



the unconference for product professionals

productcamp
pittsburgh
sponsorship guide
2026



Event Details



WHEN: May 16, 2026, 8 am – 4 pm

WHERE: LaRoche University, McCandless, PA

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



Keynote Speaker



Dan Olsen

Product Management Trainer,
Consultant, and Author

Why Sponsor?



ProductCamp is a unique opportunity to learn from, teach to, and network with professionals involved in 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.



Who Attends?



400+ Attendees

- 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





When you participate in ProductCamp, you get the opportunity to understand what's going on in the market, what new ideas are coming out, hear about ideas that you haven't even thought of, enabling you to think about product issues in a different way.



Scott Moore
OpenArc



Sponsorship Overview

	Gold \$3,000	Silver \$1,500	Bronze \$750
Pre-Event Marketing			
Pre-Event LinkedIn Promotions	5	4	3
Job Openings Posted on PCamp Website	•	•	•
Logo Present on PCamp Website	•	•	•
Onsite Marketing			
General Session Speaking Opportunity (3-minutes)	•		
Logo on Event Signage	•		
Table Size at Event	8 ft	6 ft	4 ft
Sponsor Shoutout in Event Kick-off	•	•	•
Post-Event Marketing			
List of Attendee Email Addresses	•	•	
Post-Event LinkedIn Promotions	2	1	

Pre-Event Marketing



Social Media Promotions: We 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.

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

Pre-Event Marketing (cont'd)



Sample Social Media Promotions:



[linkedin.com/company/pghpcamp/](https://www.linkedin.com/company/pghpcamp/)

Onsite Marketing



General Session Speaking Opportunity (Gold): You will be given a **3-minute speaking spot** with other Platinum and Gold sponsors to give the short intro to your company and highlight anything you would like to talk about.

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

Dedicated Table at the Event: All sponsors will receive a dedicated table to show off your products and network with some of the best talent in the area.

Table Size and Location: **Gold** sponsors will receive an 8' table. **Silver** sponsors will receive a 6' table. **Bronze** sponsors will receive a 4' table. Gold sponsors will have a guaranteed spot in the main conference area.

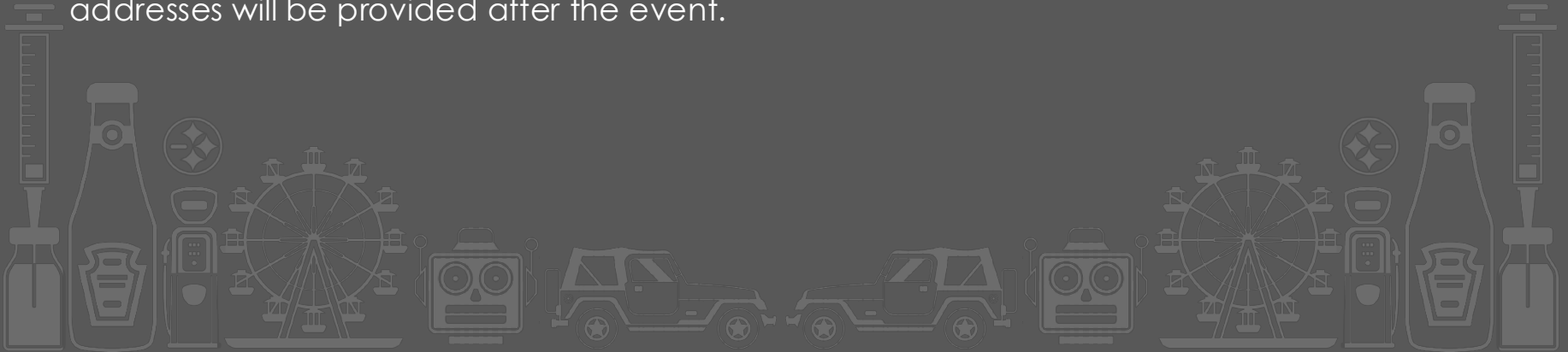
Sponsor Shoutout in Event Kick-off: All sponsors will be recognized as sponsor during the event kick-off.

Post-Event Marketing



Social Media Promotions (Gold & Silver): We 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!

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



Become a Sponsor



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
425 Marshall Heights Drive
Wexford, PA 15090

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 are the benefits of being a sponsor? There are many benefits to being a sponsor, but we'll focus on the main ones.

- **Support the local product community:** Demonstrate your commitment to fostering a thriving local community by supporting the region's product management professionals and innovators.
 - **Finding candidates for open positions:** If you have open product positions, this is a great opportunity to be gain access to a lot potential candidates.
 - **Show off your innovation:** PCamp is a great opportunity to show off the innovation and thought leadership that is taking place within your organization.
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When is the deadline to signup to be a sponsor? Sponsorships will be accepted up to the week of the event.

Past Sponsors

