productcamp pittsburgh

sponsorship guide
2023

the unconference for product professionals.

Event Details

WHEN: April 1, 2023, 8 am – 4 pm

WHERE: Dick's Sporting Goods Headquarters, Coraopolis, PA

WHAT: ProductCamp is the only product conference in Pittsburgh for product leaders and tech innovators.

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ProductCamp takes your health and safety seriously. However, despite our efforts, as at any public gathering, there is a risk of contracting COVID-19 at our event. Given this risk, by registering, you agree that YOU ARE ATTENDING THIS PROGRAM AT YOUR OWN RISK regarding the special dangers associated with COVID-19. Further, you are agreeing to comply with any requested safety protocols, and you agree that you will not attend the program if you are experiencing any symptoms of COVID-19, or if you have knowingly been in contact with persons who have tested positive for COVID-19.
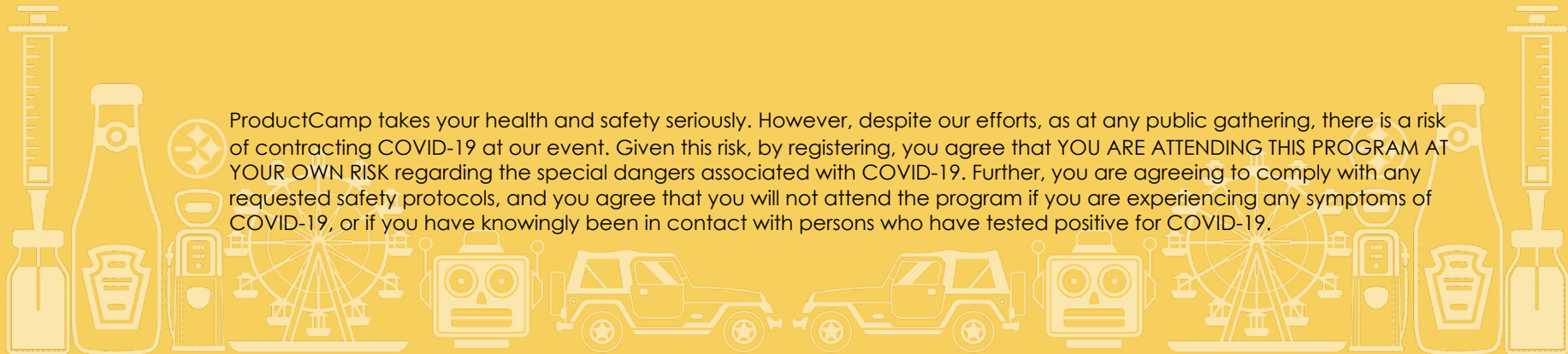
Why Sponsor?

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

It's a free, unconference.

Unlike traditional conference formats, ProductCamp **lets the participants decide** what is important and interesting, promotes face-to-face interaction, and extends Pittsburgh's already strong social network.

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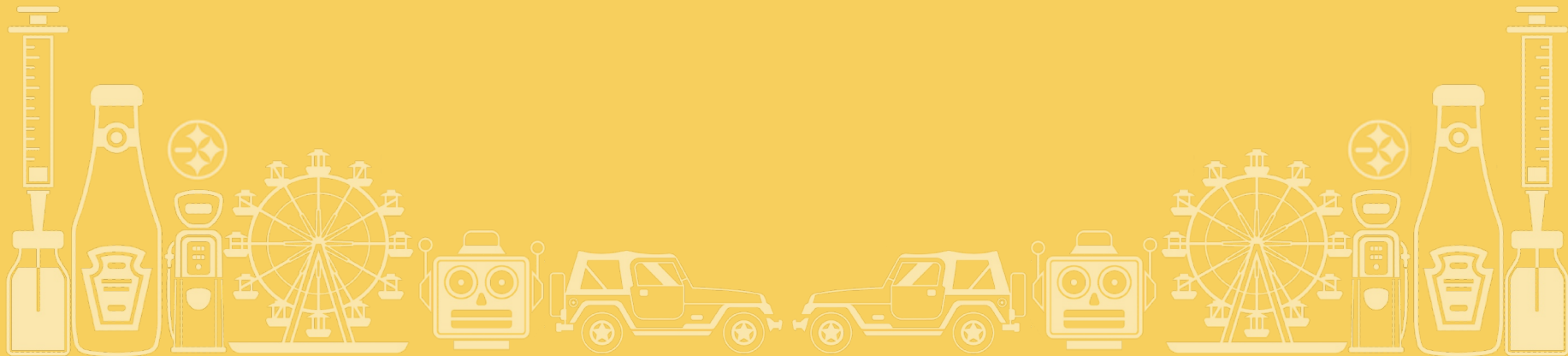
Who Attends?

400+ Attendees

(2022 Pittsburgh ProductCamp)

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- 39% Product Management or Product Marketing
- 22% Future Product Leaders
- 12% UX Teams
- 11% Other (Sales, Project Management, etc.)
- 7% Engineers
- 5% Executive (CEO, President, COO)
- 4 % Consultants

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My expectations for the event were exceeded after the first few sessions with ideas that I can use to become a better product manager, a better product leader, and ultimately how I can push product management forward within our organization.

Chris Borneo
Product Platform Manager, MSA

MSA

Sponsorship Overview

	Gold $3,000	Silver $1,500	Bronze $750
Pre-Event Marketing			
Website Presence	●	●	●
Social Media Promotions	●	●	●
Tweets	7	5	3
LinkedIn Posts	7	5	3
Job Openings Posted on PCamp Website	●	●	●
Onsite Marketing			
Sponsor Shoutout (By PCamp Host)	●	●	●
Dedicated Table & Participation in Career Fair	●	●	●
Logo on Event Signage	●	●	
Sponsor Intro Speaking Opportunity (4-minutes)	●		
Private Area for On-Site Interviews	●		
Logo on PCamp Tote Bag	●		
Post-Event Marketing			
List of Attendee Email Addresses	●	●	
Recognition in Recap Video	●		

*Sponsorships for the **afterparty**, **t-shirt**, and **tote bag** also available; email **pghpcamp@gmail.com** for details*

Pre-Event Marketing

Social Media Promotions: We tweet and post on LinkedIn on your behalf with your logo and sponsorship info. You have the option to send us your exact posts with content including photos, video, memes and quotes from your team members!

Job Openings Posted on ProductCamp Pittsburgh Website: We will post any product-related job openings on our website to create visibility to the attendees and drive potential applicants to meet your team.

Website Presence: Your company's logo will be featured prominently on the ProductCamp Pittsburgh website.

Pre-Event Marketing (cont'd)

Sample Social Media Promotions:

twitter.com/PGHPCamp

linkedin.com/company/pghpcamp/

Onsite Marketing

Dedicated Table & Participation in Career Fair: This is a highlight for both attendees and sponsors. Whether you're hiring for product-related positions, showing off your products, or both, this is a great opportunity to meet some of the best talent in the area. Staff your table for the duration of the event to talk with the attendees, give demonstrations, and distribute literature or giveaways to attendees.

Sponsor Shoutout: Your company will be recognized as sponsor during opening comments.

Logo on Event Signage (Gold & Silver): Your logo will be featured prominently on event signage.

Sponsor Intro Speaking Opportunity (Gold): You will be given a 4-minute speaking spot with other Gold sponsors to give the short intro to your company and highlight anything you would to talk about.

Private Area for On-Site Interviews (Gold): You will have access to a private area in the facility to host preliminary interviews throughout the day when you meet the right candidate.

Logo on the ProductCamp Tote Bag (Gold): Your logo will be printed on the complementary tote bag that is given to all attendees.

Post-Event Marketing

Recognition in Recap Video (Gold): A member from your team will be featured in the 2023 ProductCamp Pittsburgh recap video taking about their experience at the event.

List of Attendee Email Addresses (Gold & Silver): A list of the attendees and their email addresses will be provided after the event.
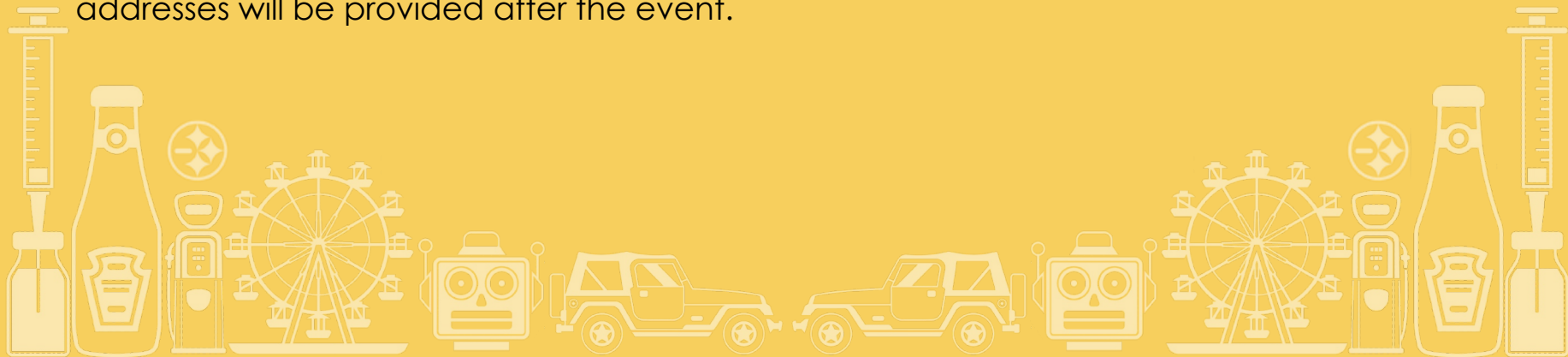
ProductCamp 2022 Video

Become a Sponsor

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Once you have decided to be a sponsor and you have informed us of the sponsorship level you have chosen, there are 2 ways to pay:

1. Pay online via credit card:
   • Go to www.pghpcamp.com/sponsorship.html
   • Click on "Sponsor This Tier"
   • Add it to the cart
   • Checkout

2. Pay with
   • Make the check to: ProductCamp Pittsburgh
   • Mail it to:

         ProductCamp Pittsburgh
         PMB 410
         4017 Washington Road
         McMurray, PA 15317-2520

Note: ProductCamp is a non-profit organization; supporting documentation can be provided if necessary

Frequently Asked Questions

As a sponsor, how many of my employees can attend? As ProductCamp is a FREE event, we encourage you to bring as many of your employees as possible!

What is the benefit of being a sponsor? There are many benefits to being a sponsor, but we'll focus on the main ones. First, if you have open product positions, this is a great opportunity to be gain access to a lot potential candidates. Second, it is a great opportunity to show off the innovation and thought leadership that is taking place within your organization.

When is the deadline to signup to be a sponsor? Sponsorships will close on **March 3, 2023**.

Additional questions can be sent to: **pghpcamp@gmail.com**
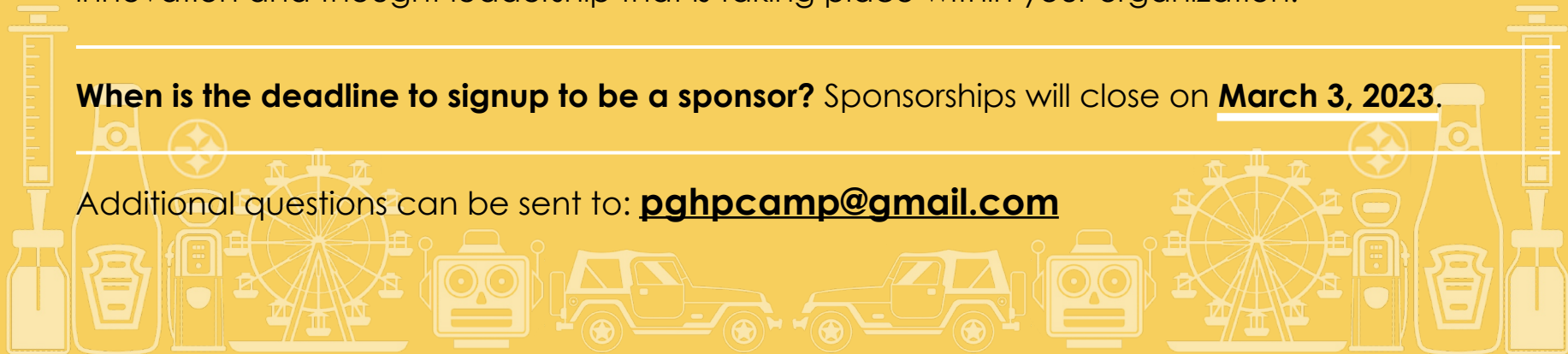
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gold sponsor — PHILIPS
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