

# ProductCamp Ottawa 2024



Ottawa  
Product  
Management  
& Marketing  
Association

## The Premiere Event for Ottawa's Product Professionals

[ottawapmma.ca/productcamp-2024](http://ottawapmma.ca/productcamp-2024)

### 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



#### ProductCamp 2023

- 118 attendees
- 2 Keynote Panels
- 12 participant sessions

### The OPMMA People At a Glance

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

#### Demographics

- 1,366 Members across all Ottawa industries
- From start-ups to Fortune 500
- From students to CxOs
- With online participants from the US and EU
- Representing:
  - Product management / marketers
  - UX/UI & developers
  - business development



#### ProductCamp 2021

- 127 attendees
- 1 Keynote
- 10 participant sessions

#### Engagement

- 57% Email open rate
- 1,283 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



#### ProductCamp 2019

- 111 attendees
- 1 Keynote, 1 Panel
- 8 participant sessions

### Sponsorship Benefits

	Free PCO* tickets	Logo on PCO & sponsors webpage	Tagging in PCO campaign promotion	PCO Sponsor Table	1 year Logo on OPMMA main page	1 year Logo & tagging in all member comms.	Main hall PCO speaking session	3 featurettes promoted in our network
\$300								
\$600	1							
\$1,200	2							
\$2,500	4							

\*PCO = ProductCamp Ottawa



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