



SEPTEMBER 16-18 2015
DALLAS TEXAS USA

2015 PROSPECTUS





About PostgresOpen

PostgresOpen is a non-profit, community-run conference series in the United States focused on business users, database professionals and developers of PostgreSQL, the world's leading open source database.

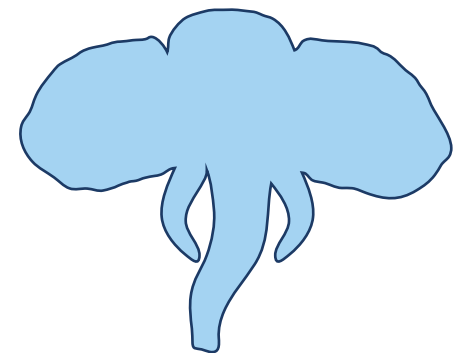
Our fifth annual conference will be held September 16-18, 2015, in downtown Dallas TX at the Sheraton Hotel.

PostgresOpen is the longest continuous running PostgreSQL conference in the US.

We work with our sponsors identifying opportunities to directly connect with customers, partners, and investors as well as the PostgreSQL community. In turn, we expect our sponsors to participate in the conference — proposing technical talks, sending attendees, participating in sessions and helping to create a productive, exciting and educational atmosphere.

Why Dallas?

Dallas is a centrally located US City with direct flights from most large and mid-sized cities in the US and abroad. We polled our sponsors about strategic locations for our next conference to and Dallas was the overwhelming choice in opportunities for market attractiveness and sponsor brand promotion.





2014 Conference Stats

- 165 registrants from 7 countries, 20% increase over 2013
- 30 unique speakers, over 50% new to the conference
- First ever PostGIS training track at a US Postgres Conference
- EDB & Heroku sponsored tutorials, sold out at 30+ attendees each

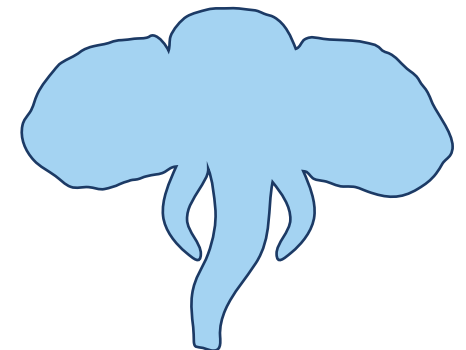
Companies represented included: CapitalOne, Vodaphone, PeaceHealth, StateFarm, City of Cleveland

What Attendees Had to Say:

“Great value for the money.”

“The postgres community needs this conf and the ability to meet and share ideas.”

“The range and detail of the sessions more than justified the cost of a ticket. Throw in one-on-one time with folks between sessions, and it’s clearly worth it.”





Sponsor Benefits

PostgresOpen Sponsors Benefit From:

- Speaking Opportunities: 45 and 20-minute Talk Sessions
- Highlights on the PostgresOpen Blog and G+ Conference Page
- Large PostgresOpen Exhibition Floor
- 3 Full Days of Networking
- Brand Placement and Promotions

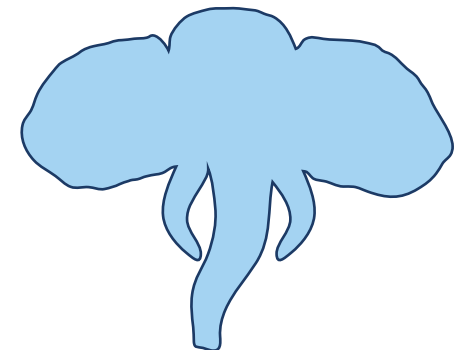
Your Sponsorship Contributions

PostgresOpen is a non-profit community event. Sponsorship supports:

Travel Grants for Speakers. In 2014 the conference was able to offset travel costs for 7 speakers, including 4 international.

Allows for keeping PostgresOpen ticket prices affordable and accessible to the PostgreSQL community

Contributes to covering the costs of the conference including event space, A/V, post-event A/V editing, and food and beverage costs





Sponsorship Packages

	Diamond \$15,000	Platinum \$10,000	Gold \$7,000	Silver \$4,000	Bronze \$2000
1 10x15 Booth Space in Exhibit Hall ¹ NEW 2015!					
Attendee Registration List (opted in attendees only) NEW 2015!					
One optional 20 min keynote talk ²					
Blog Post Highlighting Sponsor					
Promotion on G+ Conference Page NEW 2015!					
Acknowledgement in all Marketing Emails/ Promotional Pieces					
Entitlement to One 45 minute Talk Slot ² (subject to rules of regular talks)					
Logo on the Conference Videos YouTube™ Intro Screen NEW 2015!					
Sponsor Description on PostgresOpen Website					
Table In Exhibit Hall ³					
Branding on Schedule Program and Website					
Conference Tickets ⁴	9	7	4	2	1



Package Descriptions

Diamond - \$15,000

- 250 word Description on pgOpen Website
- Blog post highlighting the sponsor/interviews about what they do with PostgreSQL
- Acknowledgement in all marketing emails/promo pieces
- Logo on the Conference Videos YouTube™ intro screen
- 1 10x15 Booth space in exhibit hall
- Preeminent branding on schedule program and website
- G+ brand promotion
- Attendee Registration List (opted in attendees only)
- Entitlement to one 45 minute talk slot (subject to rules of regular talks)
- One optional 20 min keynote talk
- 9 Tickets
- Special Promotional Discount Code

Platinum - \$10,000

- 200 word description on pgOpen Website
- Blog post highlighting the sponsor/interviews about what they do with Postgres.
- Acknowledgement in all marketing emails
- Logo on the Conference Videos YouTube™ intro screen
- Preeminent branding on schedule program and website
- Preferred table space in Exhibit Hall
- Entitlement to one 45 minute talk slot (subject to rules of regular talks)
- 7 Tickets
- Special Promotional Discount Code

Gold - \$7,000

- 100 word description on pgOpen Website
- Branding on schedule program and website
- Logo on the Conference Videos YouTube™ intro screen
- Table space in Exhibit Hall
- 4 Tickets

Silver - \$4,000

- Logo on schedule program and website
- Table space in Exhibit Hall
- 2 Tickets

Bronze - \$2,000

- Logo on schedule program and website
- 1 Ticket

Sponsor Package Add-Ons

Lanyard Sponsor: \$2000.00

Coffee Break Sponsor: \$1500.00 per break

T-shirt (or Swag Bag) Sponsor: ask us!

¹ Sponsor responsible for providing own booth kit. Electricity, tables & chairs provided. Booth placement subject to final exhibition hall layout

² For sponsors providing keynotes and/or gaurenteed talks, payment must be received by midnight, May 15, 2015.

³ Included as part of Diamond level booth package

⁴ Sponsorship Tickets do not include access toTutorials



Sponsor Application & Contract

Company Name

Please print your company name exactly as it should appear in all marketing and promotional materials for the conference.

Website URL (for sponsor link)

Twitter Account

G+ Page

Primary Contact Name

Email address

Phone number

Mailing/Billing Address

Sponsorship Selection

Level

Dollar amount

Payment Information

Sponsor benefits initiate upon receipt of payment. Invoice issued upon receipt of signed agreement.

Technocation, Inc. uses Paypal for credit card transactions, and our donation form can be found at: <http://bit.ly/pgopen>

- A company check will be issued (payable to Technocation, Inc., 1631 NE Broadway #459, Portland, OR 97232)
- Use a credit card for payment.
(Visa, MasterCard, American Express or Discover)

Important Deadlines

For inclusion in printed program, payment must be received by **July 15, 2015**.

For guaranteed talks to be considered, payment must be received by **May 15, 2015**. Talk abstracts must be received by talk submission deadline.

For promotional items, sponsors must ship and have items available in Dallas by **September 14, 2015**.

Company Logo and Description

Please submit a company logo and a description of your company or product to: program2015@postgresopen.org

Logos should be in one of the following formats:

- PDF or EPS vector file with fonts outlined.
- 300 ppi TIFF, EPS or JPEG raster file.

PostgresOpen is authorized to make use of this information for the conference program, related marketing material, and website.



Sponsor Application & Contract

Participation Agreement

Terms and Conditions for Vendor Participation in PostgresOpen (conference) taking place September 16-18, 2015 (date).

This contract is between the sponsor (Company) and Technocation, Inc., PostgresOpen's parent organization.

In consideration of the opportunity to participate as a sponsor of the conference [as indicated in the price schedule], Company agrees as follows:

COMPANY EVENTS: Company shall not schedule or sponsor any event in connection with the conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event published in PostgresOpen's conference schedule.

INDEMNITY AND LIMITATION OF LIABILITY: Neither Technocation, Inc, any co-sponsor, venue provider nor any of their respective officers, agents, employees, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, harm, or injury to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, accident or any other reason in connection with the conference. The Company shall indemnify, defend, and protect Technocation, Inc. and hold Technocation, Inc., its officers, directors, employees, agents, co-sponsors and venue providers harmless from and against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses that result or arise from Company's participation in the conference or any actions of its officers, agents, employees, or other representatives. Under no circumstance will Technocation, Inc., any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever, whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall Technocation, Inc.'s liability, under any circumstance, exceed the amount actually paid to it by the Company. Technocation, Inc. makes no representations or warranties regarding the conference or its attendance.

OBSERVANCE OF LAWS: Company shall abide by and observe all laws, rules and regulations, and ordinances in the performance of this agreement.

CANCELLATION OR TERMINATION BY Technocation, Inc.: If for any reason beyond its reasonable control, including but not limited to fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, act of God, Technocation, Inc. shall determine that the conference or any part will not be held, Technocation, Inc. may cancel the conference or any part thereof. In that event, Technocation, Inc. shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Technocation, Inc.

CANCELLATION BY COMPANY: All payments made to Technocation, Inc. under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by Technocation, Inc. and Technocation, Inc.'s lost or deferred opportunity to provide space and/or sponsorship opportunities to others.

COMPANY CONDUCT: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste in connection with the conference. Technocation, Inc. reserves the right to eject from the conference any Company or Company representative violating those standards.



Sponsor Application & Contract

AGREEMENT TO TERMS, CONDITIONS AND RULES: Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by Technocation, Inc. from time to time for the efficient and safe operation of the conference. This application, together with the price schedule, represents the final, complete and exclusive agreement between the Company and Technocation, Inc. concerning the subject matter of this application. Technocation, Inc. makes no warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by Technocation, Inc.. The rights of Technocation, Inc. under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Technocation, Inc.. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this agreement regarding assignment.

Contract Signatures

I have read and agree to all the terms and conditions of the Sponsorship Application and Contract, including the Participation Agreement. I warrant that I am authorized to sign on behalf of the sponsoring entity listed above and that all information I have provided is complete and accurate.

Sponsor

Title

Date

Upon receipt of this signed contract and full payment, Postgres Open will countersign and return a copy to the primary contact listed in the Sponsorship Application.

PostgresOpen

Date