BECOME A PARTNER WITH US AT

PRODUCT+
2023

Sponsorship Guide & Prospectus

After more than a decade of hosting Product Management & Innovation in the SF Bay Area, we have begun to partner with technology providers to provide an additional layer of content and offer a more personal level of engagement to our partners.

WHY NOW?

First and foremost this event has always been committed to learning and networking in a vendor-neutral, sales-free environment. However, the rapid evolution of business technologies and sheer number of options available in the market place has provided a unique position for this type of event to be a safe and trusted venue for attendees to explore the technology landscape.

PRODUCT+
2023

Be among the first exhibitors or sponsors at
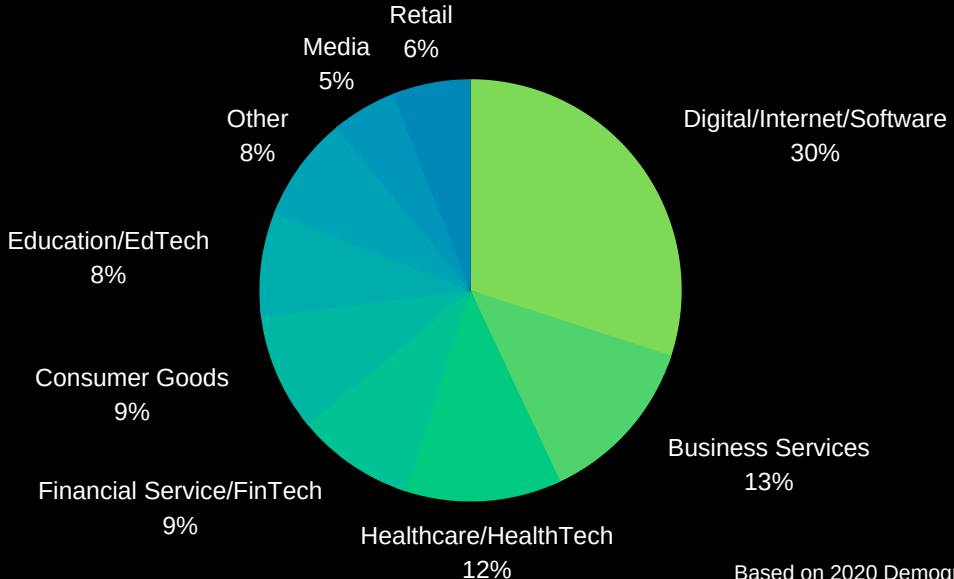PRODUCT+*2023*

Who Sponsors PRODUCT+?

At-A-Glance

- 125+ Attendees
- 25+ Practitioners Speaking
- Global Audience Onsite
- 6 hours of exhibitor time
- Maximum of 10 total sponsors
- Low Cost Exposure
- Introductory opportunity to sponsor a legacy event

Sponsors and exhibitors at **PRODUCT+** *are thought leaders and advisors, and technology companies with a tool for product roadmapping, customer insights, team collaboration, analytics, marketing automation, product design, DevOps, engineering, agile, and design thinking to name a few. Additionally, recruiters find value in an exhibition booth as an opportunity to interface with potential candidates.*

Who Attends?

More than 200 product folks from across the nation and around the world.

Retail 6%
Media 5%
Other 8%
Digital/Internet/Software 30%
Education/EdTech 8%
Consumer Goods 9%
Financial Service/FinTech 9%
Healthcare/HealthTech 12%
Business Services 13%

Based on 2020 Demographics

MARQUEE SPONSOR

FEATURED 10 MINUTE TALK AND DEMO TO FULL AUDIENCE

- First page branding on all marketing materials, website, conference app, and attendee deliverables
- Full page insert in attendee handbook
- Pre-event attendee welcome email, post-event attendee contact list, and featured postings to LinkedIn group
- 4 attendee passes to each event.
- $499 unlimited discount passes
- Exhibition table in "front and center" location in networking area

COST $10,000

TECHNOLOGY SPONSOR

5 MINUTE TALK AND DEMO DURING AFTERNOON VENDOR SHOWCASE TO FULL AUDIENCE

- *Featured sponsor branding on all marketing materials, website, conference app, and attendee deliverables*
- *Post-event attendee contact list*
- *2 attendee passes to full event.*
- *$499 unlimited discount passes.*
- *Exhibition table*

COST $7,500

EXHIBITOR SPONSOR

FEATURED SPACE AND BRANDING FOR GREAT EXPOSURE AMONG A FOCUSED GROUP OF PMs

- *Featured branding on the conference website, attendee app, web portal and all printed collaterals*
- *Post-event attendee contact list2 attendee passes to each event.*
- *$499 unlimited discount passes*
- *Exhibition table*

COST $5,000

"If you continue to improve a product enough, you'll eventually ruin it."

David Pogue, the New York Times

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