PGConf US 2017

UNITED STATES POSTGRESQL ASSOCIATION

The United States PostgreSQL Association (PgUS) is a non profit 501(c)3 public charity created to support PostgreSQL in the United States through user group development, conferences, educational initiatives, and fun. Founded in 2008, PgUS has been dedicated to increasing awareness of PostgreSQL through conferences, user groups, and more.

POSTGRESQL

PostgreSQL is an open source relational database management system developed by a worldwide team of community volunteers. PostgreSQL is not controlled by any corporation or other private entity and the source code is available free of charge under a flexible BSD style license.

DIVERSITY SCHOLARSHIP

The PgUS diversity scholarship provides support to those from traditionally underrepresented and/or marginalized groups in the technology and/or open source communities who may not otherwise have the opportunity to attend PgUS events for financial reasons.

Find more information about our diversity scholarships here: http://postgresql.us/node/167

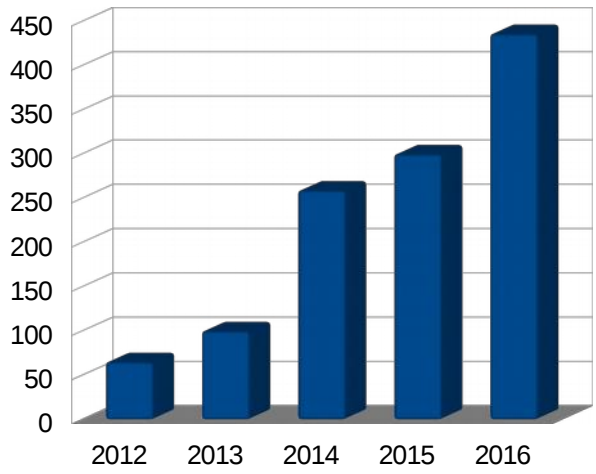
WHY SPONSOR PGCONF US 2017?

PGConf US is the largest gathering of PostgreSQL developers, users, and industry thought leaders in North America. With an expectation of ***over 600 attendees***, PGConf US is the largest PostgreSQL conference in North America. Join database influencers and take a deep dive into PostgreSQL, the world's most advanced open source database, which powers global businesses such as GE, Morgan Stanley, Skype, and Instagram.

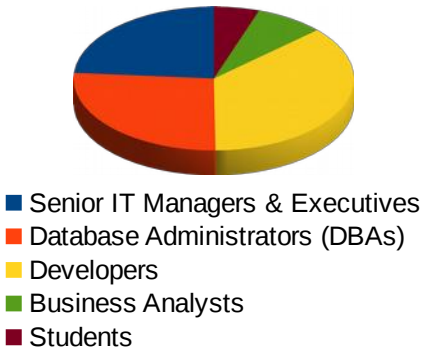
2017 Fast facts:

- The only PostgreSQL conference in North America with proven growth over last 5 years
- 300% growth in early admission sales
- Record sponsor support
- Fourth day added to better support attendees and sponsor demand

PROVEN SUSTAINED GROWTH



DIVERSE ATTENDEES



DATES AND LOCATION

March 28-31, 2017
The Westin Jersey City Newport
Jersey City, New Jersey, USA

EVENT AT-A-GLANCE

Tuesday 3/28	*Wednesday 3/29*	*Thursday 3/30*	*Friday 3/31*
Trainings Regulated Industry Summit Sponsor Move-In	Keynote Conference Sessions Sponsor Hall Community Days Welcome Reception	Keynote Conference Sessions Sponsor Hall Community Days	Conference Sessions Sponsor Hall Community Days Sponsor Move-Out Job Fair

CONFERENCE HOURS

Tuesday 3/28	9:00 AM – 5:00 PM Training, Regulated Industry Summit
Wednesday 3/29	9:30 AM – 6:00 PM Keynotes, Conference Sessions
Community Days	
	6:00 PM – 8:00 PM Welcome Reception
Thursday 3/30	9:30 AM – 6:00 PM Keynotes, Conference Sessions
Friday 3/31	9:30 AM – 6:00 PM Conference Sessions, Community Days
	3:00 PM – 5:00 PM Job Fair

SPONSOR HALL HOURS

Tuesday 3/28	1:00 PM – 5:00 PM	Sponsor Move-In
Wednesday 3/29	12:00 PM – 8:00 PM	Sponsor Hall Open
	6:00 PM – 8:00 PM	Welcome Reception
Thursday 3/30	9:30 AM – 5:00 PM	Sponsor Hall Open
Friday 3/31	9:30 AM – 1:00 PM	Sponsor Hall Open
	1:00 PM – 3:00 PM	Sponsor Move-Out

PAST SPONSORS

2ndQuadrant
Airfacts
Amazon Web Services
Braintree
CARTO
Chef
Citus Data
Command Prompt
Compose
Consistent State
CoverMyMeds
Credativ
Crunchy Data
Datadog
DigitalOcean
EnterpriseDB
GILT
Goldman Sachs
Heroku
Huawei
JackDB
JustOneDB
KnowledgeSource Solutions
MeetMe
NEXTGRES
Nutanix
Okmeter
OmniTI
OpenSCG
Paper and Soap
Pivotal
PostgreSQL Experts, Inc.
Puppet
Vitesse Data
VividCortex
Zalando

2017 FEATURES

TRAINING Tuesday, March 28, 2017
A number of relevant, intensive 3-hour sessions from industry experts will be offered to increase the knowledge base of the PostgreSQL community.

REGULATED INDUSTRY SUMMIT TRACK Tuesday, March 28, 2017
Third Annual Regulated Industry Summit: Finance, Government, Healthcare, and PostgreSQL

COMMUNITY DAYS Wednesday, March 29-31, 2017
Learn from the extended PostgreSQL family of open source communities.
More details to follow.

JOB FAIR Friday, March 31, 2017
The on-site job fair will enable employers and sponsors to find the talent they have been searching for in a convenient and fun format.

TOP 5 REASONS TO SPONSOR PGCONF US 2017

1. ROI - Looking to grow your business opportunities using Postgres? Want to hire top Postgres talent? Having a presence at PGConf US 2017 gives you access to the top Postgres business resources in the world, and allows you to showcase the awesome projects you are working on.

2. Grow the community in a way beyond normal outreach. Developers, DBAs, system administrators, executives, consultants, academics, corporate professionals, and entrepreneurs with diverse backgrounds attend PGConf US to learn and to grow. As a sponsor, you have the ability to teach this community and let them know what you have to offer.

3. Have a part in the open-source and commercial interest conversation. Do you have ideas for what should be and shouldn't be? PGConf US provides as opportunity for sponsors to have a hand in the development of PostgreSQL and enhance the future.

4. Top Networking Opportunities: Recruit new customers, find top PostgreSQL talent, get to know the international PostgreSQL scene, and become directly involved in an entire community that will know your name.

5. Gain insight into the world of PostgreSQL that you can't get anywhere else; learn how people are using Postgres professionally, get to know your target customer base, and experience what's coming next.

DIAMOND SPONSORSHIP - $25,000 (SOLD)

PRESENCE

- 10’x20’ booth space in the Sponsor Hall
- (1) 20’x20’ conference room adjacent to the Sponsor Hall
- (1) After-hour Breakout Room (Run your own workshops)
- Opportunity to reserve a table for the Job Fair on Friday, March 31

ACCESS

- (6) Full Conference Passes
- (8) Staff Passes (Sponsor Hall Only)
- Additional conference passes at a 25% discount

EXPOSURE

- A 20-minute Keynote session during the opening session
- Pre and Post Conference Email Blasts: (2) emails to the conference attendee list
- (1) Speaking slot reserved for a member of your company
  - *Talk must be submitted by the "Call for Papers" deadline and meet submission criteria*
- (1) Full color ad to be used in rotation in all breakout rooms in between talks
- Logo on the conference tote bag
- Promotion in all conference marketing materials, press releases, and email blasts
- Social Media Exposure: (3) custom messages from the PGConfUS Twitter account
- (2) Inclusion of two letter sized pages of the Business' promotional material in the conference tote bags
- (2) Inclusion of two small Business promotional giveaways in the conference packs for registered attendees such as a pen, USB memory stick, or pin
- Prominent display of logo on conference website
- An allotment of "tickets" for distribution to attendees during the conference entertainment event

PLATINUM SPONSORSHIP - $18,000 (SOLD)

PRESENCE

- 8’x15’ booth space in the Sponsor Hall
- (1) After-hour Breakout Room (Run your own workshops)
- Opportunity to reserve a table for the Job Fair on Friday, March 31

ACCESS

- (4) Full Conference Passes
- (6) Staff Passes (Sponsor Hall Only)
- Additional conference passes at a 15% discount

EXPOSURE

- A 20-minute Keynote session during the general session
- (1) Speaking slot reserved for a member of your company
  - *Talk must be submitted by the "Call for Papers" deadline and meet submission criteria*
- (1) Full color ad to be used in rotation in all breakout rooms in between talks
- Logo on the conference tote bag
- Promotion in all conference marketing materials, press releases, and email blasts
- Social Media Exposure: (2) custom messages from the PGConfUS Twitter account
- (2) Inclusion of two letter sized pages of the Business' promotional material in the conference tote bags
- (2) Inclusion of two small Business promotional giveaways in the conference packs for registered attendees such as a pen, USB memory stick, or pin
- Prominent display of logo on conference website
- An allotment of "tickets" for distribution to attendees during the conference entertainment event

GOLD SPONSORSHIP - $8,000 (SOLD)

PRESENCE

- 8’x8’ booth space in the Sponsor Hall
- (1) After-hour Breakout Room (if available) (Run your own workshops)
- Opportunity to reserve a table for the Job Fair on Friday, March 31

ACCESS

- (2) Full Conference Passes
- (4) Staff Passes (Sponsor Hall Only)
- Additional conference passes at a 15% discount

EXPOSURE

- (1) Full color ad to be used in rotation in all breakout rooms in between talks
- Promotion in all conference marketing materials, press releases, and email blasts
- Social Media Exposure: (1) custom message from the PGConfUS Twitter account
- (1) Inclusion of one letter sized page of the Business' promotional material in the conference tote bags
- (1) Inclusion of one small Business promotional giveaways in the conference packs for registered attendees such as a pen, USB memory stick, or pin
- Prominent display of logo on conference website
- An allotment of "tickets" for distribution to attendees during the conference entertainment event

SILVER SPONSORSHIP - $3,500 (LIMITED AVAILABILITY)

PRESENCE

- Table in the foyer adjoining foyer the Sponsor Hall
- Opportunity to sponsor a table for the Job Fair on Friday, March 31

ACCESS

- (2) Full Conference Passes
- Additional conference passes at a 10% discount

EXPOSURE

- (1) Inclusion of one letter sized page of the Business' promotional material in the conference tote bags
- Display of logo on conference website
- An allotment of "tickets" for distribution to attendees during the conference entertainment event

BRONZE SPONSORSHIP - $1,000

PRESENCE

- Opportunity to sponsor a table for the Job Fair on Friday, March 31

ACCESS

- (1) Full Conference Pass
- Additional conference passes at a 10% discount

EXPOSURE

- (1) Inclusion of one letter sized page of the Business' promotional material in the conference tote bags
- Display of logo on conference website

SPONSORSHIP COMPARISON

	DIAMOND	*PLATINUM*	*GOLD*	*SILVER*	*BRONZE*
Price	$25,000	$18,000	$8,000	$3,500	$1,000
Booth Size	10’x20’	8’x15’	8’x8’	Table	
Tote Bag Letter	✓	✓	✓	✓	✓
Logo on Conference Website	✓	✓	✓	✓	✓
Full Conference Passes	6	4	2	2	1
Staff Passes (Sponsor Hall Only)	8	6	4		
Additional Passes Discount	25%	15%	15%	10%	10%
Job Fair Table	✓	✓	✓	*	*
Breakout Ad	✓	✓	✓		
Tote Bag Promo Item	✓	✓	✓		
Breakout Room	✓	✓	✓		
Social Media Exposure	3	2	1		
Speaking Session	✓	✓			
Keynote Session	✓	✓			
Email Blast	✓				
Meeting Room	✓				

* Requires an additional sponsorship. See the a la carte sponsorships below.

A LA CARTE SPONSORSHIPS

OPPORTUNITY	*QUANTITY*	*PRICE*
Speaker Reception Sponsorship: The speaker reception will be a time for food and drinks with contributors to the PostgreSQL community. Branding on all communication with the speakers.	3	$1,500
Welcome Reception Sponsorship: Located in the Sponsor Hall, the welcome reception will be a time for food, drinks, and networking. Branding on all welcome reception signage.	3	$3,500
Lunch Sponsorship: Catered lunches on each conference day. Branding on all lunch signage.	3	$3,000
Coffee Break Sponsorship: Snacks and beverages for the attendees in the Sponsor Hall. Branding on all snack break signage.	4	$1,000
Wifi Sponsorship: The Wifi password will be your company name, and brand visibility will be prominent in all Wi-Fi signage.	1	SOLD
Videos Sponsorship: Put your brand's logo with the PGConf US 2017 logo on the title frame the conference session videos. Videos will be uploaded on PGConf US YouTube channel.	1	$7,000
Lounge Sponsorship: Help attendees kick back and relax in the Sponsor Hall lounge with prominent signage.	1	$4,000
Lanyard Sponsorship: Every attendee will have your logo hanging around their neck the entire conference.	1	SOLD
Job Fair Table: 6 foot table with 2 chairs provided for your company on Friday, March 31	20	$500

READY TO JOIN US AS A SPONSOR?

Contact us at ***organizers@pgconf.us***. We'll be happy to answer your questions and work with you on the right sponsorship package to meet your budget and goals.