



ProductCamp Atlanta 5 is coming September 10, 2011!

What is ProductCamp?

ProductCamp is an international “unconference” phenomenon that has grown since the first one in the Silicon Valley in March 2008 with more and more cities participating, including Boston, NYC, Austin, Seattle, Sydney, and Amsterdam.

ProductCampAtlanta is a collaborative, user organized professional conference, focused on **Product Management and Marketing** topics. ProductCampAtlanta is a great opportunity for participants to learn from, teach to, and network with professionals involved in the Product Management, Marketing, and Development process from the **Atlanta** area! To learn more about ProductCampAtlanta, visit www.pcampatl.com.

What is great about ProductCamp?

This experience is conducive to excellent one-on-one dialogue that is informative for both attendees and sponsoring companies. Both walk away more educated and better connected than you ever would have been electronically. *You cannot replace face-to-face!*

The great thing about ProductCamp Atlanta is the democratic format that absolutely guarantees relevance to the participants. Since all sessions are selected on the day of the event by the participants who actually attend, sponsors can be confident that the audience will be fully engaged throughout the day. This makes for an unparalleled opportunity to meet your best customers, constituents and stakeholders in an environment that is tailor made to meet their immediate and future needs!

*-Jason Brett
Founder, ProductCamp Atlanta*

How successful has ProductCamp been in Atlanta?

The first ProductCamp Atlanta was held in June 2009. Over 170 attended the inaugural event and the response was overwhelmingly positive. Over 20 sessions were selected by the attendees, presented by a wide variety of experts. ProductCampAtlanta 4 was held in February 2011 and registration was quickly sold out with over 225 participants who engaged in over 20 sessions. We expect ProductCamp 5 to exceed these previous numbers.

Why should I sponsor This Event?

This is an opportunity for your company to gain exposure to hundreds of leading product management and marketing professionals at the premier event in the southeast who are looking for new ways of managing their businesses and creating value for their companies. These professionals will take what they learned at ProductCamp, including knowledge of your brand, back to their companies. The breakdown of prior attendees is as follows: 26% Product

Managers, 17% Product Marketing Managers, 27% Director/VP/C*O of Product Marketing/ Management, 5% Engineering, 5% Student/Academia, 4% Biz Dev/Consultant, 4% Project Management, and 12% other. Attendees represent companies such as ADP, AT&T, AutoTrader, Cox Communications, CAP Consulting, Cisco, Eclipsys, IBM, John Deere, LexisNexis, Merck, McKesson, Sage, Scientific Games, SilverPop, and Turner Broadcasting. This audience represents the more innovative and progressive thought leaders in the Atlanta Product Management community – those whom you desire to interact with.

Sponsorship Opportunities

We have 3 sponsorship levels: Silver, Gold, and Platinum. We also welcome in-kind sponsorships.

Sponsorship Opportunities	Silver \$250	Gold \$750	Platinum \$1,500
Logo with link and sponsor level designation on ProductCamp Atlanta web site	√	√	√
Announcements in social networks as sponsor of ProductCamp Atlanta	√	√	√
Recognition as sponsor during ProductCamp Opening session	√	√	√
Logo included in sponsors PowerPoint slide during Opening session, and on auditorium banner	Small	Med	Large
Meet the sponsors email (3 sentences, and logo with link) to ProductCamp database		√	√
One page Flyer/brochure (supplied by sponsor) to be distributed in attendee bags		√	√
Table for distributing company and product info, and conducting demonstrations during lunch and breaks		Shared table	Dedicated table
3 minutes to speak to attendees during opening session			√
Personalized email sent to registrants the week prior to the event			√
Personalized email sent to registrants the week after the event			√

If you want a higher level of sponsorship, become a Platinum sponsor and add any of the following additional opportunities:

- Breakfast sponsorship \$600
- Lunch sponsorship \$2,500
- Happy Hour sponsorship \$1,000

In-Kind Sponsorships are always welcome (and greatly appreciated!):

- Books, training, software, or other raffle items (provided by sponsor)
- Promotional items (pens, notepads, etc) for attendee bags (provided by sponsor)

Deadline

We request that all sponsors commit their sponsorship level in writing (via email to sponsors@pcampatl.com) no later than Friday August 26th, 2011 at 5 PM, and that all checks be received no later than Friday, September 2nd, 2011.

Note that we will announce sponsors as commitments are made, so the earlier you commit the greater the value!

Event and Contact Information

ProductCamp Atlanta 5 is being held on Saturday September 10th, 2011 at the GTRI Conference Center in Midtown Atlanta, Georgia. Visit <http://www.pcampatl.com> for more details.

For questions, or to discuss alternative payment methods and “in kind” sponsorships, contact:

Ingrid Ritter
ingrid@pcampatl.com
(404) 409-0905

Please make checks payable to
ProductCamp Atlanta, LLC
9009 Mallory Lane
Woodstock, GA 30189

IRS Form W-9 will be presented to all cash sponsors.