



# ProductCamp London

Sponsor Information Pack

## ProductCamp London, Feb 2011

**ProductCamp London 2011** is the second UK “un-conference” for Product Management and Product Marketing professionals.

Date: **February 26, 2011**

Location: **Guardian building** (near King’s Cross)  
**London, UK**

## ProductCamp History

**ProductCamp London** is part of a worldwide series of unconferences for product managers and marketers.

**March 15, 2008:**

ProductCamp Silicon Valley  
*the first ProductCamp ever*

**October 18, 2009:**

ProductCamp Amsterdam  
*first ProductCamp in Europe*

**June 19, 2010:**

ProductCamp London  
*first ProductCamp in the UK*

## The “BarCamp Principle”

- BarCamps are open, participatory workshop-events, whose content is provided by the participants themselves. ProductCamp, based on the “BarCamp Principle”, is targeted at **product management experts, professionals and participants**.
- For one day, the ProductCamp London will host **around 100 international product management experts, professionals and participants** who are interested in product management.
- The **30-45 minute sessions** provide ample time for presenting a short talk, demonstrating new ideas or technologies, each followed by a discussion.
- Each participant of the ProductCamp has the chance to facilitate a session. Participants can propose sessions at the start of the day, and the audience indicates its interest in the proposals. Sessions at ProductCamps are usually **workshop-like and collaboration oriented**. Since everyone is a (potential) speaker, the discussions tend to be intense yet always respectful.

## Exchanges, Discussions & Networking

- A ProductCamp is an open forum for **product management professionals** from all over Europe that allows participants to exchange knowledge and experiences as well as to get to know each other, find new friends or future colleagues.
- The **interdisciplinary approach** of the ProductCamp encourages participants to discuss topics outside the sessions. Groups form spontaneously in the foyer cafe. It offers a vibrant atmosphere of **discussions, ideas and just plain fun.**
- **As a sponsor**, you have the opportunity not only to present your company and products to a diverse audience of international experts, but also to **network with the participants** and **present your brand** at the heart of the community.

## Become part of a vibrant community

- ProductCamp London will be financed solely through sponsorships. It will be **free for all registered participants**. If you decide to become a sponsor, you can become part of the a European product management community.
- **As a sponsor**, you will receive 2 guaranteed tickets for the ProductCamp out of **approximately 150 maximum available tickets**. You're invited to take part at ProductCamp London and its surrounding events such as the ProductTank event in the evening.
- It's a great way to **meet highly professional and engaging people** who are driven by their love for better product management and marketing tool, processes, and practices.
- If you become a sponsor, you will benefit from the **first class contacts** into the product management community, whether you are looking for inspiration and expert knowledge for the development of your own product.

## Sponsorship Basics

ProductCamp London is entirely funded through sponsoring.

**All participating sponsors will receive:**

- **Promotion** on the website, Twitter channel, and in announcements about the event;
- 2 free posts on the **ProductCamp Job Board** on our site.
- An opportunity to **provide handouts and giveaways at the** event registration or lunch;
- **Acknowledgement** at the opening session;
- **2 guaranteed tickets**
- A **sponsorship badge** to be used in recognition of your sponsorship on your website

**A basic sponsorship package is available for £200**

- We also offer advanced sponsorship packages which guarantee increased recognition...

## Advanced Sponsorship Options

### Basic Sponsor

£200

See previous slide  
for full details

- There are multiple basic sponsorship slots available.

### Coffee Sponsor

£400

All the attention of a basic sponsorship, **plus**:

- The opportunity to speak before the session start for 5 minutes

- There is 1 coffee sponsorship slot available.

### Lunch Sponsor

£1000

All the attention of a basic sponsorship, **plus**:

- The opportunity to speak during lunch for 5 minutes

- There is 1 lunch sponsorship slot available.

We are also more than happy to discuss further sponsorship options that might better suit your needs

## Other Sponsorship Options

### ProductTank Sponsor

All the attention of a basic sponsorship, **plus:**

- The opportunity to speak during drinks after the last session for 5 minutes

- There is 1 ProductTank sponsorship slot available.

### Goodie Bag Sponsor

No set price

All the attention of a basic sponsorship, **plus:**

- The opportunity to provide promotional goods in a ProductCamp or sponsor branded bag to be given to all attendees

- Multiple sponsorships are available.

### Prize Sponsor

£200 + Prize

All the attention of a basic sponsorship, **plus:**

- Your company name promoted and displayed during the voting and awarding period (prize given for best session)

- There is 1 prize sponsorship slot available.

We are also more than happy to discuss further sponsorship options that might better suit your needs

## How to become a sponsor

- Get in touch and request your desired sponsorship package. We will need from you your registered company name and postal address, and the name, email and phone number of the contact person on your end.
- We will send you a confirmation email and invoice.
- Please send us your logo in a vector format or a high-resolution image, together with the target address for the weblink (such as <http://www.google.com>).
- For all packages, please send us also a short description of your company (max 250 words). If needed, send us also the details of a contact person if this is to be included. You will appear as a sponsor on both <http://www.productcamplondon.com> and <http://events.productcamplondon.com> once we have received the confirmation and the logo.
- If you have any questions, please don't hesitate to arrange a phone call so we can answer your questions and clarify any of the finer details.

## Interested in sponsoring or learning more?

Get in touch with us to discuss the details of the event and your specific requirements

### Organisers:



**Janna Bastow** (*direct contact for sponsorship inquiries*)

[janna@simplybastow.com](mailto:janna@simplybastow.com) / 079 7272 0606



**Simon Cast** (*alternate contact*)

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**Selena Hazibabic**



**Martin Ericksson**



**Liz Rice**

Find us on Twitter: [@PCampLDN](https://twitter.com/PCampLDN)

Find us on the web: <http://www.productcamplondon.com>