



# The Annual Gathering of Ottawa's Product Professionals

[ottawapmma.ca/productcampottawa](http://ottawapmma.ca/productcampottawa)

## Why Sponsor ProductCamp Ottawa?

- Gain access to our membership and engage directly
- Attract highly *skilled* and *motivated* talent
- Increase your brand awareness
- Promote products and services
- Attract and find business and technology partnerships
- Invest in Ottawa's talent pool and reputation for innovation



Nine ProductCamps | Over 1500 Paying Attendees | Over 130 Participant Sessions & Keynotes

## The OPMMA People At a Glance

15 years as a not-for-profit, volunteer organization promoting product expertise in Ottawa.

### Demographics

- 1,400 Members across all Ottawa industries
- From startups to Fortune 500
- From students to CxOs
- With online participants from the US and EU
- Representing:
  - Product management / marketers
  - UX/UI & developers
  - business development

### Engagement

- 57% Email open rate
- 1,776 LinkedIn Followers
- 1,403 LinkedIn Group Members
- 6 – 8 networking events per year
- Average 35+ attendees per event
- Guest speakers include CEOs, politicians, business leaders, and the 'average' Jane & Joe
- Focus on learning & networking
- Mentorship program

**An "unconference"**  
The bulk of the content is created, voted on, and presented by the attendees. *Information by the people, for the people = high engagement*

## Sponsorship Benefits

	Free PCO* tickets	Logo on PCO & sponsors webpage	Tagging in PCO campaign promotion	PCO Sponsor Table	1 year of your logo on OPMMA main page	Logo on main page for 1 year & tagging in member comms.	PCO Speaking Opportunity	3 Featurettes promoted in our network
\$300	1							
\$600	1							
\$1,200	2							
\$2,500	4							

\*PCO = ProductCamp Ottawa

