

To: Alteryx Partners & Customers
From: Alteryx User Groups Team
Effective Date: November 2019

Re: Alteryx User Groups Partner Policy

To Whom It May Concern:

Thank you for your interest in supporting Alteryx User Groups! As a partner, your role will be slightly different from other non-partner members in the group. Our primary focus for Alteryx User Groups is to foster a “for the customers, by the customers” community where members can freely engage and share best practices with one another. Though we fully welcome prospects to our AUG events, and always encourage members to evangelize Alteryx, **we do not promote these as sales or marketing events.** All contact information from attendants is confidential and not used for demand generation. Thus, we hope you will allow our policies to help you navigate your participation.

User Group Leader Requirements:

- You must be physically based in the city where that Local Alteryx User Group is located.
- Assist in sourcing 3-5 Alteryx customer leaders when starting a new User Group within that year
- Prior to meetings a registration list will be shared. This list is for check in purposes only and not for prospecting.
- Adhere to Alteryx User Group Leader Guidelines

Participation Requirements:

- Volunteer to help with presenting and/or offer product training
- Promote Alteryx User Group meetings to your clients
- Offer to provide space to host meetings
- Sponsor food and beverages
- All partners are welcome to participate in user groups

Deloitte, EY, KPMG, & PwC affiliations - Please Read:

Due to conflicts of interest. Approvals to participate in the Alteryx User Group program (attend, host, present, or lead) are needed to be communicated to your employer. The Alteryx User Groups program is not held responsible for personal actions.

Alteryx User Group Team and the customer leaders reserve the right to terminate participation in Local or Industry User Groups.

We hope you'll enjoy participating with Alteryx User Groups!

Questions? Please contact usergroups@alteryx.com.

Sincerely,
The Alteryx User Group Team