



Top 10 Reasons to Be a Sponsor

1) Thought leadership

You will be in the company of industry innovators who have shaped and continue to shape the open source ecosystem. Attendees will consider the value of your unique point of view, message and offerings as part of their overall strategy.

2) Increase brand awareness and recognition

Your brand will be exposed to open source professionals from all around the globe at all levels in their careers, from consultancies to start ups, to major corporations, to some of the biggest names on the Internet. They will take back with them the knowledge of what you offer, to share with peers and to be used throughout their careers.

3) Highly targeted marketing opportunities

The audience you want to target will be at Percona Live. Care about reaching developers, DBA's, administrators, engineers, or architects? They'll be there. You'll have the opportunity to shape your corporate presence to attract the open source professionals that are most likely interested in the solutions you offer.

4) Talent acquisition and recruitment

Percona Live attracts some of the most talented open source professionals in the world – from consultants, to startups, to small-to-medium enterprises and organizations, to the largest companies on the Internet. Do you need to hire MySQL or NoSQL developers, DBA's, administrators, engineers, or architects? They'll be there. You'll be able to personally engage with them to discuss the mutual benefits of working at your company.

5) Show support for the open source community

Your participation in Percona Live will show the open source community that you support them by understanding their needs and providing valuable solutions to their common problems. In addition, you'll help shape the direction of their data performance strategy now and in the future and be a partner in their success.

6) Generate quality sales leads

Your sponsorship helps your business in segments you may have not yet expanded to, or even considered. You'll meet all levels of professionals from beginners to experts to executive management, working in a variety of industries, countries, and company types, interested in learning how your offerings can fit into their current and future open source database strategies.

7) Showcase products, services and technologies

As a sponsor, you'll have the opportunity to exhibit, demo, and speak about your company's offerings to a highly engaged and targeted audience. You'll be able to personally talk with an interested attendee and perhaps even show them how your offering might work in their environment.

8) Generate new partnerships, alliances and customers

Your sponsorship will give you the visibility and opportunity to not only attract new customers, but also engage with potential partners on new joint opportunities. Percona Live attracts some of the most respected innovators in the industry, and your sponsorship will facilitate discussion with those that offer synergistic products and services about working together.

9) Face time with new or existing customers

Percona Live participants' knowledge of your sponsorship, along with your exhibition opportunity, facilitates conversations and meetings with both new and existing customers. Most of our sponsors return home with many actionable leads and new business.

10) Expand your customers in the MySQL, MongoDB and open source database marketplaces

The audience you want to target is at Percona Live. They will hear your most exciting announcements, see your demonstrations, listen to your talks and get exposed to the unique offerings you provide. Help enterprises solve their database issues with your solutions!

Contact Us Now

To learn about Percona Live Sponsorship opportunities, please contact our conference sales team:

- Fern White, Senior Manager, North American Events & Field Marketing, Percona, 1-647-236-6314, fern.white@percona.com