



PGConf NYC

Sponsorship Prospectus

Dec 2-3, 2021

Our Mission

- To connect PostgreSQL community developers to people and organizations that use PostgreSQL: individuals, entrepreneurs, small to large enterprises, and government entities.
- To provide high-quality, educational sessions about PostgreSQL, from features overviews to use cases to juxtapositions with other technologies.
- To broaden 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, encouraging the growth of the PostgreSQL community.

Brief History Of Events

- NYC PG Conf Started as special one-day event of the NYC PostgreSQL User Group (NYCPUG)
 - PGDay NYC 2012 - 65 attendees
 - PGDay NYC 2013 - 100 attendees
 - PGConf NYC 2014 - 400+ attendees
- Additional events put on by the Organizers
 - 2015: PgOpen, Dallas, Texas. 3 days, 35 speakers, 175 attendees.
 - 2016: PgOpen, Dallas, Texas. 3 days, 37 speakers, 160 attendees.
 - 2017: PgOpen, San Francisco, California. 3 days, 47 speakers, 250 attendees.
 - 2018: PgOpen, San Francisco, California. 3 days, 48 speakers, 250 attendees.
 - 2019: PgOpen, Orlando, Florida. 3 days, 34 speakers, 200 attendees.
 - 2020: PGDay San Francisco, California. 1 day, 8 speakers, 160 attendees

PGConf NYC 2014 Summary

- 400+ 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

PgUS Events

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PGConf NYC 2021

- Brought to you by the Organizers of these and many other conferences.
 - PostgresOpen
 - PostgreSQL Conference Europe
 - PgDay San Francisco
 - Big Data and Dev Conference, Salt Lake City, Utah
- The Community is excited and eager to have an in person event again!
- Opportunities will be available to partner with us for future events as well.

Why PGConf NYC 2021?

- A non-profit community run event, to build and grow the community.
- As a sponsor you do more than attend the event, you participate in the community.
- This event is the first major in-person PostgreSQL event in two years, and will serve as the start of a new series of events. Brought to you by PG US.
- New York City is one of the easiest cities in the world to access, with direct flights from many cities in the US and beyond.
- Being in the Financial District of Manhattan draws Enterprise PostgreSQL users looking for commercial and open source solutions for their database challenges.

PGConf NYC Agenda

- December 2, 2021
 - Keynotes, Workshop sessions for general attendees
 - Evening: Networking Reception TBD (Currently looking for sponsorship)
- December 3, 2021
 - Keynotes, Speaking sessions for general attendees, Lightning Talks

Logistics for PGConf NYC 2021

- We will be using two floors of the Downtown Marriott.
- The 3rd Floor will host two session tracks, the sponsor area, the speaker green room, and general congregation.
- The 2nd Floor will host the meals, breaks, receptions, and hallway track.
 - For the reception, sponsors will have the drink tickets, making sure that you have as much exposure to the attendees as possible. We hope that you will take advantage of this and use it to make connections with the attendees.

PGConf NYC 2021 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 help attendees, sponsors and all of the community to connect and continue to build this great community that we are all apart of.
- 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 150 attendees to the conference, with a stretch goal of 200.

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 2021 including:
 - Venue and workshop space.
 - Audio/Visual Equipment Rental.
 - Subsidize Food and Beverage Costs at Meals and Receptions to facilitate networking.
 - Travel reimbursement for key speakers.
 - A subsidy in order to keep ticket prices low. Our goal is to continue to grow the PostgreSQL community, and by keeping ticket prices close to the actual cost per attendee, the event is financially accessible to more individuals.

What Sponsorship Provides (con't)

- 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, DCPUG, 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 online sessions.
 - 2022 events.

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Platinum Sponsorship

You are a partner with the PGConf NYC 2021 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 talk after the keynote on December 2, 2021.
- One speaking slot reserved for a member of your company
 - Talk must be submitted with the Call for Papers deadline and meet submission criteria.
- Prominent booth space in the reception hall for your booth and drink ticket allotment for distribution to attendees
- Naming and theming rights (be creative!) for one of the following:
 - December 2, 2021 lunch
 - December 3, 2021 lunch
 - Coffee Breaks (There will be at least 3)

Platinum Sponsorship Benefits and Details (con't)

- Six (6) 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
- Scanning for leads at the event

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

Gold Sponsorship

You are a pivotal contributor to PGConf 2021

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

Gold Sponsorship Benefits and Details

- Booth space in the reception hall for your booth and 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
- Scanning for leads at the event

Gold Sponsorship is \$7,000

Silver Sponsorship

- Two (2) Conference Passes
- Inclusion of promotional item in conference pack
- Display of Logo on conference website

Silver Sponsorship is \$2,000

Bronze Sponsorship

- Inclusion of promotional item in conference pack
- Display of Logo on conference website

Bronze Sponsorship is \$500

Sponsorship Comparison

	Closing Keynote	Lunch/Break + Name/Theme	Guaranteed Talk*	Prominent Booth Space	Featured in Conference 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	6
Gold				X	X	X	X	X	X	4
Silver							X	X	X	2
Bronze							X	X	X	0

* Talk subject to committee approval through usual talk approval process.

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Dec 2-3rd 2021



Sponsorship Add-Ons

Naming Rights to December 2, 2021 Evening Reception	Naming rights, inclusion in event marketing, listed on schedule as reception sponsor, and opening announcement at start of reception.	\$5,000
Video Sponsorship	Logo displayed in introduction and closing of videos. Several of these are available. Order of logos will depend on contract signature date which includes this add on.	\$8,000
Lanyard Sponsorship	Your logo with PGConf NYC 2021 logo	\$2,000
Chair Drop (Limit 4)	Be the conversation topic as attendees wait for the keynote to start, or when they return to their seats after lunch. Is it a swag item on the seat, or a secret prize (or prizes) to win? Our volunteers will put out your messaging or swag item on every seat before the first keynote or after lunch.	\$1,000
Charging Station	Branded Charging station for attendees of the event to use to charge phones or other peripherals. This will be for both days, 2 available.	\$1,000
Live Captioning of Video Recordings	Pay for the real-time live captioning at the event, which will be used for closed captioning on the video recordings, "Live captioning provided by" will be added to all of the videos.	\$7,000
Speaker and Staff dinner	This will be a welcome event for Speaker, Staff, and Volunteers. You will have tickets to attend and a have a few minutes at the beginning of the event to speak about your organization	\$6,000

About the Organizers

PGConf NYC is being organized by a diverse group of individuals who have been involved in the PostgreSQL community for many years, including PostgreSQL Core team members, committers, committee members, and other familiar names. This group from a number of different companies has come together to put on a fantastic event in downtown New York City.

- Stephen Frost, Crunchy Data
- Stacey Haysler, PostgreSQL Experts, Inc.
- Jonathan Katz, Crunchy Data
- Gabrielle Roth, PostgreSQL Experts, Inc.
- Andreas "Ads" Scherbaum, Adjust GmbH
- Mark Wong, EDB
- Pat Wright, Podium

For More Information

- Please visit <https://2021.pgconf.nyc/becomesponsor/>
- Please Contact Pat Wright or the Conference Committee for any questions regarding sponsorship. pat.wright@volunteer.postgresql.us ; contact@pgconf.nyc

Location Details:

New York Marriott Downtown

85 West Street at Albany Street, New York, New York 10006 USA

Website: <https://www.marriott.com/hotels/travel/nycws-new-york-marriott-downtown/>

We Thank You For Your Consideration

