

# CHAR (16)

CLUSTERING ♦ HIGH AVAILABILITY ♦ REPLICATION



## SPONSORSHIP PROSPECTUS

DECEMBER 06 2016 ♦ NEW YORK

HOSTED BY

2ndQuadrant<sup>®</sup> +  
Professional PostgreSQL

[charconference.org](http://charconference.org)





# Sponsorship Prospectus

**CHAR(16)** is an international conference to celebrate and showcase the significant developments the leading PostgreSQL engineering teams have made in the areas of **Clustering, High Availability and Replication**.

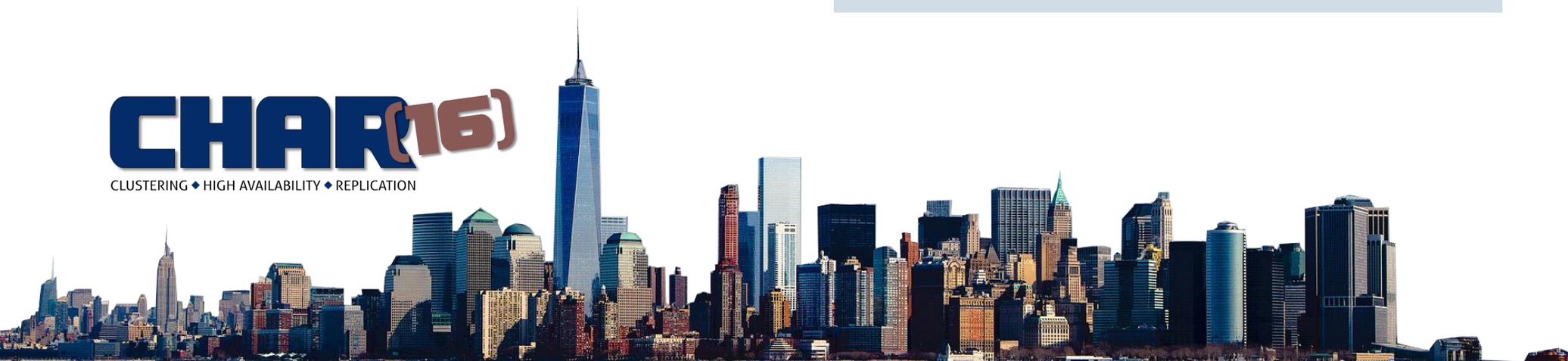
This year's CHAR conference will take place in New York, December 06, 2016 (with an additional training day on December 07) and will bring together the most prominent organizations, thought leaders and contributors to database engineering and science, to present and discuss this highly important topic.

We are operating in unprecedented times of globalized, mass adoption of technology and data dependency. The current and future needs to store, access and manage data are challenging all previous predictions and a fundamental shift in the requirements of database design is leading to new thinking to support these needs.

CHAR(16) will be a unique opportunity to hear from world-class experts, talking about both recent achievements and the exciting developments ahead. Hear from the engineers who are leading the research to ensure current and future data demands are addressed.

With the database playing a pivotal role in the success of the data-driven economy, this isn't just a technical subject conference. The agenda will seek to address and challenge how big data demands will shape our current understanding of best practice for organizations of all sizes and reveal fresh thinking relevant to all executives with technical responsibilities, senior technical managers and decision makers.

**Sponsoring CHAR(16) presents a unique opportunity for your organization to play an influential role in this special conference. Sponsors can expect direct engagement with the delegates through exhibiting, brand awareness through prominent logo placements, and positive association with the likely media attention created by a successful event.**



## A unique opportunity to support a unique event

CHAR(16) will be supported by the leading innovators, influencers and visionaries either directly supporting the development of PostgreSQL or playing a vital role in building an ecosystem around open source platforms.

CHAR(16) will attract influential and senior decision-making technical managers and executives who are looking for advice and a future vision of the advancements in CHAR-type projects, contributing and expanding the core open source PostgreSQL project.

This a unique opportunity for your company to be associated with an event which we predict will be seen as thought-provoking and positively influential.

The conference will attract delegates who need to make serious decisions about future database design and implementation. This is a fantastic opportunity to align your brand and offerings, through the power of association, with the conferences' core values and content.

CHAR(16) delegates are likely to be amongst an elite sector of the technical community.

CHAR(16) is offering two sponsorship packages.



Sponsorship Benefits	PLATINUM \$12,000	GOLD \$6,000
15 minutes keynote	✓	
Booth space + table	✓	✓
Logo branding: Conference website	✓	✓
Logo branding: Conference material	✓	✓
Logo branding: Conference t-shirt	✓	✓
Logo branding: Venue signage	✓	
Logo branding: Stage banners	✓	
Access passes	6	3
Access to delegate (opt-in) attendee list	✓	
Add marketing material & gift in delegate bags	Up to 8 pages (A4 /LET) + 2 gifts	Up to 4 pages (A4 /LET) + 1 gift

Special requests or requirements not listed in the benefits table will be considered, subject to approval by the organizing team.

## Who and why will people attend?

CHAR(16) will be a unique opportunity to learn more about the focus areas of Clustering, High Availability and Replication in this very special 1-day conference. Organized by the leading open source PostgreSQL development company, 2ndQuadrant, CHAR(16) will offer both insight and practical advice to take forward for decision makers interested or involved in the areas of database design, implementation or management.

The conference will attract a number of world-renowned speakers to give delegates first-hand knowledge of the ongoing development of current projects and present new thinking in several areas of innovation.

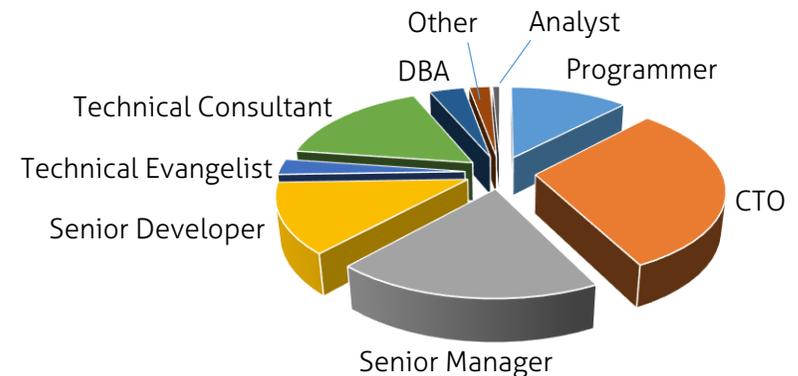
This will draw interest from an international audience, with the expectation on a strong representation from the United States, particularly from the East and Central regions.

CHAR(16) is the chance for delegates to hear from the experts at the forefront of research in fields such as massively parallel scaling and logical replication.

It's also the opportunity for attendees to contribute and influence the direction of development, with an agenda designed to fuel discussion and contribution from delegates.

No other event is likely to attract the same level of expertise and experience in CHAR topics so CHAR(16) presents a great opportunity for delegates to learn from data engineers working at the cutting edge of development. It may even influence their thinking in areas they currently have challenges with, and your role as a sponsor could be significant.

### Average attendance mix by job role at previous CHAR conferences



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## Training track: putting theory into practice

CHAR(16) will include an additional and optional training track, to take place the day after the conference.

The format will be small classes of up to 15 students to create a personal approach to learning, and provide delegates access to specialists in the topics covered by the conference.

This will be a very cost efficient way for conference delegates to gain access to such high levels of expertise and build on the learnings of the previous day at the CHAR(16). Each course will take place over 1 day, running simultaneously on the December 07.

Sponsors will gain additional exposure during the training, with branding and acknowledgement continuing on the training day for all sponsors.

### Planned Training Courses:

#### Course 1: PostgreSQL Replication & Upgrades

This course covers the essential replication and upgrade techniques required to create stable environments and focusing on features like logical, selective and bi-directional replication.

#### Course 2: PostgreSQL Performance Tuning

Delegates will learn how to optimally tune PostgreSQL for high performance. The training starts by explaining the overall architecture of the database system, how it interacts with the operating system and what settings are important; both in PostgreSQL and the operating system itself.

#### Course 3: Postgres-XL

An in-depth and practical course covering this horizontally scalable extension to PostgreSQL. This course will help delegates understand and implement massively parallel databases using Postgres-XL.



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## Celebrating 20 years of success

With PostgreSQL now 20 years young and global adoption of the world's most advanced database continuing at unprecedented rates, the demands from enterprises to expand the core product is being addressed by several tier one development organizations.

The success of the projects which ultimately builds upon and improves core PostgreSQL cannot be underestimated.

After 20 years of continuous development, the outcome is a highly durable, scalable and secure open source product. A product that is hard to match in quality and functionality via any other software development method, open source or proprietary.

The power of the collaborative approach underpinning the development cycle of PostgreSQL, both from commercial organizations and the community, continues to impress users at every level.

the world's most advanced open source database

CHAR(16) will give delegates first hand access to the people who make these advances possible, some of whom have been part of the PostgreSQL success story since it started.

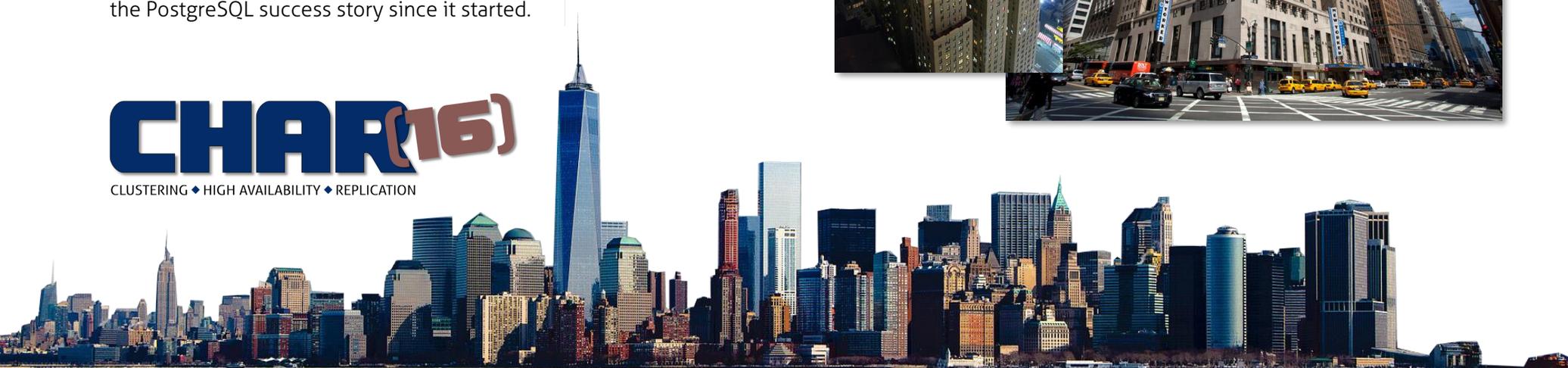
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## New York Venue

The venue for CHAR(16) is the New Yorker, a Wyndham Hotel.

Nestled in Midtown Manhattan along 8th Avenue – just South of Times Square and North of Penn Station – stands an iconic Jazz Age-era building that has drawn some of the most influential travellers in history. Described as an Art Deco icon the New Yorker is land-mark location perfected located for conference delegates. Offering excellent facilities and ample accommodation for those wishing to stay overnight, either before or after the event.



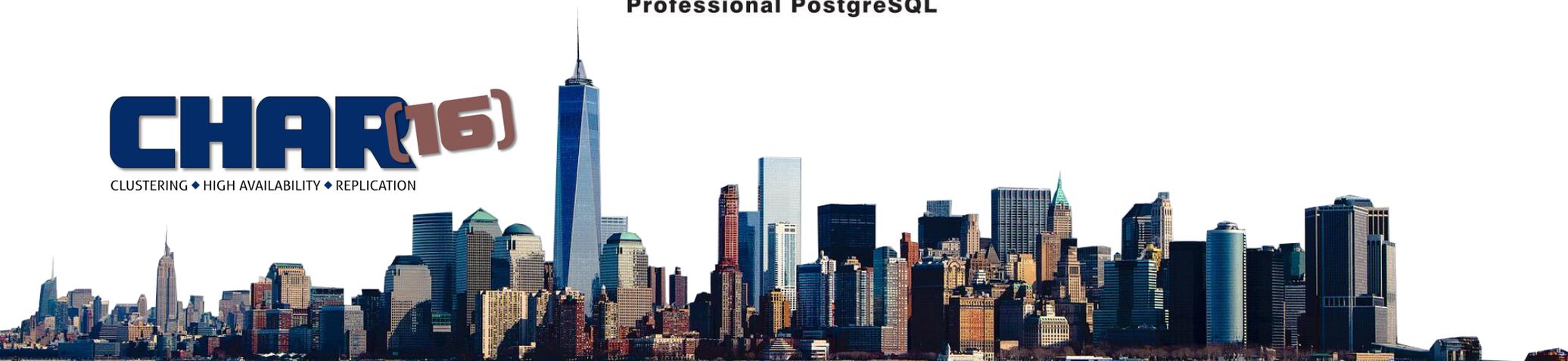


CHAR(16) Conference, December 06 2016  
CHAR(16) Training, December 07 2016

To sponsor this conference contact the organizing team at:  
[info@charconference.org](mailto:info@charconference.org)

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