



Sponsorship Prospectus

September 9-11, 2026
Mövenpick Hotel Amsterdam City Centre,
Amsterdam, The Netherlands

About Percona Live

Percona Live conferences provide database developers, administrators, and decision-makers insight and learning specific to the use and adoption of open source database solutions. Attendees gather in-person or ONLINE for three days of hands-on tutorials, breakout sessions, keynote addresses, networking, and fun!

Each Percona Live provides a unique opportunity to network with peers and technology professionals by uniting the best and brightest of the open source database community to share their knowledge, experience, and use cases.

Percona Live is the place to learn about how open source database technology can power your applications, improve your websites, secure your data, and solve critical database issues.

Percona Live Sponsors are invited to showcase their products and services through the expo hall, product demonstrations, and speaking opportunities. With the introduction of Percona Live ONLINE, sponsors will also have the opportunity to feature to many attendees who are viewing and attending the conference virtually.

“(I am) always excited to attend Percona Live for the information and opportunities!”

Past Percona Live Attendee

Past Percona Live Sponsors



Shannon Systems



Hot topics

- Cloud-Native Applications and the Databases that support them
- Open-source database deployments and technologies
- Observability and troubleshooting of your database infrastructure
- How to secure and protect your data infrastructure
- Database development best practices, tips, and tricks
- Managing databases at scale (or how to manage 1000s of databases across multiple sites)
- Performance and optimization techniques, tricks, and strategies for optimizing your databases deployments

Percona Live in numbers

400⁺

Number of Attendees

100⁺

Number of Speakers

15

Expo Hall Kiosks Available

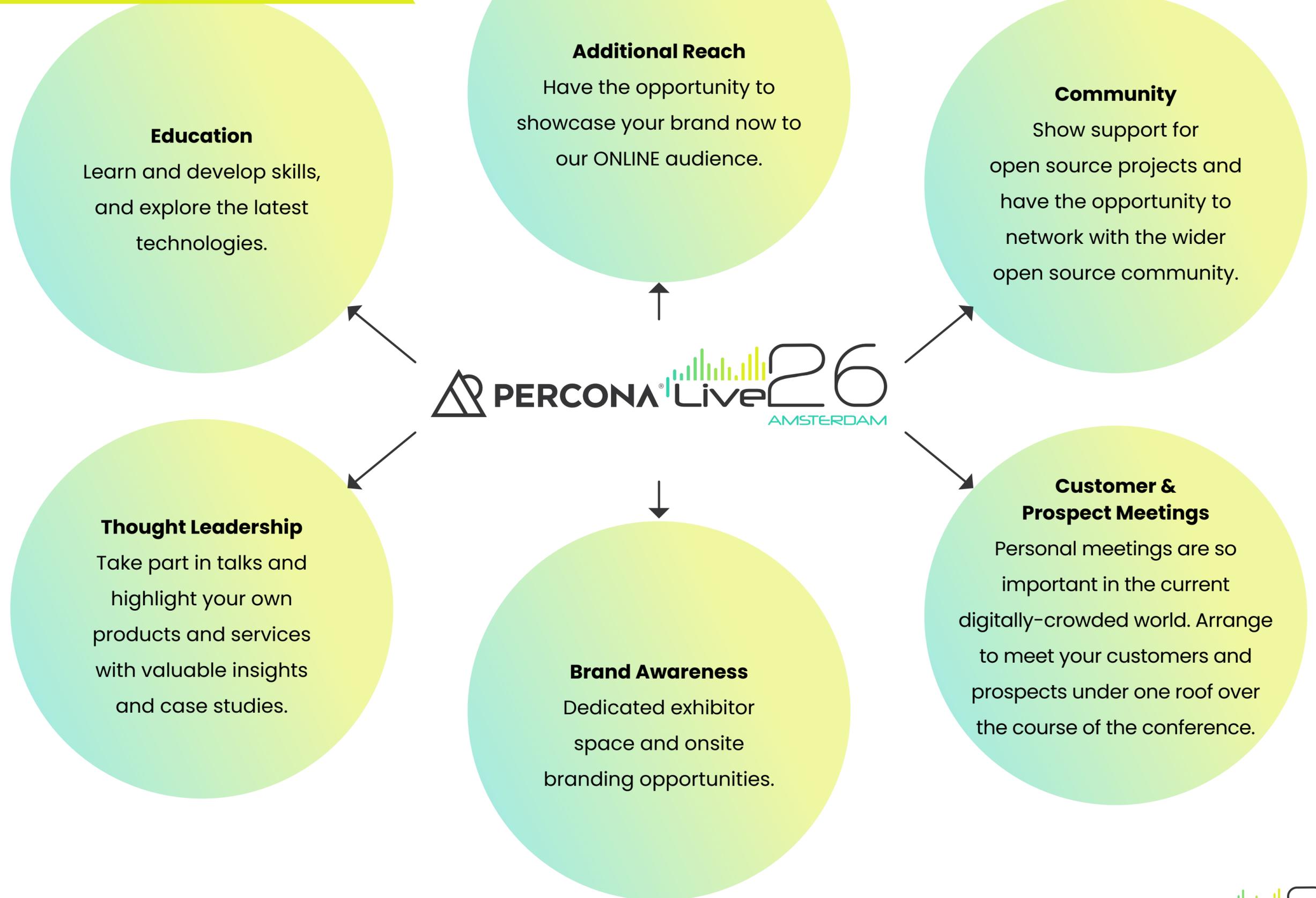
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Number of Days

2

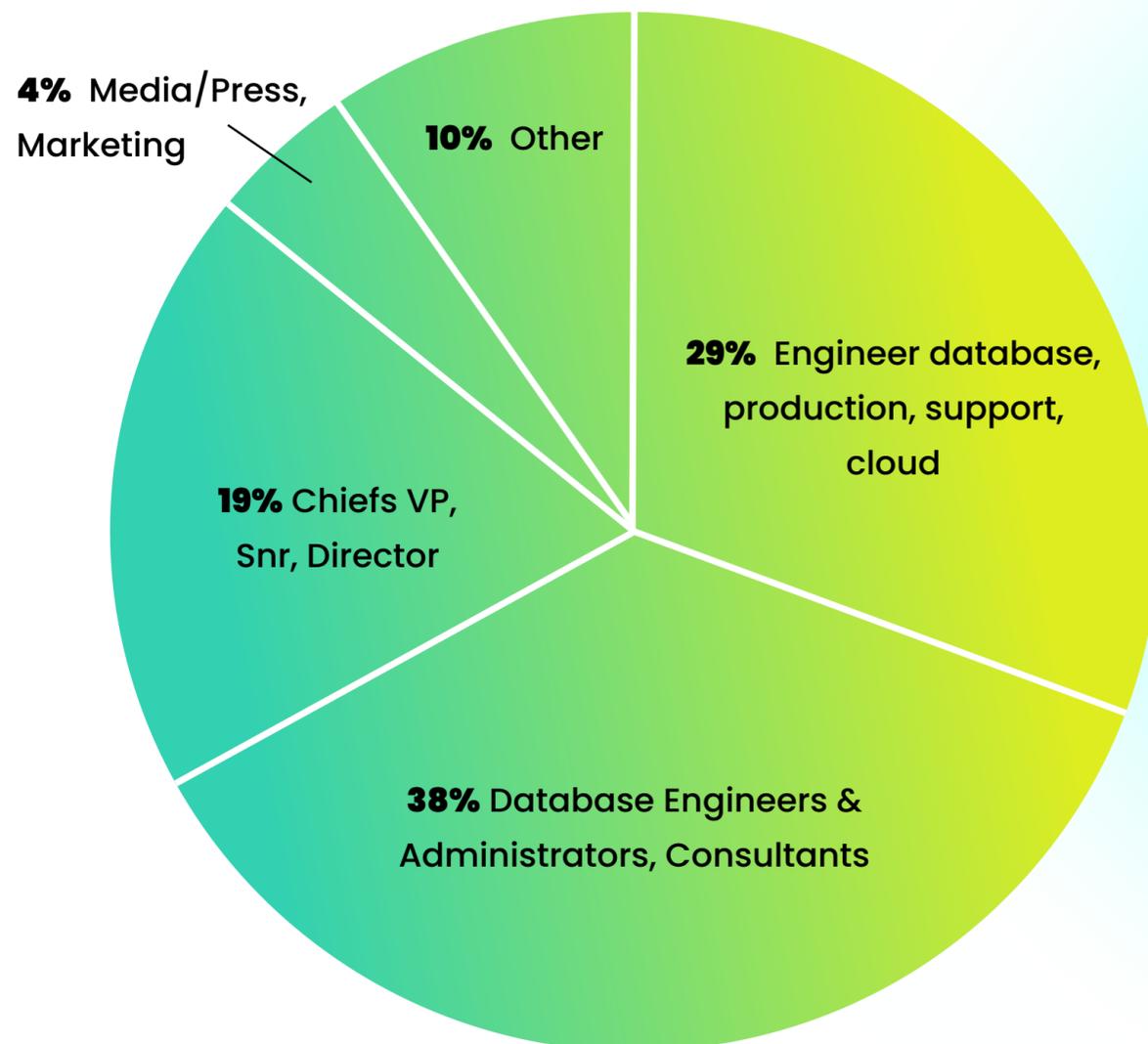
Expo Hall Days

Benefits



Audience

Percona Live attendees come back year after year to learn about the latest database products and services and keep up to date with industry trends. By networking with others in the industry, they learn how to solve critical database issues and develop skills through talks and hands-on tutorials.



Passport Program

To encourage kiosk participation, we will continue with the Passport Program this year, where each attendee is given a 'Conference Passport' and asked to visit each participating sponsor for a stamp that qualifies them to enter the drawing for awesome prizes!

We ask each participating sponsor to provide a prize worth \$250.00 or more to participate.

"I got a lot of great value out of this year's Percona Live conference. I met some great people and came back to work with a lot of ideas for our database environment."

Past Percona Live Attendee

Sponsorship Tiers

TIER 1: Platinum Partner (2 Slots) – €13,000

Speaking: 5-minute keynote introduction or welcome address.

Branding: Exclusive logo placement on attendee lanyards and top-tier website placement.

On-Site: Premium 10x10 exhibit booth in the primary networking hub.

Passes: 8 Full Conference Passes + 4 VIP Reception invites.

Digital: Dedicated "Sponsor Spotlight" email and two featured social media posts.

TIER 2: Gold Partner (4 Slots) – €8,500

Branding: Mid-tier logo placement on website and digital signage during all breaks.

On-Site: Standard 10x10 exhibit booth.

Passes: 5 Full Conference Passes.

Activation: Choice of sponsoring one Lunch or Coffee Break (includes signage in catering area).

TIER 3: Silver Partner (6 Slots) – €4,500

Branding: Logo on "Official Sponsor" wall and website footer.

On-Site: 6ft High-top networking table for materials/swag.

Passes: 2 Full Conference Passes.

Digital: Included in the "Meet our Sponsors" collective announcement email.

Additional Sponsorship Opportunities

Coffee Break Sponsor (€2,000 per day or €3,500 for both days)

Percona Live offers a high-impact sponsorship opportunity for organizations to sponsor the coffee stands throughout the venue, providing free coffee to attendees all day. This sponsorship keeps your brand front and center at one of the most popular gathering spots, creating natural moments for connection and conversation. It's a warm, crowd-pleasing way to fuel the community while associating your organization with hospitality, energy, and a great attendee experience.

BENEFITS INCLUDE:

- Prominent logo placement on exhibit hall floorplans and venue maps
- Sponsor acknowledgment across all pre-event and post-event attendee communications
- Optional add-on (additional cost) to feature one (1) monitor at each coffee stand displaying looping organization slides
- Custom branded signage at every coffee station, prominently featuring your logo and a "thank you for the coffee" message
- Branded napkins at each coffee station showcasing your logo
- Branded coffee cups at each station for continuous brand exposure
- Inclusion on sponsor recognition signage displayed throughout the venue

Closed Captioning Sponsor (€4,000 Includes Full Event Duration)

Percona Live offers a unique sponsorship opportunity for organizations to support live closed captioning across every session and workshop, helping make the event more accessible and inclusive for all attendees. By sponsoring captioning, your organization directly contributes to a better experience for global, multilingual, and hearing-impaired participants while demonstrating a strong commitment to accessibility and community values.

BENEFITS INCLUDE

- Sponsor logo featured on signage throughout the venue highlighting your support for accessibility
- Verbal acknowledgment from the stage before each workshop and general session
- Inclusion in all pre-event and post-event communications to attendees as the official closed captioning sponsor
- Recognition on session schedules, floorplans, and program materials
- Logo placement on live captioning screens or overlays during sessions
- Visibility in post-event session recordings and on-demand content as the accessibility sponsor
- Association with Percona Live's commitment to inclusivity and accessibility for all attendees

Media Sponsor (€5,000)

Percona Live offers a premium opportunity for an organization to be the exclusive sponsor of the Media Room, where podcast recordings, media interviews, and live Q&A sessions take place. This sponsorship positions your brand at the center of thought leadership and storytelling throughout the event, with visibility tied to influential voices and key conversations. It's a powerful way to align your organization with industry insight, community dialogue, and the content that carries Percona Live beyond the conference walls.

- Prominent logo placement on exhibit hall floorplans and venue maps
- Sponsor acknowledgment across all pre-event and post-event attendee communications
- Mention from stage during general session functions
- Inclusion on sponsor recognition signage displayed throughout the venue as "Percona Live Media Room Made Possible By"

Community Happy Hour at the Showcase Sponsor (€6,000)

Percona Live's booth crawl brings the community together in the exhibit hall for a lively Happy Hour at the Showcase, encouraging attendees to connect with sponsors and explore the floor. Organizations have a unique opportunity to sponsor the drink stands during this event, placing their brand at the center of one of the conference's most social and engaging moments. It's a fun, high-energy way to drive booth traffic, spark conversations, and build lasting connections with the Percona Live community.

- Exclusive branding on all drink stands throughout the booth crawl event
- Custom signage throughout the exhibit hall highlighting your sponsorship
- Recognition in pre-event and post-event communications to attendees
- Branded koozies or other giveaway items distributed at each drink stand
- Inclusion on sponsor recognition boards displayed throughout the venue
- Association with a fun, community-focused networking event that drives booth traffic and attendee interaction

Attendee T-Shirt Sponsor (€3,500)

Percona Live offers a standout sponsorship opportunity for organizations to sponsor the official event t-shirts worn by attendees throughout the conference and long after it ends. This provides lasting brand visibility as the shirts travel well beyond the venue, extending your reach into offices, meetups, and future events. It's a tangible, high-value way to align your brand with the Percona Live community and create a memorable takeaway attendees actually want to wear.

BENEFITS INCLUDE

- Sponsor logo featured on one sleeve of the official Percona Live t-shirt
- Inclusion on sponsor recognition signage displayed throughout the venue

Session Recording Sponsor (€7,000)

Percona Live offers a premium sponsorship opportunity for an organization to be the exclusive sponsor of official session recordings from the event. This sponsorship delivers long-term brand exposure as recordings are viewed and shared by the global Percona community well after the conference concludes. It's a powerful way to associate your brand with knowledge sharing, education, and the lasting impact of Percona Live content.

BENEFITS INCLUDE

- Sponsor logo and recognition featured on signage throughout the venue
- Dedicated sponsor recognition slide displayed before every session
- Inclusion in all pre-event and post-event communications to attendees
- Sponsor logo watermark embedded in each published session recording
- Custom sponsor-branded slide shown at the start of every recorded session upon release

Water Station Sponsor (€750)

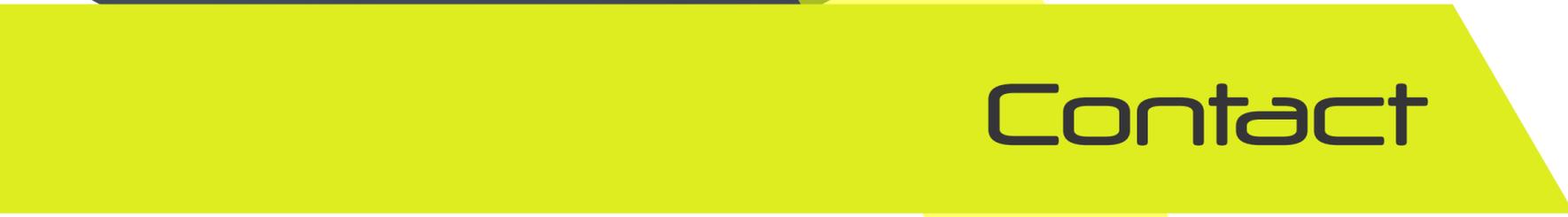
Percona Live offers a high-visibility sponsorship opportunity for an organization to be the exclusive attendee hydration sponsor through water stations located throughout the venue, workshop rooms, and exhibit hall. This sponsorship places your brand at essential touchpoints attendees rely on all day, reinforcing a positive and practical presence across the event. It's a meaningful way to support attendee wellness while keeping your organization top of mind at Percona Live.

BENEFITS INCLUDE

- Sponsor acknowledgment across all pre-event and post-event communications to attendees
- Custom branded signage at each water station, prominently featuring your logo and a "thank you for the water" message
- Inclusion on sponsor recognition signage displayed throughout the venue



Ready to
get started?



Contact

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