



PGConf US 2016

Sponsorship Prospectus

April 18 - 20, 2016, New York Marriott at the Brooklyn Bridge





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 help to continue to grow the PostgreSQL community and the companies that support PostgreSQL while having fun doing it!



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
- Became the US PostgreSQL conference; added a sponsor hall and additional summits and trainings; maxed event space capacity of New York Marriott Downtown
 - PGConf US 2015 - 300 attendees



PGConf US 2015 Summary

- 300 attendees
 - (yes, it was 300 on the dot)
- 175+ companies represented
- 22 Sponsors - the most ever for any PostgreSQL Conference
- 5 out of 6 PostgreSQL Core Team Members attended and spoke
- Sponsor hall was a huge success



2nd Quadrant
KEEPING THE
HEART OF YOUR
BUSINESS ALIVE



PGConf US 2015 Participant Highlights

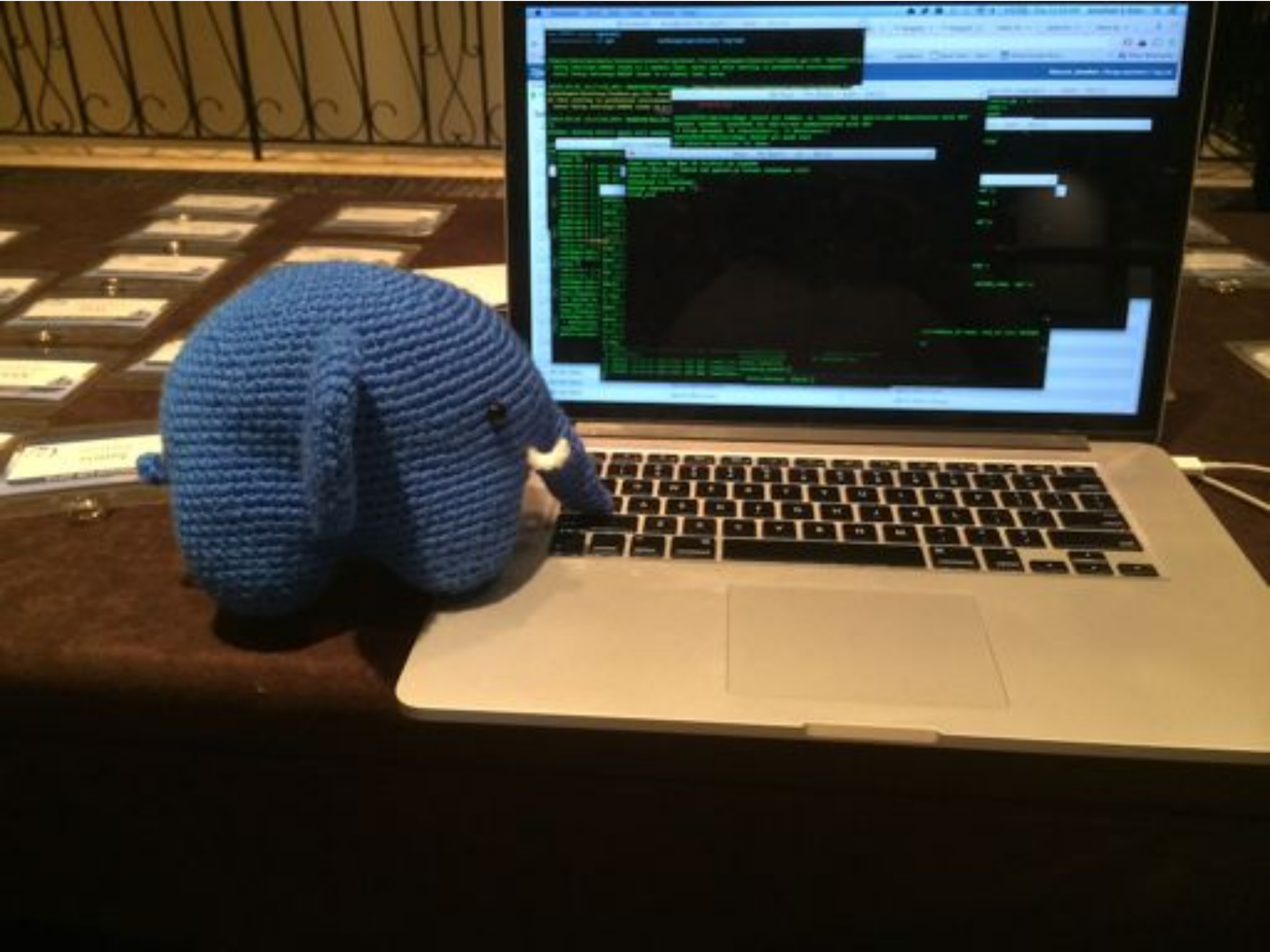


- Great Keynote Speakers:
 - Robert "r0ml" Lefkowitz, Distinguished Engineer of the ACM
 - Valentine Gongichashvili, Lead Database Engineer, Zalando
- 46 speakers, including executives in technology functions, consultants, developers, systems administrators, from organizations such as:
 - Amazon Web Services
 - Braintree Payments
 - DataDog
 - Goldman Sachs
 - Trip Advisor
- A special "PostGIS" track dedicated to the geospatial software that powers most commercial GIS systems
- Videos: <https://www.youtube.com/pgconfus/>



PostgreSQL 2015 Highlights

- Many important, innovative features introduced into PostgreSQL 9.5
 - Performance enhancements
 - More big data enhancements
 - Improved "non-relational" data capabilities
- Top PostgreSQL engineers have already been furiously working on PostgreSQL 9.6...



2015 has been big for Postgres

2016 will be bigger

And thus we have big goals for PGConf US 2016



PGConf US 2016 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 create an atmosphere where business can find new customers, recruit top PostgreSQL talent, and create lasting relationships within the PostgreSQL community
- To draw over 400 attendees to our conference

PGConf US 2016 Agenda



- April 18th
 - Training Sessions at the Brooklyn Bridge Marriott
 - Summits
 - Second Annual Regulated Industry Summit for PostgreSQL Professionals
 - Popup Talks / Sessions
 - Sponsor Hall Setup
 - Evening: Speaker, Volunteer, and Sponsor "Thank You" Reception
- April 19th
 - Keynotes, Speaking sessions for general attendees
 - Evening: Networking Reception at the Brooklyn Bridge Marriott
 - Sponsor Hall Opens
- April 20th
 - Keynotes, Speaking sessions for general attendees, Lightning Talks
 - Continued Sponsor Hall
 - Evening: Reception offsite



NYC Marriott @ Brooklyn Bridge

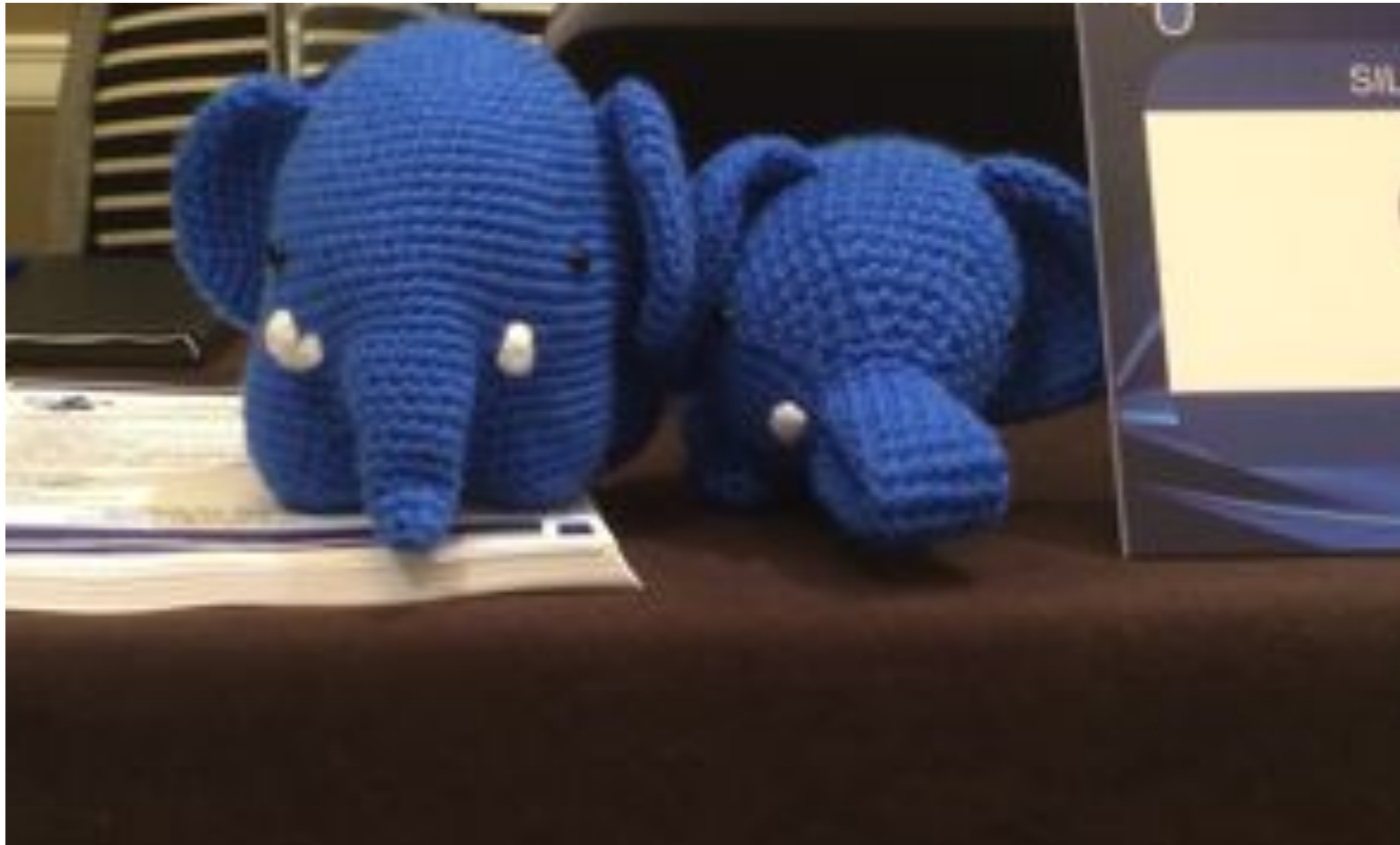
- We chose The Brooklyn Bridge Marriott because:
 - Great location in Brooklyn with a lot of attractions and easy access to Manhattan
 - 2,300 person capacity (3rd largest convention hotel in NYC)
 - PGConf US has room to grow
 - Completely renovated: we will be in brand new event space
 - Only one train stop from Manhattan / 2-block walk from Brooklyn Bridge



Logistics for PGConf US 2016

- We have acquired the majority of the Grand Ballroom including:
 - A sponsor friendly exhibition area designed for high visibility
 - Easily configured breakout rooms for attendee sessions

Why Sponsor?





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 2016 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; PGConf US conference tickets are still significantly cheaper than other database conferences
- 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 2017



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Platinum Sponsorship

You are a partner with the PGConf US 2016 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 day April 19 or during the closing session on April 20
- One speaking slot reserved for a member of your company
 - Talk must be submitted with 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
- 16' x 10' booth in the exhibit hall
- Inclusion of promotional item in conference pack
- Prominent display of logo on conference website
- An allotment of "tickets" for distribution to attendees during the conference entertainment event
- Eight (8) conference passes

Platinum Sponsorship is limited to three (3) organizations and is \$17,500



Gold Sponsorship

You are a key contributor to PGConf US 2016

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

Gold Sponsorship Benefits and Details



- 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
- 8' x 10' booth in the exhibit hall
- Inclusion of promotional item in conference pack
- Prominent display of logo on conference website
- An allotment of "tickets" for distribution to attendees during the conference entertainment event
- Four (4) conference passes

Gold Sponsorship is \$7,500



Silver Sponsorship

- 8' x 8' booth in the exhibit hall
- Inclusion of promotional item in conference pack
- Display of logo on conference website
- An allotment of "tickets" for distribution to attendees during the conference entertainment event
- Two (2) conference passes

Silver Sponsorship is \$4,000



Bronze Sponsorship

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

Bronze Sponsorship is \$1,500



Sponsorship Comparison

	Closing Keynote	Guaranteed Talk*	Large Booth Space	Featured in Conf Marketing	Ad-roll in Breakout Sessions	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	8	\$17,500
Gold			X	X	X	X	X	X	X	4	\$7,500
Silver						X	X	X	X	2	\$4,000
Bronze							X	X	X	1	\$1,500





Other Sponsorship Opportunities

Naming Rights to April 18 Speaker / Sponsor / Volunteer / PGDG Thank You Reception		\$3,000
Naming Rights to April 19 Evening Reception		\$5,000
Naming Rights to April 20 Evening Reception		\$3,000
Naming Rights to "Hackers Lounge"		\$5,000
Video Sponsorship	Includes your logo watermarked with PGConf US 2016 logo in videos	\$7,000
Lanyard Sponsorship	Includes your logo with the PGConf US 2016 Logo	\$2,500



Other Sponsorship Opportunities

Naming Rights to Lunch, April 19		\$5,000
Naming Rights to Lunch, April 20		\$4,000
Naming Rights to Coffee Breaks	There will be 3 30 minute coffee breaks during the conference	\$4,000
Wifi Sponsorship	The Wifi password will be your company name, and all Wifi signs will have your company logo	\$2,500



About the Organizers

- Jonathan S. Katz
 - Co-Chair, PGConf US / NYC 2014-2016
 - 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
 - Chief Technology Officer, VenueBook



About the Organizers

- Jim Mlodgenski
 - Co-Chair, PGConf US / NYC 2014-2016
 - Organizer, PGDay NYC 2012-2013
 - Director, United States PostgreSQL Association
 - Co-Organizer, NYC PostgreSQL User Group
 - Organizer, Philly PostgreSQL User Group
 - Chief Technology Officer, OpenSCG



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