



ProductCamp: A user-driven, collaborative “un-conference” about Product Marketing and Management

When: **Saturday, July 18, 2009**

Where: St. Johns University - 101 Murray Street, New York, NY

Time: 8:00 am to 5:00 pm

Cost: **Free (plus attendees get lunch and a cool event T-shirt!)**

HOSTED BY THE NEW YORK PRODUCT MANAGEMENT ASSOCIATION

Dear Prospective Product Camp New York City Sponsor,

We're pleased to introduce you to ProductCamp, and the opportunity to become a sponsor of this exciting event. ProductCamp is a collaborative, user organized professional conference, modeled after the very popular and more “down-to-earth” “un-conferences” known as “BarCamp.” This is focused on Product Management and Marketing topics.



PCamp San Francisco 2009



Planning & discussing PCamp SF 2009

This event is designed be a fun, rewarding and completely unique experience. Unlike typical conferences, this is more of a forum where the participants interact with the speakers and debate is encouraged. ProductCamp is a great opportunity for participants to learn from, teach to, debate, discuss and network with professionals involved in the Product Management, Marketing, and Product Development communities.



The “VOTING” process, at the beginning of the day.

Anyone with a topic to contribute to the Product Management and Marketing community can put their ideas on the “Scheduling Wall.”

All the attendees vote on which topics THEY want to hear about.

ProductCamp has been successfully hosted in San Francisco (twice!), Austin and Boston. Here are a few reviews following those events:

"This was a great event. I took back more useful ideas than I have gotten at large industry events. The interactive format and the use of Brainshark and other tools made it very valuable."



Rich reviews the schedule with us - PCamp SF



Breakout Room at PCamp Boston 2009

"What a great experience to get together with a (large) group of passionate product managers and have lively discussions about how we can improve."

"There was a lot of collective talent assembled all striving for the same goal...let's make product management the best career opportunity in the next few years."



Lunch at PCamp Boston 2009



Wrap Up Session - PCamp Boston 2009

You can expect a large audience of smart, passionate people coming together to discuss, debate, and collaborate on the issues they face every day. Since everyone is welcome, and we will be extensively marketing the event to the New York product management and marketing communities, you can expect product managers, product marketers, marketing managers, developers, project managers, operations leads, lawyers, HR reps, directors and VP's of marketing and product management.

Be a part of the special experience the attendees enjoy, by sponsoring the first ever New York Product Camp. There are two sponsorship levels to fit your budget and help you achieve your marketing goals.



Sponsorship Type	Price	Sponsorship Choices	Special Benefits
Top Tier* (Note: There are only 5 of these available)	\$1,500	Breakfast Lunch Off- Campus Party T-Shirt Goodie Bag	Recognition in the Agenda Primary Recognition on Signage at Registration Opportunity to put promotional item or sell sheet in Goodie Bag (as well as on "Sponsors' Table") Introduction of Sponsor to attendees with Opportunity to present (limited to a few minutes**)
General Sponsor	\$850	General	Small logo Recognition on Registration Signage Introduction of Sponsor to attendees (1 minute) Opportunity to put promotional item or sell sheet on "Sponsors' Table"
Venue Sponsor	Donation	Venue	Same as Top Tier Sponsor (and the undying gratitude of all the volunteers who participate in the experience!)

* The Lunch Sponsor is already taken as of 4/14/09

*** The amount of time for Sponsor Introductions cannot accurately be determined at this time, as this is a user-generated experience. However, at other Product Camps, Sponsors usually had 1 minute each. If there is a way to enable Top Tier Sponsors a bit more time, we will let you know.*

IMPORTANT NOTE: As the conference topics are "voted" on by the attendees at the beginning of the day, Product Camp NY, nor the NYPMA can pre-authorize a presentation /speaking slot (other than the "introductions" mentioned above. If, as a sponsor, you would also like to be considered for a slot (approx. 1 hour in length) you will need to go through the customary channels of speaker selection – i.e. the voting process. Sponsorships do not guarantee a slot.

Product Camp New York is a non-profit event, hosted by the New York Product Management Association. Proceeds from Sponsorship will be used entirely to fund NYPM events. Please make checks out to New York Product Management Association. Deadline for Sponsorship (and checks) is May 29, 2009. Sponsorships are available on a first come first served basis.

For more information, please contact the Sponsorship Committee Chairman, Chuck Gehman at chuck@mimeo.com, or 212-847-3007. Or, you may contact:

Debra Albert, dalbert@sequentlearning.com / 212-647-9100
Desiree Wolfe dewolfe@checkfree.com / 203-929-4583

We look forward to seeing you at Product Camp New York City!



Group discussion in one of the breakout rooms

The "Camp" is an exciting way to network with all sorts of knowledgeable people in Product Management and Marketing



Someone decides to take notes for the group at one of the sessions