

# Pittsburgh Perl Workshop 2007

## Sponsor's Prospectus

### About the Pittsburgh Perl Workshop

The Pittsburgh Perl Workshop (PPW) is a code-oriented technical conference for Perl programmers and would-be Perl programmers. The first PPW was held in September 2006 at Carnegie Mellon University. 120 students and professionals attended the one-day event, which was widely praised, featuring speakers from academia and industry. (In our post-conference survey, 94 percent of surveyed attendees said they would attend PPW '07.)

The hallmarks of a PPW conference are the following:

- a balanced mix of academic and industry speakers;
- emphasis on technical talks that feature real code and immediate, practical applications;
- low-cost admission, to encourage student participation (industry participation at Perl conferences has always been strong); and
- an academic-style conference environment that eliminates distractions, keeps the focus on the technical content, and promotes fellowship among talented programmers.

### About this year's conference

Carnegie Mellon  
University Center  
October 13–14, 2007

This year the conference is expanding to a two-day format. We expect over 150 attendees. As in the past, PPW '07 will feature introductory and advanced technical tracks. This year's introductory track will begin with a day-long tutorial: "From Zero to Perl." The tutorial is being added because of attendee demand to introduce newcomers to the Perl language and prepare them for the second day's technical talks. The advanced track will span the conference's full two days, offering expert programmers a much-expanded selection of talks.

### Why sponsor the Pittsburgh Perl Workshop?

We are offering PPW '07 sponsorship opportunities to a few selected companies whose values mirror those of the programming community. If you are reading this document, it is because we believe that your company is widely respected in the community and would be seen as a trustworthy sponsor, and because we expect sponsorship to be in your interests. To be more specific, there are three good reasons for you to sponsor PPW '07:

- 1 *Sponsorship is good.* It supports the programming community and the community's traditions of rich technical talks, sharing, and fellowship.
- 2 *Sponsorship builds trust.* It shows that your values mirror those of the programming community and that you are willing to support and contribute to the community.
- 3 *Sponsorship is a great way to meet talented future employees.* Today's best students will soon be entering the workforce and choosing their employers. Students accounted for over one third of PPW '06 registrations.

We hope you will consider sponsoring this year's Pittsburgh Perl Workshop.

## How to become a sponsor

Contact  
sponsors@pghpw.org

Our budget estimate for PPW '07 is \$20,000, which will cover conference facilities, food service, social gatherings, limited speaker expenses, printing costs, and the tutorial workshop. We are seeking a few sponsors to underwrite the bulk of these expenses. Ideally, we would have –

- *one event sponsor* to underwrite about two-thirds of the conference expenses, in consideration for which the sponsor will be prominently recognized on the conference web site and in all official conference materials;
- *two to four contributing sponsors* to underwrite the balance of the major conference expenses, in consideration for which the sponsors will be acknowledged on the conference web site and in all official conference materials; and
- *two to four community sponsors* to provide limited sponsorship for events such as after-event social gatherings and programming “hackathons.”

**Please take this opportunity to become a sponsor.** Sponsorship is made in the form of a donation to The Perl Foundation, a 501(c)(3) non-profit organization having nearly a decade of experience creating and aiding extremely successful conferences, including PPW '06. We and the Perl Foundation are working closely to ensure the continuing success of the Pittsburgh Perl Workshop conferences.

A member of the PPW planning committee will contact you shortly to explain how to make your contribution, should you choose to support this year's conference. If you have any questions, please contact us at [sponsors@pghpw.org](mailto:sponsors@pghpw.org).