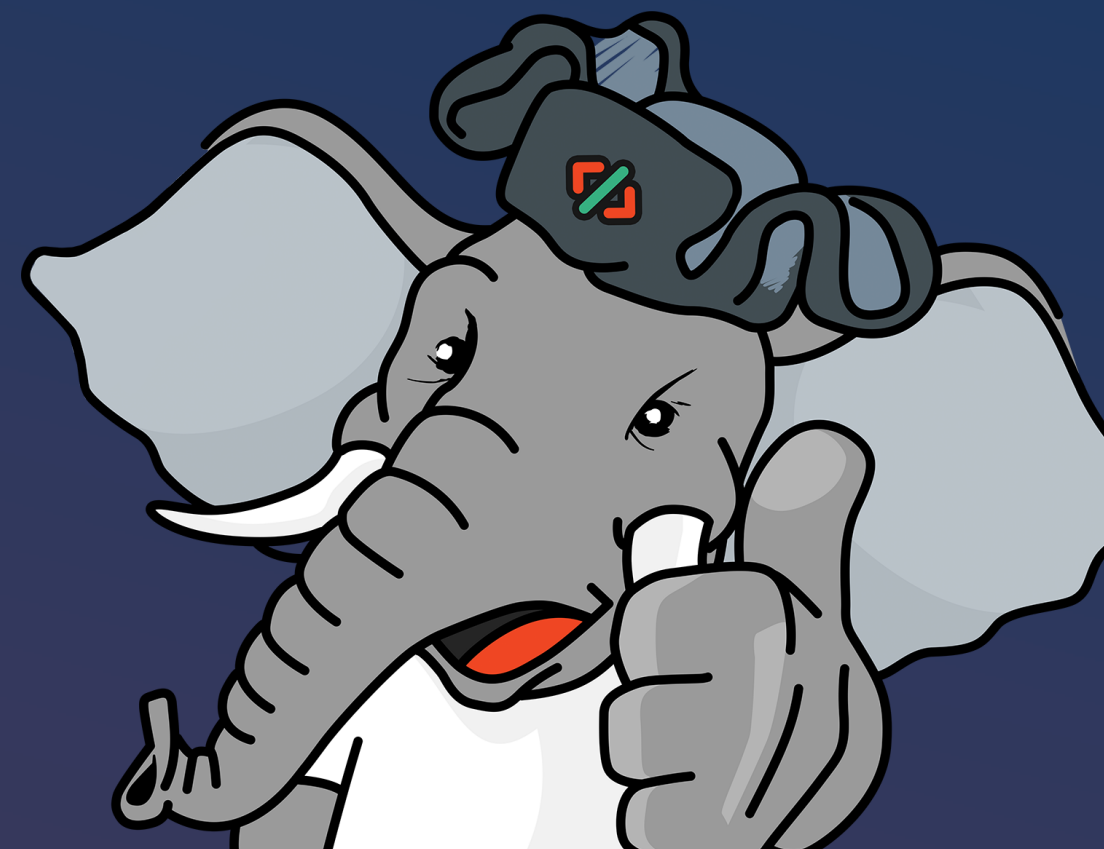


PGDAY' RUSSIA 20

The 5th PostgreSQL database
conference

10TH JULY 2020

CROWNE PLAZA AIRPORT,
SAINT-PETERSBURG





The first community conference in Russia!

International standard

PostgreSQL community recognised event status ensures transparency of organisational processes and eliminates the possibility of a conflict of interests or special conditions when it comes to sponsorship opportunities.

First in Russia

A PostgreSQL community conference will take place in Russia for the first time! This means you can position your company as a leader when it comes to working with the global community and open source.

Main goal

To promote PostgreSQL, support its user base and foster collaboration among companies working with PostgreSQL and related technologies. All proceedings from this conference will go to further development of the database and its popularisation.



Why sponsor a community conference?

It's an opportunity to attract top-notch professionals

The open source spirit of the conference attracts high-level specialists who you generally won't find at commercial events.

An opportunity to meet the decision makers in the database field

Community conferences bring together IT executives who make decisions about particular technologies based on their discussions with experts and free from excessive advertisement that for-profit events have.

DevRel

Community conferences provide a unique opportunity to bring the DevRel culture of your company to a new level. It is also a great platform to showcase your ability to collaborate with open source communities.

OUR SPEAKERS ARE GLOBALLY
RECOGNISED DATABASE
EXPERTS



CONFERENCE TOPICS

- interesting use cases of PostgreSQL under intence workload
- PostgreSQL internals
- migration to PostgreSQL from Oracle, MySQL, DB2, MSSQL
- PostgreSQL training
- PostgreSQL usage in large enterprises
- PostgreSQL performance optimization
- PostgreSQL extensibility
- PostgreSQL scalability

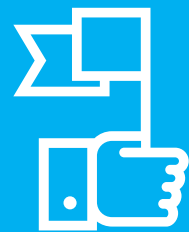
TARGET AUDIENCE

Database administrators

System administrators

Company executives

Students and university lecturers



Web developers and analysts

Leaders and consultants in the world of high-tech

Corporate professionals

Government representatives

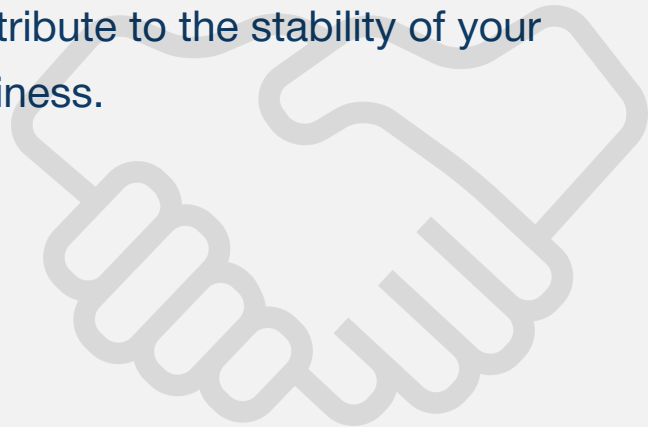
SPONSORSHIP OPPORTUNITIES

Sponsoring PostgreSQL community event will allow you to achieve the following:

Find new partners

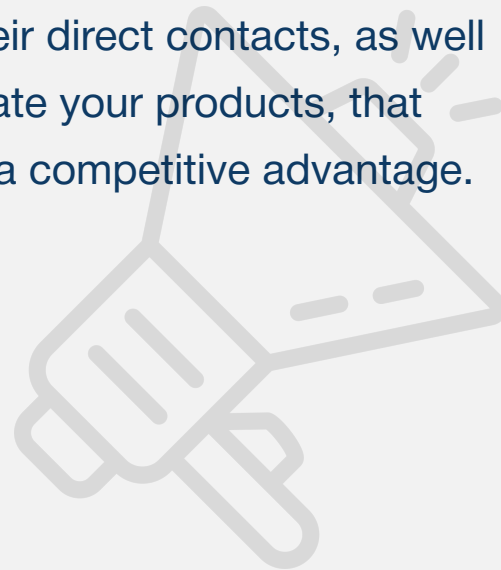
If you are a B2C IT company, you will be able to expand your client base at the conference.

If you are a B2B company, you will be able to identify new partnerships, find new leads and prospects that will contribute to the stability of your business.



Promote your brand

By becoming a conference sponsor, you will be able to present your company to a wide range of professional audiences, attract new users, get their direct contacts, as well as demonstrate your products, that will give you a competitive advantage.



Find new employees

There is a high chance that databases are at core of your company's business. At PG Day Russia you will be able to source specialists who will take your business to the new level.



PLATINUM

PLATINUM SPONSOR

Platinum sponsorship is limited to 3 sponsors on a first come first serve basis



Logo, link to the website, text about your company (~500 words)

on the conference website and on the press wall



Free access to the conference for 6 representatives



Premium location for your stand in the exhibition area (5x7 meters)



Sponsorship announcement in conference mailing list and on social media

Platinum sponsor status highlights company's importance at the conference and provides highest level of exposure.

PLATINUM

PLATINUM SPONSOR

Platinum sponsorship is limited to 3 sponsors on a first come first serve basis



Reposting of sponsor's content on conference social channels

(minimum of 6 posts)



Company's video

in conference rooms during breaks



Short introduction by a company's representative at the opening and closing ceremony



Presentation during the main program of the conference

(30 minutes)

450 000 ₺

GOLD

GOLD SPONSOR

Gold sponsorship is limited to 3 sponsors on a first come first serve basis



Logo, link to the website, text about your company (~300 words)

on the conference website and on the press wall



Free access to the conference for 4 representatives



Sponsorship announcement in conference mailing list and on social media



Reposting of sponsor's content on conference social channels

(minimum of 6 posts)



Table, chairs, and two roll-ups in the exhibition area (2x3m)



Company's promotional slide in conference rooms during breaks

200 000 ₺

SILVER

SILVER SPONSOR

Silver sponsorship is limited to 5 sponsors on a first come first serve basis



Logo on the press wall and link to the partner's website

on the conference website



Free access to the conference for 2 representatives



Sponsorship announcement in conference mailing list and on social media



Bar table, two chairs, and a roll-up in the exhibition area

100 000 ₺

AFTERPARTY SPONSOR



Branding of one
of the walls or the stage
in the afterparty area



Sponsor mentions in
conference mailing list
and social channels
(minimum of 3
mentions)



2 roll-ups in the
after-party area



Welcome
announcement
by the sponsor's
representative
at the party

(max. 5 min)

100 000 ₺

TRAVEL SPONSOR



Placement of the sponsor's logo on the conference press wall



Sponsor's roll-up during the sponsored talk in the conference room

COMPENSATION FOR THE COST OF TRAVEL AND ACCOMMODATION OF ANY OF THE SPEAKERS

STARTING AT 15 000 ₺

WIFI SPONSOR



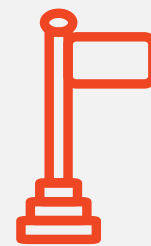
Placement of sponsor-branded
information about Wi-Fi networks
at the conference venue

30 000 ₪

REGISTRATION DESK SPONSOR



Branding of the
registration desk's
front area



Sponsor-branded flags
in the area for registration
badge distribution



Roll-up in the
registration area

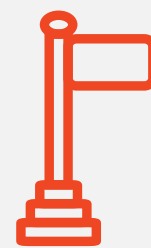
50 000 ₺



COFFEE BREAK/LUNCH SPONSOR



Branding of one
of the walls of the
coffee break/lunch
area



Sponsor-branded flags
on participant tables



2 roll-ups in the
coffee break/lunch
area

100 000 ₪



POWER STATION SPONSOR



Sponsor-branded
power stations

30 000 ₺



RECREATION AREA SPONSOR



Sponsor's branding
of one of the walls
in the recreation area



Option to have
handouts/souvenirs
in the recreation area



2 roll-ups in the
recreation area

100 000 ₪



**PGDAY'
RUSSIA 20**

ORGANIZERS



data egret

Your remote PostgreSQL DBA team

Data Egret is a global consultancy providing remote DBA services to companies in Russian Federation and Globally. We help our clients to reach their business goals through a reliable 24/7 database maintenance and administration.



**404
GROUP**

The 404 Group is a group of companies united by a joint center for strategic management and an institute for active mentoring. Successful technical and managerial experience in IT helps the 404 Group team provide financial, operational, and administrative support for the development, launch, and growth of internet projects.

PGDAY' RUSSIA 20

CONTACTS

+ 7 921 592 50 03
info@pgday.ru

Maryana Luchuk, Conference Manager

