

PostgresOpen Silicon Valley

SEPTEMBER 6 - 8 2017
SAN FRANCISCO CA.

2017 PROSPECTUS





About PostgresOpen SV

PostgresOpen SV 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. Proceeds from the conference go towards supporting United States PostgreSQL Association (the U.S. community foundation) and their programs.

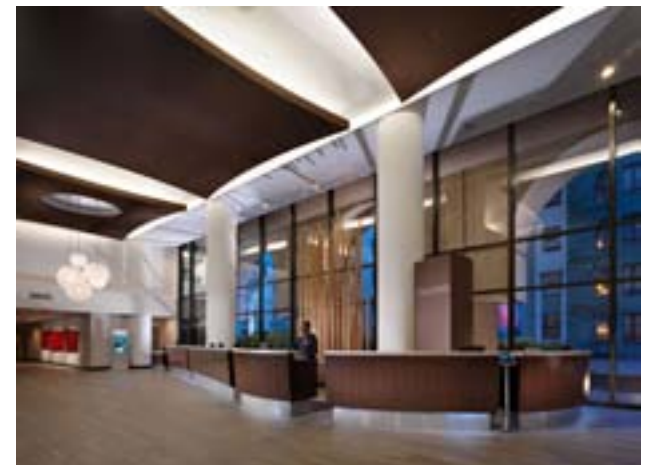
PostgresOpen is the longest continuous running PostgreSQL conference in the US.

Our seventh annual conference will be held September 6-8, 2017, in San Francisco California, at the Parc55 Union Square.

We work with our sponsors to identify opportunities to directly connect with customers, partners, and investors, as well as with members of 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 San Francisco?

In combining efforts with PGConf Silicon Valley we've united two strong programs into one larger conference. This creates an opportunity to provide a larger platform for sponsors and world class Postgres experts who speak at our conference.



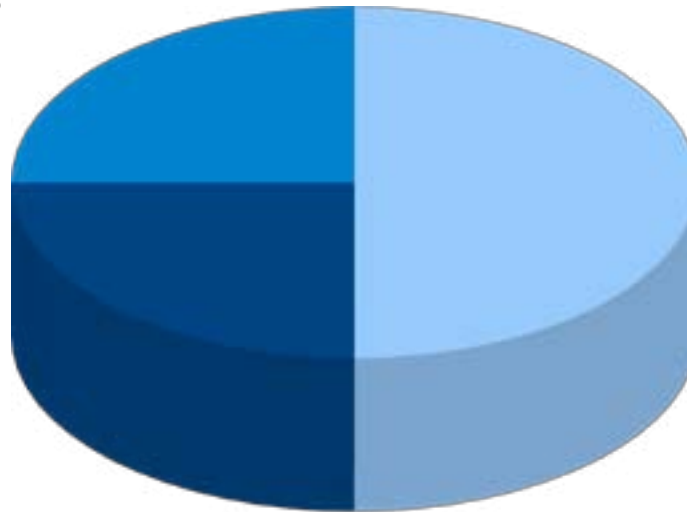


2016 Conference Review

Executives / Decision Makers



Managers & DBAs



Engineers & Data Analysts



Companies represented included: US Government (federal and local principalities), Vodaphone, Fidelity Investments, StateFarm, Capital One, Salesforce, Microsoft and Adobe.

A US Conference with Global Reach

Combined our conferences had attendees from England, France, Germany, Sweden, Turkey, and Russia joining together with our large US based community.



Sponsor Benefits

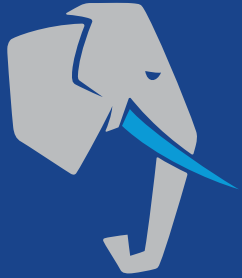
PostgresOpen SV Sponsors Benefit From:

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

Your Sponsorship Contributions:

- Supports Travel Grants for Speakers
- Allows for keeping PostgresOpen SV ticket prices affordable and accessible to the PostgreSQL community
- Contributes to covering the costs of the conference including an engaging event space, A/V (with recorded videos of all talks publicly available), and gourmet food and beverage





Sponsorship Packages

	Diamond (3) \$35,000	Platinum \$18,000	Gold \$8,000	Silver \$4,000	Supporter \$1000
1 10x15 Booth Space in Exhibit Hall ¹					
1 full color ad to be used in rotation in all breakout rooms in between talks					
One optional 20 min keynote talk ² One optional Sponsor Workshop (on tutorial day)					
Exclusive Branding on one of the following: * • Parc55 Room Card Key • Conference Lanyard • Conference Swag Bag <small>* First come first served based on contract signing</small>					
Promotion on G+ Conference Page					
Acknowledgement in all Marketing Emails/ Promotional Pieces					
Blog Post Highlighting Sponsor					
Logo on the Conference Videos YouTube™ Intro Screen					
Sponsor Description on PostgresOpen SV Website					
10x10 Booth in Exhibit Hall					
Table In Exhibit Hall					
One (1) Bag Insert					
Branding on Schedule Program and Website					
Conference Tickets ³	8	5	4	2	1



Package Descriptions

Diamond - \$35,000 (Limit 3)

- 250 word description on PostgresOpen SV Website
- Blog post highlighting the sponsor/interviews
- 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
- Exclusive Branding on Choice of:
 - Conference Lanyard
 - Parc55 Room Card Key
 - Conference Swag Bag
- G+ brand promotion
- 1 full color ad to be used in rotation in between talks
- 1 Conference Bag Insert
- One optional 20 min keynote talk
- One optional Sponsor workshop (on tutorial day)
- 8 Tickets

Platinum - \$18,000

- 200 word description on PostgresOpen SV Website
- 1 10x10 Booth in Exhibit Hall
- Blog post highlighting the sponsor
- 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
- 1 Conference Bag Insert
- 5 Tickets

Gold - \$8,000

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

Silver - \$4,000

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

Supporter - \$1,000

- Logo on schedule program and website
- 1 Ticket

Sponsor Package Add-Ons

Coffee Break Sponsor: \$1500.00 per break

Add-on Conference Bag Insert: \$1000.00

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 workshops, payment must be received by midnight, June 15, 2017.

³ Sponsorship Tickets do not include access to Tutorials



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

Level

Amount

_____ \$ _____

Add-Ons

_____ Coffee Break(s) (@ \$1500.00 ea.) \$ _____

_____ Bag Inserts(s) (@ \$1000.00 ea.) \$ _____

Total Sponsorship and Add-Ons: \$ _____

Payment Information

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

☐ A company check will be issued (payable to PostgresOpen SV., 9220 SW Barbur Blvd Suite 119-230, Portland OR 97219)

☐ 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 30, 2017**.

For promotional items, sponsors must ship and have items available in San Francisco by **September 4, 2017**.

Company Logo and Description

Please submit a company logo and a description of your company or product to: program2017@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 SV 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 6 -8, 2017 (date).

This contract is between the sponsor (Company) and the United States PostgreSQL Association., PostgresOpen SV'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 United States PostgreSQL Association, 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 United States PostgreSQL Association and hold United States PostgreSQL Association, 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 United States PostgreSQL Association, 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 United States PostgreSQL Association's liability, under any circumstance, exceed the amount actually paid to it by the Company. United States PostgreSQL Association 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 United States PostgreSQL Association: 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, United States PostgreSQL Association shall determine that the conference or any part will not be held, United States PostgreSQL Association may cancel the conference or any part thereof. In that event, United States PostgreSQL Association 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 United States PostgreSQL Association.

CANCELLATION BY COMPANY: All payments made to United States PostgreSQL Association under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by United States PostgreSQL Association and United States PostgreSQL Association'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. United States PostgreSQL Association 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 United States PostgreSQL Association 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 United States PostgreSQL Association concerning the subject matter of this application. United States PostgreSQL Association makes no warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by United States PostgreSQL Association. The rights of United States PostgreSQL Association– under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of United States PostgreSQL Association. 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, PostgresOpen will countersign and return a copy to the primary contact listed in the Sponsorship Application.

PostgresOpen SV / United States PostgreSQL Association

Date