

PG BootCamp 2024

📍 **Kazan, Russia**

September 17

SPONSORSHIP PROSPECTUS



About

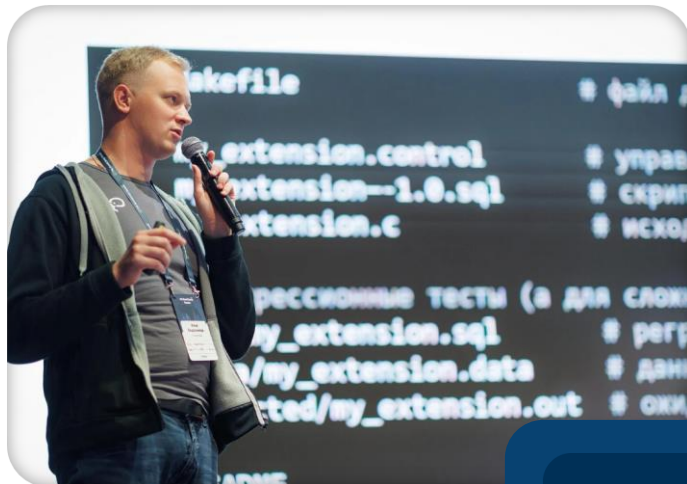
PostgreSQL has become the most attention-grabbing option for the market players in CIS after Oracle, Microsoft, IBM and others had left the Russian Market. It's being rapidly adopted, and there's a great interest and demand for the new knowledge and expertise related to Postgres.

PG BootCamp Russia 2024 Kazan is aimed at further driving PostgreSQL mastering and adoption. It's a non-profit event to be hosted and run by the members of PostgreSQL Russia Community.



Past events:

2023, Moscow, Russia



1 000
participants
(online + offline)



11
speakers



6
lectures



6
master classes

[Watch presentations](#)



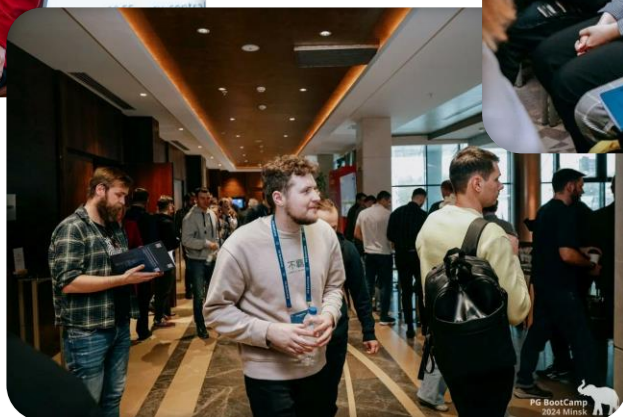
10+
hours of content

[Watch videos](#)



Past events:

2024, Minsk, Belarus



1,648
participants



9
speakers



8 lectures

[View presentations](#)



7 hours of video content

[View presentations](#)



Kazan event KPIs

- ~150 participants for the offline event to be held in Kazan on September, 17 2024
- ~1200+ unique attendees online



Attendees

- PostgreSQL DBAs
- PostgreSQL core and extension developers
- Application developers
- System and database architects
- IT managers



Why sponsor?

Sponsoring the PG BootCamp Russia 2024 Kazan is an opportunity to:

- expose your company and products to the fast-growing community of PostgreSQL developers, administrators, and users
- develop expert relationships
- foster PostgreSQL technology adoption



Support in venue rent and catering

By covering these essential costs, the Sponsor will ensure a seamless and enjoyable experience for attendees, creating a positive association with their brand. The Sponsor's commitment to providing a comfortable and well-equipped environment for knowledge exchange underscores their dedication to advancing the field of databases.

The presence in both the knowledge exchange space and the dining areas creates an immersive experience that leaves a lasting impression on attendees and solidifies the Sponsor's reputation as a pivotal contributor to the growth and success of the database industry.

Costs: 250 000 RUB

Number of places: 3



Marketing support

By backing the event's promotional campaign, the Sponsor will be able to emphasize their dedication to advancing the skills and knowledge of database professionals, which resonates deeply with the target audience. This would not only ensure a more effective event promotion, but also strengthen the Sponsor's reputation as an advocate for the growth and recognition of database experts.

Through this collaboration, the Organizers will be able to actively shape the event's messaging, capture the attention of a broader PostgreSQL-focused audience, and solidify their role as industry leaders.

Costs: 250 000 RUB

Number of places: 2



Travel grants (for guest speakers)

By covering tickets and hotel accommodation costs, sponsors ensure a comfortable experience for the Guest speakers, fostering positive relationships and potential future collaborations. This support allows speakers to focus on delivering insightful presentations, while the Sponsor gains further credibility, brand recognition and industry influence.

Costs: based on specific travel grant request



Every sponsor gets equal opportunities for showcasing its brand, products or services

- Logo placement in event communications, homepage, social media posts
- Branding at the venue: logo on badges, whitepapers, agenda sheets etc.
- Dedicated exhibition space to showcase your products and services, spread your promo materials
- Speaking opportunities during specialized sessions
- Mention in opening and closing statements



Let's drive PostgreSQL adoption together!



<https://pgbootcamp.ru/en>

