



PGConf US 2015 Sponsorship Prospectus

Be a part of the largest PostgreSQL conference in the world



United States
PostgreSQL



Our Mission

- To connect PostgreSQL community developers to people and organizations that utilize PostgreSQL: individuals, entrepreneurs, small to large enterprises, and government
- To provide high-quality, educational sessions about PostgreSQL, from features overviews to use cases to juxtapositions with other technologies
- To facilitate the conversation between open-source and commercial interests, and provide an environment to help enhance the future development of PostgreSQL
- To continue to keep registration prices affordable for the PGConf US series to encourage growth of the PostgreSQL community



Our History

- Started as special one-day event of the NYC PostgreSQL User Group (NYCPUG)
 - PGDay NYC 2012 - 65 attendees
- NYCPUG joined the United States PostgreSQL Association, a 501(c)(3)
 - PGDay NYC 2013 - 100 attendees
- Expanded the conference to a two-day format at the New York Marriott Downtown
 - PGConf NYC 2014 - 259 attendees
 - Watch Opening Video - <https://www.youtube.com/watch?v=2RSkl9dxdb0>



PGConf NYC 2014 Summary

- 259 attendees from 5 continents
- 140 companies represented
- 19 Sponsors - the most ever for any PostgreSQL Conference
- 5 out of 6 PostgreSQL Core Team Members attended and spoke
- NYCPUG became the largest local PostgreSQL User Group in the world





PGConf NYC 2014

Participant Highlights

- Keynote Speakers:
 - Bryan Doyle, VP, Technology Division, Goldman Sachs
 - Michael Bryzek, CTO & Co-Founder, Gilt Groupe
 - James Turnbull, VP of Services, Docker
 - Scott D'Aquila, VP, Institutional Securities Technology Group, Morgan Stanley
- 37 speakers, including executives in technology functions, consultants, developers, systems administrators, from organizations such as:
 - Amazon Web Services
 - ARIN (American Registry of Internet Numbers)
 - DataDog
 - MeetMe
 - PlacIQ
- A special "security track" - a full-day of talks focused just on security aspects of PostgreSQL, a first for a PG conference
- A unique "Hackers Lounge" that had ambient lighting, bean bag chairs, and drinks and snacks throughout the day
- [Photos from PGConf NYC 2014](#)



Why PGConf US 2015?

- The size, attendee makeup, and quality of the conference indicates this has become the national PostgreSQL conference
- New York City is one of the easiest cities in the world to access; there are direct flights from everywhere
- Being in the financial district of Manhattan draws enterprise users of PostgreSQL looking for commercial and open source solutions for their database challenges



PGConf US 2015 Agenda

- March 25th
 - Training Sessions at the New York Marriott Downtown run by select sponsors, hosted by PGConf US with profit sharing
 - "First Annual Regulated Industry Summit: Finance, Government, Healthcare, and PostgreSQL" hosted at Goldman Sachs headquarters. This will be an invite-only event of approx. 75 people
 - Will be attended by many major contributors to PostgreSQL and representatives from many major institutions
 - Evening: Speaker, Volunteer, and Sponsor "Thank You" Reception
- March 26th
 - Keynotes, Speaking sessions for general attendees
 - Evening: Networking Reception at the New York Marriott Downtown
- March 27th
 - Keynotes, Speaking sessions for general attendees, Lightning Talks
 - Evening: Reception offsite



Logistics for PGConf US 2015

- We will be using two floors of the New York Marriott Downtown
- The 3rd Floor will host the speakers and Hacker's Lounge
- The 2nd Floor will host the sponsors, meals, breaks, receptions, and general congregation
- For the reception, sponsors will have the drink tickets, so it is in the attendees' best interests to talk to you :-)



PGConf US 2015 Goals

- To continue to draw a diverse audience of people in the technology field to learn about PostgreSQL:
 - developers, DBAs, system administrators, technology leaders
 - consultants, academics, corporate professionals, entrepreneurs
- To provide a unique forum to talk about the ongoing development of PostgreSQL, and help match commercial needs to the community development roadmap
- To draw over 350 attendees to the conference, with a stretch goal of 400



What Sponsorship Provides

- Sponsorship money raised is provided to the United States PostgreSQL Association, a 501(c)(3) and is used for:
 - All costs related to hosting PGConf US 2015 including:
 - Space + Audio/Visual Equipment Rental
 - Subsidize Food + Beverage Costs at Meals and Receptions to help facilitate networking
 - Travel reimbursement for select speakers
 - A subsidy in order to keep ticket prices low - our goal is to continue to grow the PostgreSQL community and we try to keep ticket prices close to cost-per-head
 - Ability to record talks and create "access passes" to the videos after the conference. Proceeds will go directly to the United States PostgreSQL Association
- Any proceeds support the ongoing activities of the United States PostgreSQL Association, which include:
 - Supporting monthly meetup activities of affiliated PostgreSQL User Groups, such as NYCPUG, PhillyPUG, PDXPUG, and more, by sponsoring food, space, and travel costs for speakers for these meetups
 - PostgreSQL educational programs such as guest lectures at universities and Google Hangout sessions
 - PGConf US 2016

EXIT





Platinum Sponsorship

You are a partner with the PGConf US 2015 team.

We will work with you to help maximize the value of your sponsorship as you are helping us to promote and educate people about PostgreSQL.

Platinum Sponsorship Benefits and Details



- A 20-minute speech at the end of the March 26 day or during the closing session on March 27
- One speaking slot reserved for a member of your company
 - Talk must be submitted with the "Call for Papers" deadline and meet submission criteria
- The prominent booth space in the reception hall for your booth and maximum "drink ticket allotment" for distribution to attendees
- Naming and theming rights (be creative!) for one of the following:
 - March 26 lunch
 - March 27 lunch
 - Coffee Breaks (There will be at least 3)
- Seven (7) conference passes
- Promotion in all conference marketing materials, press releases, and email blasts
- Inclusion of promotional item in conference pack
- Prominent display of logo on conference website

Platinum Sponsorship is limited to three (3) organizations and is \$15,000



Gold Sponsorship

You are a pivotal contributor to PGConf US 2015

With your help, we will produce another fun, successful PostgreSQL conference in New York City.

Gold Sponsorship Benefits and Details



- Large booth space in the reception hall for your booth and a healthy "drink ticket allotment" for distribution to attendees
- Four (4) conference passes
- Promotion in all conference marketing materials, press releases, and email blasts
- Inclusion of promotional item in conference pack
- Prominent display of logo on conference website

Gold Sponsorship is limited to six (6) organizations and is \$7,000



Silver Sponsorship

- Two (2) Conference Passes
- Small booth in the reception hall for promotional purposes, and an allotment of "drink tickets" for distribution to attendees
- Inclusion of promotional item in conference pack
- Display of Logo on conference website

Silver Sponsorship is \$3,000



Bronze Sponsorship

- One (1) Conference Pass
- Inclusion of promotional item in conference pack
- Display of Logo on conference website

Bronze Sponsorship is \$1,000



Sponsorship Comparison

	Closing Keynote	Lunch + Snack Name / Theme	Guaranteed Talk*	Large Booth Space	Featured in Conf Marketing	Booth in Reception Hall	Logo on Website	Materials in Conference Pack	Support PostgreSQL Education	Conference Passes
Platinum	X	X	X	X	X	X	X	X	X	7
Gold				X	X	X	X	X	X	4
Silver						X	X	X	X	2
Bronze							X	X	X	1

POSTGRES LIVE HACKING

I WANT POSTGRES TO ...

Have Multi-master replication
(so that everyone would be able to write)

Offer 100k credit of SQL to
PGHacker/Support

Time Travel Framework & Infrastructure
(so you can view previous point in
time)

- Data Change/Recovery - Data Stream
- Query out of memory / Tables via SBC
- better performance



Sponsorship Add-Ons

Naming Rights to March 25 Speaker / Sponsor / Volunteer / PGDG Thank You Reception		\$2,000
Naming Rights to March 26 Evening Reception	Includes healthy "drinking ticket allotment" to hand out to attendees and a booth	\$5,000
Naming Rights to March 27 Evening Reception		\$3,000
Naming Rights to "Hackers Lounge"		\$5,000
Video Sponsorship	Includes your logo watermarked with PGConf US 2015 logo in videos	\$5,000
Lanyard Sponsorship	Includes your logo with the PGConf US 2015 Logo	\$2,000
Mobile Guide App Sponsorship	Features your logo with the mobile guide download and by the schedule on the website	\$3,000



About the Organizers

- Jonathan S. Katz
 - Co-Chair, PGConf NYC 2014, 2015
 - Chair, PGDay NYC 2012, 2013
 - Director, United States PostgreSQL Association
 - Co-Organizer, NYC PostgreSQL User Group
 - Helps to manage web content at PostgreSQL.org
 - Frequent Speaker at PostgreSQL Events
 - CTO, VenueBook



About the Organizers

- Jim Mlodgenski
 - Co-Chair, PGConf NYC 2014, 2015
 - Organizer, PGDay NYC 2012, 2013
 - Director, United States PostgreSQL Association
 - Co-Organizer, NYC PostgreSQL User Group
 - Organizer, Philly PostgreSQL User Group
 - CTO, OpenSCG



About the Organizers

- Mehboob Alam
 - Organizer, PGConf NYC 2014, 2015
 - Spearheads marketing and speaker recruitment initiatives
- Mark Wong
 - Organizer, PGConf NYC 2014, 2015
 - Treasurer, United States PostgreSQL Association



For More Information

- Please visit <http://www.pgconf.us>
- Please feel free to email us with any questions
 - jkatz@postgresql.us
 - jimm@postgresql.us



We Thank You
For Your Consideration



United States
PostgreSQL