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# Back by popular demand, ProductCamp Austin returns this summer and we need YOUR help!

# What is ProductCamp? [ProductCamp](http://www.productcampaustin.com) is a collaborative user organized, unconference, focused on Product Marketing and Management topics. At ProductCamp there are no "attendees," since everyone participates in some manner: presenting, leading a roundtable discussion, helping with logistics, securing sponsorship, setting up WIFI or volunteering.

# What’s great about ProductCamp? ProductCamp is a great opportunity to learn from, teach to, and network with professionals involved in the Product Management, Marketing, and Development process from the Austin area!And it’s FREE for people to participate!

# How successful is Product Camp in Austin? The last ProductCamp Austin held in [January 09](http://barcamp.org/ProductCampAustinWinter09) were a huge success!

* **Over 250 people** from companies like AMD, Dell, Cisco, IBM, Hoovers, Lombardi Software, NetQoS, NetStreams, UT Austin, Troux Technologies, Seilevel and SolarWinds, signed up online and **170+** [**participants**](http://barcamp.org/Product-Camp-Austin-Winter-09-Attendees) showed up on the day (**a 100% increase from the first ProductCamp** **held in June 08!**). Disciplines included Product Management, Product Marketing, Marketing, Development, User Interface Experts and Legal
* **40+** [**sessions**](http://www.barcamp.org/Product+Camp+Austin+Winter+09+Artifacts) were voted by the ProductCamp participants (yes, at ProductCamp proposed sessions are voted on with the most popular sessions being scheduled) and 28 interactive sessions conducted
* **16 sponsors** helped make the first two ProductCamp Austin a FREE event with cash and in-kind donations.
  + Accept Software
  + ActLabs UT
  + AIPMM
  + Austin PPM Forum
  + Austin Ventures
  + BuildASign
  + LGE Executives
  + NetQos
  + NetStreams
  + Pragmatic Marketing
  + Proforma
  + Ryma
  + Seilevel
  + St Edward’s University Professional Education Center
  + Troux Technologies
  + Zizgag Marketing

# Tell me more about ProductCamp Austin 2009 (Summer edition): Back by popular demand, ProductCamp Summer 09 will be held on August 15h from 9:00am to 4:00pm on the UT campus (University Teaching Center @ the McCombs School at UT Austin). And this time we are targeting 450 registrations and 300+ participants on the day!

# How can YOU help? We want ProductCamp Austin Summer edition to be the largest ever organized ProductCamp and we need your help to fund the event and spread the word.

# How can I contribute? Thankfully the venue is provided to us for free as an in-kind donation but we still need to feed all the participants and pay for some extras (badges, WIFI, bags etc). For this upcoming event, we are therefore asking sponsors to contribute in cash and we will take care of all the production and logistics. The following table shows your logo placement opportunities based on the level of contribution you want to put in:

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  | **$750** | **$1000 (or more)** |
| PowerPoint | X | X |
| Sponsors banner | X | X |
| Premium logo placement / recognition |  | X |

# If I contribute $1,000 or more, what type of Premium logo placement can I choose from?

|  |  |
| --- | --- |
|  | **Premium Sponsorships** |
| Badge lanyard | *No longer available* |
| Lunch | *Only 2 more available* |
| Happy Hour | *Only 3 more companies* |
| Bag | Limited to 1 company  (minimum $2500 cash contribution) |

# Can I also give some branded freebies to be included in the bag and/or given away during ProductCamp?

# Yes. We welcome branded freebies and are open to any other sponsorship suggestions / ideas. Just send an email to [bertrand.hazard@troux.com](mailto:bertrand.hazard@troux.com). Sponsors are also welcome to distribute literature during the event.

# When do I need to commit for the sponsorship? Premium sponsorships are provided on a first come, first served basis so the sooner you let us know, the better. We also ask for checks to be made to ‘Bertrand Hazard’ and sent by no later than July 30th 2009 to the following address:

# Bertrand Hazard Product Marketing Director Troux Technologies 8601 FM 2222 Austin, TX 78730

# Freebies are to be sent by no later than August 7th at the same address. Please let us know in advance, what you plan to give away so that we can avoid similar freebies.

# One last note … Should we need to cancel the event for any reasons (not that we even want to think about it but that’s what lawyers always ask us to say), all non-committed funds would be sent back to each sponsor.

# Which sponsors are already on board? McCombs Business School (MootCorp), Austin Ventures, Pragmatic Marketing, Troux Technologies, AIPMM and BuildASign have already agreed to help and we are talking with a few more companies, past and new potential sponsors. But of course, we really look to add your name to the list!

# What else can I do? Spread the word! The more sponsors we can secure, the less worried we will be ☺. More seriously, the success of this event is based on the number of people who participate on the day so the more we can spread the word the better. We should also soon have our website ready for registration with more details on [ProductCamp Austin Summer](http://www.barcamp.org/ProductCampAustinSummer2009) edition.