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.

UPCOMING EVENTS

Date	Event	Location
March 2-5, 2017	PostgreSQL@SCaLE 2017	Pasadena, California
March 28-31, 2017	PGConf US 2017	Jersey City, New Jersey
May 2017	PGDay Northwest	Bellingham, Washington
July 2017	PGDay Philly	Philadelphia, Pennsylvania

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 500 attendees, PGConf US is one of the largest PostgreSQL conferences in the world. Join hundreds of 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.

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	Keynote	Keynote	Conference Sessions
Regulated Industry Summit	Conference Sessions	Conference Sessions	Sponsor Hall
Sponsor Move-In	Sponsor Hall	Sponsor Hall	Community Days
	Community Days	Community Days	Sponsor Move-Out
	Welcome Reception		Job Fair

CONFERENCE HOURS

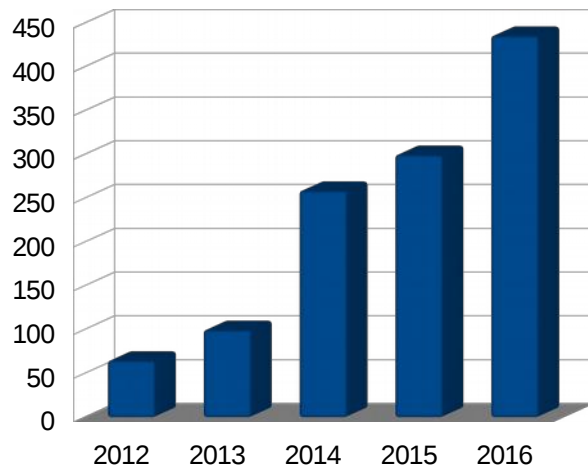|		
Tuesday 3/28	9:00 AM – 5:00 PM	Training, Regulated Industry Summit
Wednesday 3/29	9:30 AM – 6:00 PM	Keynotes, Conference Sessions, Community Days
	6:00 PM – 8:00 PM	Welcome Reception
Thursday 3/30	9:30 AM – 6:00 PM	Keynotes, Conference Sessions, Community Days
Friday 3/31	9:30 AM – 6:00 PM	Conference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

SPONSOR HALL HOURS

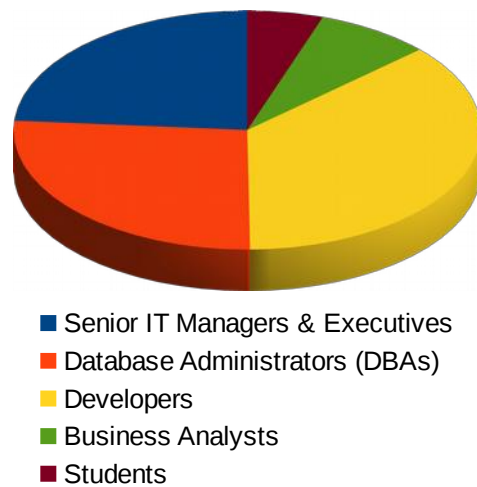|		
Tuesday 3/28	1:00 PM – 5:00 PM	Sponsor Move-In
Wednesday 3/29	12:00 PM – 8:00 PM	Sponsor Hall Open
	6:00 PM – 8:00 PM	Welcome Reception
Thursday 3/30	9:30 AM – 5:00 PM	Sponsor Hall Open
Friday 3/31	9:30 AM – 1:00 PM	Sponsor Hall Open
	1:00 PM – 3:00 PM	Sponsor Move-Out

2016 FACTS

STRONG SUSTAINED GROWTH

DIVERSE ATTENDEES

- ■ Senior IT Managers & Executives
- ■ Database Administrators (DBAs)
- ■ Developers
- ■ Business Analysts
- ■ Students

PAST SPONSORS

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

2017 FEATURES

In addition to the conference schedule there are several additional features available to attendees, providing further outreach opportunities for sponsors.

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; a community summit hosted at the conference hotel that brings together PostgreSQL contributors and enterprise developers to discuss challenges and solutions in utilizing PostgreSQL in regulated environments.

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
Many talented PostgreSQL developers and administrators attend PGConf US with the hope of finding opportunities in the market. 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 main PostgreSQL Twitter account and the PostgreSQL Google Plus 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 main PostgreSQL Twitter account and the PostgreSQL Google Plus 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 (SEVEN AVAILABLE)

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 main PostgreSQL Twitter account and the PostgreSQL Google Plus 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 (NINE AVAILABLE)

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

WHY SPONSOR PostgreSQL@SCaLE 2017?

PostgreSQL@SCaLE is a two day, two track event which takes place on March 2-3, 2017, at the Pasadena Convention Center, as part of SCaLE 15X. The presence of PostgreSQL at the 3000+ attendee event has grown significantly and is expected to continue. PostgreSQL@SCaLE 2017 is a perfect opportunity for companies to reach out to users and developers of PostgreSQL.

DATES AND LOCATION

March 2-5, 2017
Pasadena Convention Center
Pasadena, California, USA

EVENT AT-A-GLANCE

Thursday 3/2	Friday 3/3	Saturday 3/4	Sunday 3/5
PostgreSQL Sessions	PostgreSQL Sessions Expo Hall	Expo Hall	Expo Hall

PARTNER SPONSORSHIP - $1,000 (LIMIT 5)

EXPOSURE

- Permission for the Business to use the following endorsement: "Sponsor of PostgreSQL@SCaLE 2017" on the Business' website or in any promotional materials or press releases that the Business sees fit
- Prominent inclusion of the Business' name and/or logo in all PostgreSQL@SCaLE 2017 communication (logo to be provided by Business)
- (1) Corporate retractable banner up to a size of 84 inches high by 32 inches wide at the PostgreSQL booth in the exhibit hall (banner to be provided by Business, location to be determined by the PostgreSQL@SCaLE organizers)
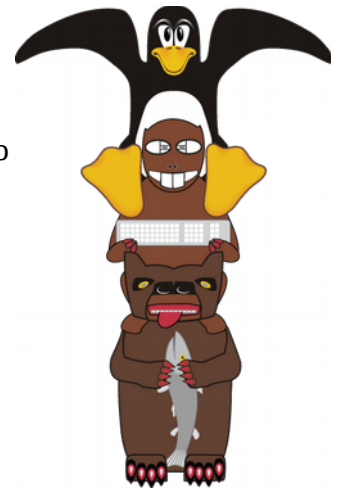- (1) A4 or Letter sized page of the Business' promotional material in the PostgreSQL booth

SUPPORT SPONSORSHIP - $500

EXPOSURE

- Permission for the Business to use the following endorsement: "Sponsor of PostgreSQL@SCaLE 2017" on the Business' website or in any promotional materials or press releases that the Business sees fit
- Inclusion of the Business' name and/or logo in all PostgreSQL@SCaLE 2017 communication (logo to be provided by Business)

WHY SPONSOR PGDAY NORTHWEST?

PGDay Northwest is a two day, one track event which takes place in May, 2017, at Bellingham Technical College, as part of LinuxFest Northwest. The presence of PostgreSQL at the 1800+ attendee event has grown significantly to its current multi-day event. PGDay Northwest is a perfect opportunity for companies to reach out to users and developers of PostgreSQL and give back to the community.

DATES AND LOCATION

May 2017
Bellingham Technical College
Bellingham, Washington, USA

EVENT AT-A-GLANCE

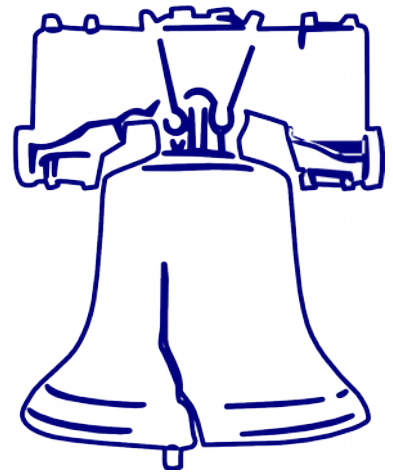| *Saturday*	*Sunday*
PostgreSQL Sessions	PostgreSQL Sessions
Expo Hall	Expo Hall

SUPPORT SPONSORSHIP - $250 (LIMIT 6)

EXPOSURE
- Permission for the Business to use the following endorsement: "PGDay Northwest" on the Business' website or in any promotional materials or press releases that the Business sees fit
- Prominent inclusion of the Business' name and/or logo in all PGDay Northwest communication (logo to be provided by Business)
- (1) A4 or Letter sized page of the Business' promotional material in the PostgreSQL booth

WHY SPONSOR PGDAY PHILLY?

PGDay Philly is the annual meeting of the PostgreSQL community in and around the City of Brotherly Love. With a third of the PostgreSQL Core Team in the area and several Major Contributors, Philadelphia has a plethora of PostgreSQL talent which leads to intense discussion of the inner working of PostgreSQL. This is a perfect opportunity to be part of this unique experience.

DATES AND LOCATION

July 2017
TBD
Philadelphia, Pennsylvania, USA

EVENT AT-A-GLANCE

July 2017
PostgreSQL Sessions

SUPPORT SPONSORSHIP - $250

ACCESS
- (1) Full Conference Pass

EXPOSURE
- Permission for the Business to use the following endorsement: "Sponsor of PGDay Philly" on the Business' website or in any promotional materials or press releases that the Business sees fit
- Inclusion of the Business' name and/or logo in all PGDay Philly communication (logo to be provided by Business)

READY TO JOIN US AS A SPONSOR?

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