PGConf NYC

Sponsorship Prospectus
September 22-23rd, 2022

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
  - 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
  - 2021: PGConf NYC 2021, 2 days, 40+ speakers, 150+ attendees

PGConf NYC 2022

- 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
- PGConf NYC 2021 was a big success even during the pandemic.
- Opportunities will be available to partner with us for future events as well.

Why PGConf NYC 2022?

- 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.
- We are building on the success of last years 2021 event.
- 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 Midtown Manhattan very close to Grand Central Station draws Enterprise PostgreSQL users looking for commercial and open source solutions for their database challenges.

PGConf NYC 2022 Agenda

- September 22, 2022
    - Keynotes and Workshop sessions for general attendees
    - Evening: Networking Reception TBD (Currently looking for sponsorship)
- September 23, 2022
    - Keynotes and Workshop sessions for general attendees

Logistics for PGConf NYC 2022

- We will be at the Convene 237 Park Avenue venue in Midtown Manhattan.
- The entire space will be available for our use.
- We will be sending out more details about shipping, loading instructions, and other information as we get closer to the event.
- You can take a virtual tour of the venue at the site listed below.

https://convene.com/cities/new-york-city/237-park-avenue?type=meetingandeventspace

Address: 237 Park Ave, New York, NY 10017

PGConf NYC 2022 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.

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 NYC 2022 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.
        - Financial support for members of under-represented groups to increase diversity of attendees.
    - 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 training and networking sessions.
  - 2023 events.

Platinum Sponsorship

You are a partner with the PGConf NYC 2022 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.
- Session in Sponsor Track.
- If you have an after hours event planned, we will announce the event at the start of the day.
- Banner in Session room for Sponsored Track presentation.
- Stand Banner (provided by Sponsor) displayed in Conference hall.
- Prominent booth space in the reception hall for your company, and drink ticket allotment for Thursday Evening Social.
- Naming and theming rights (be creative!) for one of the following:
  - Lunch or Coffee Break

Platinum Sponsorship Benefits and Details (con't)

- Seven (7) conference passes.
- Full size logo on venue TV Screens.
- Private room availability at the event for short meetings or interviews.
- Inclusion of promotional item in conference pack.
- Premiere placement of logo on conference website.
- Support PostgreSQL Education.
- Featured in Conference Marketing.

    Platinum Sponsorship is limited to three (3) organizations and is $22,500

Gold Sponsorship

You are a pivotal contributor to PGConf NYC 2022

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 company, and drink ticket allotment for Thursday Evening Social.
- Four (4) conference passes.
- Session in Sponsor Track.
- Full size logo on Venue TV Screens.
- Private room availability at the event for short meetings or interviews.
- Inclusion of promotional item in conference pack
- Prominent placement of Sponsor's logo on Event website.
- Support PostgreSQL Education
- Featured in Conference Marketing

Gold Sponsorship is $10,500

Silver Sponsorship

- Two (2) Conference Passes
- Private room availability at the event for short meetings or interviews.
- Inclusion of promotional item in conference pack
- Display of logo on conference website
- Support PostgreSQL Education
- Featured in Conference Marketing

  Silver Sponsorship is $3,000

Bronze Sponsorship

- 1 Conference Pass
- Inclusion of (1) promotional item in conference pack
- Display of logo on conference website
- Support PostgreSQL Education
- Featured in Conference Marketing

Bronze Sponsorship is $750

Sponsorship Comparison

Benefit	Platinum	Gold	Silver	Bronze
Conference Passes	7	4	2	1
Keynote Presentation	X			
Lunch/Break + Name/Theme	X			
Announcement at event about after hours events	X			
Sponsor a room for Sessions, Banner in Session room	X			
Stand Banner in Conference hall	X			
Large Booth Space	X			
Session in Sponsor Track*	X	X		
Full size logo on Venue TV Screens	X	X		
Booth Space	X	X		
Private room Availability for Quick meetings or interviews	X	X	X	
Featured in Conf Marketing	X	X	X	X
Logo on Website	X	X	X	X
Materials in Conference Pack	X	X	X	X
Support PostgreSQL Education	X	X	X	X

* Talk subject to Program Committee approval through usual talk approval process.

Sponsorship Add-Ons 2022

Naming Rights to September 21, 2022 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 2022 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
Custom Sleeves for Coffee Cups	Sponsor will receive color logo and url on each sleeve, to be used at all breaks and during lunch.	$3,000
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 (Limit 2)	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
WiFi Customization	Customize the WiFi ID and Password The wifi willl have "pgconf_nyc" in the name of the wifi in addition to the sponsor's chosen name.	$3000

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 - AWS
- Andreas "Ads" Scherbaum - Adjust GmbH
- Mark Wong - EDB, Portland PUG (PDXPUG) Co-organizer
- Pat Wright - Utah Postgresql Organizer
- Ilaria Battiston - Student, Italian PUG Organizer
- Brad Sneade - Vector Solutions, DC PUG Co-organizer

For More Information

- Please visit https://2022.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:

Convene 237 Park Avenue

Address: 237 Park Ave, New York, NY 10017

https://convene.com/cities/new-york-city/237-park-avenue?type=meetingandeventspace

We Thank You For Your Consideration