMware Community account holders will get a chance to vote* for their favorite videos until December 18, 2009 to determine the three VMware Communities favorites.

*Account holder can only vote for a single video once.

The Winners

We will announce the winning videos on December 22, 2009 on the VMware Web site at www.vmware.com/go/timetosave/contest. Additionally, we will contact the winning contestants via email. Prizes will be sent out in January of 2010.

Remember

Before you post and submit your video, be sure to watch it one last time and check for the following:

1. Length: Is it one to three minutes long?
2. Content: Does it include all of the required proof points that show how small and medium businesses make their time and money count more with VMware vSphere?
3. Creativity: Is it creative?
4. Production Quality: Is the editing and sound quality good?
5. Permissions: Does it contain any private information? If so, be sure you have permission to include it in your video. It's great if you include your company name and logo in your video but keep in mind that we will require a signed marketing materials release from your organization.
6. Language: Is it in English? Be sure you don't use any inappropriate language.
7. Music: Did you use original or royalty-free music (or no music at all)? Be sure not to use music or other media that does not belong to you.