

August 21 and 22

 **PGConf.Brasil 2020**

HOTEL CENTURY PAULISTA
SÃO PAULO - SP - BRASIL

▪ Sponsorship Opportunities ▪



PGConf is a global conference that is part of the efforts of professionals and enthusiasts to expand the Community of PostgreSQL, enabling participants to develop new knowledge through lectures and training.

PGConf.Brazil is a renewal from the existing branches in the Brazilian community, for alignment with the conferences around the world.



PGConf.Brasil

De 10 a 14 de Julho de 2017

In 2017, the PGConf. Brazil was fully online and brought together, in a week of lectures great professionals with operations in Brazil and worldwide, and offered high quality content for PostgreSQL users and developers.

With 500 subscribers, this event began the construction of a network interested in the purpose of PGConf, obtaining extremely positive feedback

 **PGConf.Brasil 2018****3 e 4'AGO'18 @SãoPaulo**

The PGConf.Brasil 2018 occurred days 3 and 4 of August, in São Paulo – SP, there was more than 45 lectures (as tutorials, lectures and lightning talks) along the two days of event, that involved at least 300 people at the Century Paulista Hotel.

With a diversified grade, the PGConf.Brasil 2018 had 4 rooms available for the participants, that could build a scheme of own interest. In 3 auditoriums, we had every level of lectures. At the fourth room, tutorials, coach clinic and debates.

The logo for PGConf.Brasil 2019 features a stylized white icon of a person's head and shoulders on the left, followed by the text "PGConf.Brasil 2019" in a bold, white, sans-serif font.

1º a 3 de agosto // São Paulo - SP



The PGConf.Brasil 2019 occurred days 2 and 3 of August, in São Paulo - SP, with an additional day of workshops (1º/09). The event followed the format of 2018, along with more than 45 lectures, that involved more than 230 participants in the Hotel Century Paulista. As a highlight, we had a larger feminine presence in the event, both lecturing as a participant, as well as a larger number of international speakers.

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Analyzing the positive evaluation of PGConf.Brasil2019, we're making small changes in the format to improve the conference in 2020. The PGConf.Brasil 2020 will occur on days 21 and 22 of August, at the same hotel (Century Paulista).

The audience expectation is around 400 people, along developers, database administrators, system administrators, students, IT managers and business managers.

EVENT FORMAT

**LECTURES
TUTORIALS
LIGHTNING TALKS**

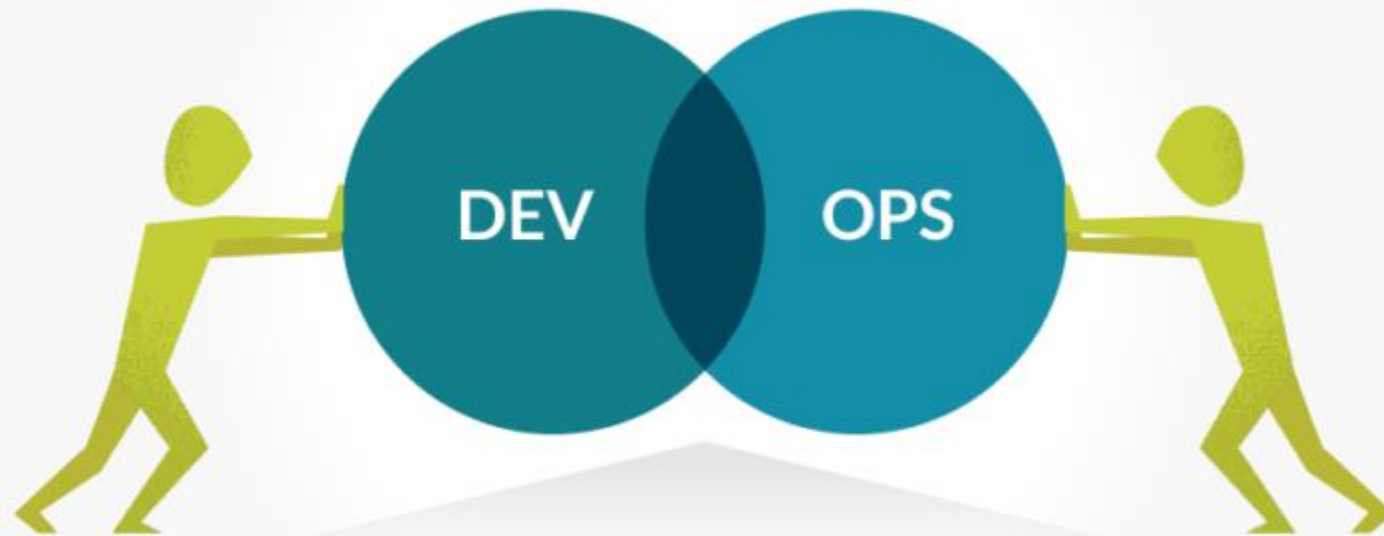
AUGUST 21 AND 22



**2 DAYS OF
WORKSHOPS**
(sold separately)

AUGUST 19 AND 20

PGCONF.BRASIL 2020 TOPIC



PGCONF.BRASIL 2020 TOPIC

DevOps is a culture, not a role. In order to break the barrier between operations and development, DevOps is a set of practices that automates the processes between software development and IT teams, so they can create, test and release software's in a faster and trustable way. This speed enables companies to better serve their customers and compete in the most effective way on the market.

In essence, it's a concept that involves valuing the diversity of activities and professionals and collaborative attitudes.

With the DevOps, they work together to optimize the productivity of developers and the trust ability of operations.

Although not a specific role, "DevOps Engineer" was the most recruited IT job on LinkedIn in 2018.










**PostgreSQL por todos
Todos por PostgreSQL**

SPONSORSHIP

In order to enhance the participation of companies in the event, 5 levels were established. Each level provides a number of advantages to sponsors and establishes the corresponding consideration.

All sponsors will have access to the mailing after the event, and will have their logo

displayed on the website, badges and banners. They will be able to add pamphlets in the speakers' folder, as long as they deliver the material 1 week in advance. All sponsorship levels have a 20% discount on subscription purchases.

BENEFIT	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
Maximum number of sponsor	∞	∞	10	3	2
Number of VIP subscriptions	1	2	3	5	10
Giveaways on the stage	0	0	1	2	4
Call disclosure in networks socials ²	0	1	1	2	4
Stand in the event hall ³					
30 minutes technical lecture ⁴					
60 minutes technical lecture ⁴					
Banner in each auditorium ⁵					
Appointment of a representative at the opening session ⁶					
Logo size⁷	1/2u	2/3u	3/4u	1u	3/2u
Investment Amount (in US\$)⁸	750	1250	2500	5000	10.000

1. The VIP subscription includes:
 - Tickets for both days of the event; these registrations aren't valid for the workshop days;
 - An official event t-shirt;
 - Happy hour participation;
 - Lunch with non-alcoholic drinks at restaurant hotel, available for both days.
2. Posts made at the event social networks (Facebook, Instagram and Twitter).
3. The exhibitor hall can have up to 10 stands, which will be occupied in order of quota importance (diamond, platinum and gold in this order) and then in order of closing the sponsorship contract with a limit up to 45 days before the event. The stand must occupy a maximum of 2.5m wide. The organization offers a table with towel, 2 chairs and an electric outlet. The assembly is the sponsor's responsibility and must be held one day prior to the event during business hours.
4. The lecture must be necessarily technical, not commercial, and must be approved by the event review board in advance, following the same criteria as the call for papers.
5. The banner must not be more than 1.5 m wide and 2 m high and must be sent up to one week before the event.
6. The representant will have a talk of up to 5 minutes at the opening.
7. The logo will be displayed on the event website, official banner and badges. Any other graphics selected may or may not include sponsor logos according to the evaluation of the event organization.
8. Payment must be made at least 30 days prior to the event. Sponsors who can pay directly to the event's official hotel get a 10% discount on their chosen quota.

BUSINESS CONTACT

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