August 26th and 27th

PGConf.Brasil 2022

NACIONAL INN HOTEL
SÃO JOSE DOS CAMPOS - SP - BRASIL

• Sponsorship Opportunities •
PGConf is a world-class conference that takes place through the efforts of professionals and enthusiasts focused on expanding the PostgreSQL community, enabling participants to develop new knowledge through lectures and training.

PGConf.Brasil takes place annually and brings together the Brazilian community in order to align with PostgreSQL conferences in the rest of the world.
Back in 2017, PGConf.Brasil took place entirely online and, in one week of lectures, gathered experienced professionals from Brazil and around the world, willing to bring high quality content to PostgreSQL users and developers.

With 500 participants, this event received extremely positive feedback and started building a network with interest in the purpose of PGConf.Brasil.
PGConf.Brasil 2018 took place on August 3rd and 4th in São Paulo - SP. At this time, the event brought together around 300 people at Century Paulista Hotel and more than 45 lectures (including tutorials, lectures and lightning talks) were distributed during the days of the event.

With a diversified grid, PGConf.Brasil 2018 had 4 rooms where participants could build the trail of their interest. In 3 auditoriums, all levels of lectures were presented and the fourth room had tutorials, coach clinic and debates.
PGConf.Brasil 2019 was held on August 2nd and 3rd, in São Paulo - SP and had an additional day of workshops (September 1st). As in 2018, the event featured more than 45 lectures, and involved more than 230 people at the Century Paulista Hotel. As a highlight, we had a greater female presence at the event, both speaking and participating. We also had a greater number of international speakers.
PGConf.Brasil 2019

Average Age: 36 years old

Average Years Working with IT: 14.5
Participation
By State:

SP - 41.6%
MG - 12.6%
PR - 9.2%
SC - 8.8%
RS - 6.7%
DF - 5.9%
Others - 12.2%
Foreign Country - 3%

18 states (+ FD) from BR:
representatives of more than half of BR

In addition to Argentina, the United States,
Paraguay, Chile and Cuba.
Subscription Categories:

- Regular: 32.0%
- Student: 6.0%
- Company: 62.0%
Due to the Covid pandemic, in 2020 we chose not to hold the Brazilian edition of PGConf in person. From this atypical situation, the idea of holding a new online event emerged in order to preserve the health of participants and organization.

PGConf.Brasil localhost (2020) took place on 06/04, 06/18, 07/02, 07/16, 07/30 and 08/13. With live lectures, the event was attended by 7 national and international speakers and had 683 registered during the 6 days it took place.

As a highlight, we had a large number of participants, which reflects the increase of interest of the community in PostgreSQL.
Changes were made in terms of format and location for the conference in 2022, all with a focus on improvements in relation to the last in-person event that took place in 2019. The event location was changed to São José dos Campos, SP. This decision was made with the intention of reducing costs, considering our current economic scenario, and, last but not least, preserving the health of the participants and organization as much as possible. This decision was taken after a forum with participants from the PostgreSQL community from Brazil.
PGConf.Brasil 2022 will take place on August 26th and 27th, at the Hotel Nacional Inn in São José dos Campos - SP. The audience is expected to be 400 people, including developers, database administrators, systems administrators, students, IT managers and business managers. If there are new health restrictions at the time of the event, the number of tickets sold may vary.
In order to enhance the participation of companies in the event, 5 levels were established. Each level provides a series of advantages to sponsors and establishes the corresponding compensation.

All sponsors will have access to the mailing after the event*. In addition, they will have their logo displayed on the website, badges and banners of **PGConf.Brasil 2022**. They will be able to add flyers to the speakers' folder, as long as the material is delivered 1 week in advance. All sponsorship levels have a 20% discount on subscription purchases.

---

According to the LGPD, only when the holder's express consent is obtained.
<table>
<thead>
<tr>
<th>ADVANTAGE</th>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD</th>
<th>PLATINUM</th>
<th>DIAMOND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum number of sponsors</td>
<td>∞</td>
<td>∞</td>
<td>10</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Number of VIP subscriptions(^1)</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Giveaways on stage</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Disclosure on social networks(^2)</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Booth in the event's lobby(^3)</td>
<td></td>
<td></td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>30 minute technical lecture(^4)</td>
<td></td>
<td></td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>60 minute technical lecture(^4)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>☐</td>
</tr>
<tr>
<td>Banner in each of the auditoriums(^5)</td>
<td></td>
<td></td>
<td>☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Designation of a spokesperson in the opening session(^6)</td>
<td></td>
<td></td>
<td>☐</td>
<td></td>
<td>☐</td>
</tr>
<tr>
<td>Logo size(^7)</td>
<td>1/2u</td>
<td>2/3u</td>
<td>3/4u</td>
<td>1u</td>
<td>3/2u</td>
</tr>
<tr>
<td>Investment (in USD)</td>
<td>600</td>
<td>1.200</td>
<td>4.000</td>
<td>8.000</td>
<td>16.000</td>
</tr>
</tbody>
</table>
1. VIP Membership includes
   • Ticket for the **two days** of the event (this registration is not valid for workshops).
   • An official event T-shirt;
   • Participation in our happy hour.
   • Lunch with non-alcoholic drinks included in the hotel’s restaurant.

2. Calls on the event’s social networks (Facebook, Instagram and Twitter);

3. The exhibition hall holds up to 10 booths, which will be occupied in order of quota importance (diamond, platinum and gold, in that order) and then in order of sponsorship closing with a limit up to 45 days before the event. The stand must occupy a maximum of 2.5m in width. The organization of the event offers a table with a towel, 2 chairs and an electric socket. **It is the sponsor’s responsibility to set up the stand,** which must be carried out **one day before** the event during business hours;

4. The lecture must be technical, non-commercial, and **must be approved by the event’s examination board in advance,** following the same criteria as the call for papers;

5. The banner must be no more than 1.5m wide and 2m high and must be sent up to **one week before the event**;

6. The spokesperson will have an up to 5 minutes speech at the opening of the event;

7. Logo will be displayed on the event website, official banner and badges. Any other graphic piece produced may or may not include the sponsor’s logos according to the evaluation of the event’s organization;

8. Payment must be made **up to 30 days before the event**. Sponsors who can pay directly to the event’s official hotel receive a 10% discount on the chosen quota.
BUSINESS CONTACT

Fabrízio Mello

pgconf@timbira.com.br
August 26th and 27th

PGConf.Brasil 2022

NACIONAL INN HOTEL
SÃO JOSÉ DOS CAMPOS - SP - BRAZIL