**Product Camp Pittsburgh 2018 will be
September 22, 2018 at Carnegie Mellon University**

## What is Product Camp Pittsburgh?

The world's largest grassroots get-together of product managers and product marketers. It is a one-day gathering of product folks to share, present, network, learn, laugh and discuss. Our goal is to have **200 attendees,** but we expect to host an even greater number!

## What is great about Product Camp?

**Product Camp is a unique opportunity to learn from, teach to, and network with professionals involved in the Product Management, Marketing, and Development throughout Pittsburgh, and visitors from around the world.**

Unlike traditional conference formats, Product Camp lets the participants decide what is important and interesting, promotes face-to-face interaction, and extends Pittsburgh's already strong social network. The morning's agenda will be voted on **in advance**, and the afternoon's agenda will be selected by the attendees **on the day of the event**.

## Who attends Product Camp?

Product Camp is attended by predominantly by mid-level and senior product managers, with a modest number of product marketing managers and engineers also in attendance. Most attendees focus on enterprise and B2B-centric products, with a minority of attendees focused on B2C, B2B2C, or B2G markets. Attendees join to learn about new PM strategies, techniques, and tools, engage with their peers, and seek new interesting opportunities.

Whether you're selling tools or services to product managers, or seeking to recruit new talent, Product Camp Pittsburgh is an excellent avenue to reach your target audience.

## Why should you sponsor this event?

**Product Camp Pittsburgh provides excellent visibility to companies/organizations that target product managers/product marketers.**

You'll be demonstrating your support for the world's deepest network of product professionals. Previous Product Camps have included a tremendous outpouring of interest and goodwill for sponsors. And by keeping this lightly promotional, we avoid participants feeling "hard-sold".

Employees of sponsors are also invited to participate in the event, and as volunteer organizers,

*but as members of the community* – rather than as representatives of their companies. Content selection will be based strictly on participant voting, with no preference for sponsors. Speakers and panelists will be requested to keep their material "advertising-free" and not to promote specific services/products.

## What does your sponsorship pay for?

Carnegie Mellon University's generosity means that we do not have to pay for event space. Therefore, Product Camp Pittsburgh's very limited budget goes toward lunch, refreshments, and some limited office supplies.

## Sponsor Levels and Benefits

| Benefits | Founding Sponsor $5,000 | Pittsburgh Gold $2,500 | Silver $1,500 | Bronze $500 |
|---|---|---|---|---|
| Logo on event website | Large | Large | Medium | Small |
| Logo on event banners / signage / montage | Large | Large | Medium | Small |
| Logo / link on event emails | Large | Large | Medium | Small |
| Sponsor-specified tweets | 7 | 7 | 5 | 2 |
| Sponsor shout-out at Opening & Closing | ✓ | ✓ | ✓ | ✓ |
| Promotional email to attendees | 2 | 1 | | |
| Sponsor speaking opportunity at Opening | ✓ | ✓ | | |
| Dedicated table at the event | ✓ | ✓ | | |

## Logo on Event Website

- **Large**
  - Canvas size: 350x210 px
  - Background color: White or transparent
  - File format: PNG
  - Positioning: Center logo in the canvas, with at least 25px left and right margins
  - Descriptive text: Limited to 250 characters
  - Link: Sponsor's domain with link target to sponsor-specified URL

- **Medium**
  - Canvas size: 250x150 px
  - Background color: White or transparent
  - File format: PNG
  - Positioning: Center logo in the canvas, with at least 25px left and right margins
  - Descriptive text: Limited to 150 characters
  - Link: Sponsor's domain with link target to sponsor-specified URL
- **Small**
  - Canvas size: 150x90 px
  - Background color: White or transparent
  - File format: PNG
  - Positioning: Center logo in the canvas, with at least 20px left and right margins
  - Link: Sponsor's domain with link target to sponsor-specified URL

## Logo on Event Banners / Signage / Montage

- **Large**
  - 1 sponsor logo per slide / signage width
- **Medium**
  - 3 sponsor logos per slide / signage width
- **Small**
  - 5 sponsor logos per slide / signage width

## Logo / Link on Event Emails

- **Large**
  - Canvas size: 350x210 px
  - Background color: White or transparent
  - File format: PNG
  - Positioning: Center logo in the canvas, with at least 25px left and right margins
  - Link: Sponsor's domain with link target to sponsor-specified URL
- **Medium**
  - Canvas size: 250x150 px
  - Background color: White or transparent
  - File format: PNG
  - Positioning: Center logo in the canvas, with at least 25px left and right margins
  - Link: Sponsor's domain with link target to sponsor-specified URL
- **Small**
  - Canvas size: 150x90 px
  - Background color: White or transparent
  - File format: PNG
  - Positioning: Center logo in the canvas, with at least 20px left and right margins

- Link: Sponsor's domain with link target to sponsor-specified URL

## Sponsor-Specified Tweets

Sponsor-specified content, including text, images, and links, will be sent during the course of the event from the @pghpcamp Twitter account to its followers. Sponsors are responsible for providing content in advance of Product Camp, otherwise generic "thank you" content will be provided along with the sponsor's logo and a link to their website.

## Sponsor Shout-out at Opening & Closing

In addition to having their logo featured in the sponsor montage leading up to the Opening and Closing sessions, sponsors will be specifically called out during the Opening and Closing sessions, using a maximum of three sentences specified by the sponsor. Order of the sponsors will be determined by full sponsorship payment date.

## Sponsor Speaking Opportunity at Opening

Sponsor will have the opportunity to address the Product Camp attendees during the Opening session for 3 minutes, with up to three slides they provide in advance in 16:9 support.

## Promotional Email to Attendees

Sponsors will have the opportunity to send a personalized email to Product Camp attendees at the time of their choosing, before the event or up to one month after the event. The message should be a maximum of 400 words and 1 logo / graphic, and may link to additional information. This email will be sent by Product Camp Pittsburgh (registration list is not shared with sponsors), and should be limited to a "soft sell" in the spirit of supporting the product management community. For an example of a typical sponsorship email, see the appendix of this document.

## Dedicated Table At The Event

Sponsors will be provided with a standard eight-foot table in the main thoroughfare of the Product Camp, which they can choose to staff for the duration of the event to talk with the attendees, give demonstrations, and distribute literature or giveaways to attendees.

# Become a Sponsor

1. Inform us of your interest and chosen option!
2. Complete payment online at

*Note: If you are unable to pay directly online, please contact us and we can provide a physical address where you can send a check.*

Once payment is received, the Sponsorship chair will reach out to procure your logo, tweet content, and slide content (as applicable).

# Deadline and Contact Information

We request that all sponsors commit to sponsorship and provide checks by August 1, 2018. If you have any questions, please contact pghpcamp@gmail.com

# Appendix: Example Follow Up Email

Gold Sponsors have the option to sponsor a follow up email, sent by the Product Camp team, in the week following the event. The email will be sent to all registered attendees, including those who didn't show up at the event; Product Camp cannot provide access to the registered attendees' contact information.

The email is limited to a maximum of 400 words, and should be a "soft sell" offering the attendee of Product Camp either a downloadable (such as a report), special access to a product trial, or a special offer. The following is an example of a typical follow up email:

> **Subject Line:** Offer for Product Camp Pittsburgh Attendees
>
> **Email Body:**
>
> *A message from our sponsor, the 280 Group:*
>
> Thanks for joining us at Product Camp Pittsburgh! We had a great time and hope you did too.
>
> Ever wondered if other Product Management organizations face the same challenges that yours does? The 280 Product Management Group conducted the world's largest study on Product Management organizations, including input from over 850 Product Management professionals, to find out what the largest challenges are. The report contains some excellent data, analysis and insights. For example, respondents indicated that optimizing Product Management in their company would, on average, increase profits by 34%.
>
> To find out how you compare Download the Product Management Challenges Survey Report
>
> See you next year at Product Camp Pittsburgh

Sincerely,

Brian Lawley and the 280 Group team

Follow Up Emails will be sent in the two weeks following the event, distributed in time amongst the sponsors. The order in which sponsor emails are sent will be determined by the date of payment.