



**ProductCamp Pittsburgh 2019 will be  
September 28, 2019 at Carnegie Mellon University, Tepper Quad**

## **What is ProductCamp 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 double the attendees from last year, **450 attendees**.

## **What is great about ProductCamp?**

**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 part of the afternoon's agenda will be selected by the attendees **on the day of the event**.

## **Who attends ProductCamp?**

ProductCamp is attended by predominantly by mid-level and senior product managers, with a modest number of product marketing managers and engineers 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.

In 2018, attendees totaled over 250 with 35% of the attendees with the largest number of attendees having a job title as product manager, director of product or VP of product. 17% of attendees had Senior (15 or more years of experience) & 30% of attendees had mid-level experience with 5-15 years in their field.

## **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 ProductCamps 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.

## Sponsor Levels and Benefits

Benefits	Pittsburgh Gold \$5,000 Limit 4	Silver \$2,500 Limit 4	Bronze \$1,000	Copper \$500	In-Kind
Logo on event website	X-Large	Large	Medium	Small	X-Small
Logo on event banners / signage / montage	X-Large	Large	Medium	Small	X-Small
Logo / link on event emails	X-Large	Large	Medium	Small	X-Small
Sponsor Session <i>Dedicated spot into pre-voted session</i>	✓				
Sponsor Session Email Add-on <i>Speaker, Title, &amp; Company highlighted in pre-event email</i>	✓				
Promotional email to attendees	✓				
Sponsor speaking opportunity at Opening (4-min)	✓				
Table at Career Fair with Private Room for On-Site Interviews	✓				
Sponsor speaking opportunity at Lunch (2-min)		✓			
Sponsor speaking opportunity at Closing (1-min)			✓		
Sponsor shout-out only from PCamp host at Opening				✓	
Sponsor tweets <i>(Sponsor-tailored tweets, any content / Dedicated ProductCamp Sponsor Tweets)</i>	7 (4/3)	4 (2/2)	2 (1/1)	2 (1/1)	1
Sponsor LinkedIn posts <i>(Sponsor-tailored, any content / Dedicated ProductCamp Posts)</i>	7 (4/3)	4 (2/2)	2 (1/1)		
Dedicated table at the event & participation in career fair	✓	✓	✓	✓	✓
Literature or tchotchke in the official ProductCamp bag	✓	✓			
Logo on ProductCamp Bag	✓				



## Logo on Event Website

- **Extra-Large**
  - Canvas size: 450x308 px
  - Background color: 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
  - **Gold Sponsors should send us a high-resolution black and white logo as well.**
- **Large**
  - Canvas size: 350x210 px
  - Background color: 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: 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: 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

- **Extra-Large**
  - 1 sponsor logo per slide / signage width
- **Large**
  - 2 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

- **Extra-Large**
  - Canvas size: 450x308 px
  - Background color: 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
- **Large**
  - Canvas size: 350x210 px
  - Background color: 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
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  - File format: PNG
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  - Link: Sponsor's domain with link target to sponsor-specified URL
- **Small**
  - Canvas size: 150x90 px
  - Background color: transparent
  - File format: PNG
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  - Link: Sponsor's domain with link target to sponsor-specified URL

## 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, office supplies, and other needs designated by the PCamp board

## Sponsor Session (45-minute session in ProductCamp)

**The Sponsor Session** is a dedicated spot for you to host a session with a leader from your company on any topic surrounding product management. (The other 20 sessions are voted on the morning of PCamp but we are offering our top sponsors a free pass to host a session.) The session is not a keynote but takes place within one of the morning or afternoon tracks.

- The topics focus around Product Discovery, Product Development & Design, Go-to-Market & Product Marketing, Product Strategy & Lifecycle Management, Product Management 101, Building Your Career & Managing Others in Theirs. You can also choose a session type which would be in any format! You can do a presentation, a simple discussion, a panel, an ask the expert, a roundtable, an interactive workshop, anything, the sky's the limit here on this!
- Also consider your target audience for the session, we have an option for fundamentals, advanced, and entrepreneurs
- Ultimately, the session is about who you would like to reach the most at ProductCamp. What is your main goal for being a sponsor? Is it to hire or fill positions? Then your session could be around a topic skills you look for in top product managers when you hire.
- You can review all of that info here and the steps then [propose that session topic here.](#)



- If you have someone at Vertex that wants to host your sponsored session just let us know as well so we can be on the lookout for your session submission. They can check out [last year's sessions here](#) to brainstorm some session topics.
- Once you choose your topic, we will advertise the session details in a **Sponsor Session Email Add-On** for you before ProductCamp. The deadline for the specifics is August 30, but the sooner you can let us know the better.

## Sponsor Tweets

Sponsor tweets sponsor-specified content, including text, images, and links, will be sent before, during the course of the event from the [@pghpcamp](#) Twitter account to its followers and after the event.

Sponsor-specified content: Sponsors are responsible for providing the content in advance of ProductCamp.

Dedicated ProductCamp content will be designed by our PCamp Marketing team and focus on “thank you” content with sponsor’s logo and a link to their website. An example of this content is listed below. Silver sponsor levels and below will be included in one tweet.



 **founding sponsor** 



## Sponsor LinkedIn Posts

Same as the Twitter Sponsored posts

## Sponsor Shout-out at Opening & Closing by PCamp Host



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/Lunch/Closing**

A sponsor representative will have the opportunity to address the Product Camp attendees during the Opening or Lunch or Closing session for designated minutes above. We will have a sponsor slide for you with your logo on it behind you. We cannot accommodate personal slides since we have limited time.

## **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 2 weeks 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/Career Fair**

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.

The career fair is open to all sponsors at any level. **At the highest sponsor level we also offer a private room for on-site interviews.** Sponsors who wish to participate in the career fair should let us know when they submit their sponsorship. We will then provide a link for further information.

## **Become a Sponsor**

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

<https://www.pghpcamp.com/become-a-sponsor.html>

*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. Checks should be made out to Entra.*

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 July 1, 2019. If you have any questions, please contact [pghpcamp@gmail.com](mailto:pghpcamp@gmail.com) All content for tweets and emails should be submitted ASAP and before July 1.

## Appendix: Example Post-Event Email

Gold Sponsors have the option to sponsor a follow up email, sent by the Product Camp team, in the week/2<sup>nd</sup> week/3<sup>rd</sup> 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. Order of the sponsors will be determined by full sponsorship payment date.

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 ProductCamp 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.