

FUTURE OF PRODUCT MANAGEMENT SUMMIT 2025

THURSDAY, OCTOBER 16, 2025
12–5 PM ET



**BACK BY POPULAR DEMAND.
BIGGER. BOLDER.
BUILT FOR WHAT'S NEXT.**

After an *incredible debut in 2024*, with over 2,500 registrants, overflowing chat rooms, and rave reviews from speakers and sponsors alike, the Future of Product Management Summit returns on October 16, 2025 for another high-impact, fully virtual experience hosted by Pragmatic Institute.

Whether you're looking to get in front of thousands of highly engaged product professionals or share your voice alongside the industry's most forward-thinking minds, this is *your* summit.

Why Sponsor the 2025 Summit?

Get your brand in front of thousands of decision-makers, trendsetters, and high-intent product professionals. This isn't just logo placement. It's visibility where it counts: inside live sessions, ad rolls, email campaigns, social content, and attendee conversations.

HIGHLIGHTS FOR 2025 SPONSORS:

- **Premium exposure** across ad rolls, session slides, emails, and social
- **Qualified leads** delivered post-event, not just passive impressions
- **Teaser campaigns and role-based reminders** to boost show-up rates
- **Streamlined activations** that are simple to execute, yet hard to miss
- **A highly engaged community** powered by real-time chat, live polls, and compelling giveaways that drive nonstop interaction and buzz
- **Credibility by association** with Pragmatic Institute, a trusted name in product education
- **Topics that matter** to PMs, PMMs, product ops, and execs alike

We're not just hosting an event. We're building a movement.

Come be part of it.

EVENT OVERVIEW

- **Date:** Thursday, October 16, 2025
- **Time:** 12–5 PM ET
- **Location:** Zoom Events
- **Format:** Curated sessions. Energized community. Zero fluff.

This five-hour summit is designed to spark bold ideas, candid conversations, and lasting connections. From keynotes that challenge the status quo to breakout sessions that deliver tactical takeaways, the content hits on every major shift shaping the product world: AI adoption, business accountability, market positioning, cross-team collaboration, and human-first leadership.

ATTENDEE PROFILE

Expect 2,500+ professionals from across the product ecosystem, including:

- **Product Leaders:** CPOs, VPs, Directors, and Heads of Product
- **Product Managers:** From early-career ICs to seasoned operators
- **Product Marketers:** GTM specialists, storytellers, and demand drivers
- **Designers, Researchers, Analysts, Ops Leads, and Founders**

These aren't passive attendees. In 2024, our audience packed the chat with questions, quotes, and shout-outs from start to finish. They showed up early, stayed through the final session, and dove into post-event follow-ups and community threads.

This summit isn't just a broadcast. It's a conversation with some of the most thoughtful, curious, and committed product people on the planet.

2025 SUMMIT SPONSOR PACKAGES

Three streamlined tiers, real brand value

Silver Sponsor – \$2,000

Ideal for first-time partners or brand visibility seekers

Includes:

- Sponsor name and logo on event website and Zoom lobby
- Small virtual expo booth (Zoom Events)
 - 1 eligible booth space
 - Up to 5 booth reps
 - Booth chat function enabled
 - 2 downloadable PDFs + up to 2 static images in booth
- Group social media mention pre-event
- Logo featured on closing slides and post-event recap email
- Post-event booth leads

Gold Sponsor – \$5,000

Designed for stronger visibility and brand engagement

All Silver Benefits, plus:

- Logo and website link in all event marketing emails
- Dedicated pre-event solo social media post
- One 30-second ad roll between summit sessions
- Digital promotional asset in attendee resource pack
- Medium virtual expo booth (Zoom Events)
 - Up to 10 booth reps
 - Up to 3 images and 5 downloadable PDFs
 - Expo booth chat enabled
 - Up to one expo booth video enabled
- Post event group social post + wrap-up thank-you
- Inclusion on select session title slides
- Access to attendee interaction via booth chat
- Basic event analytics + lead report
- Post-event engagement performance summary

Platinum Presenting Sponsor – \$10,000 (only 2 spots left)

Maximum exposure, exclusive positioning

Includes everything in Gold, plus:

- “Presenting Sponsor” designation in opening & closing remarks
- Sponsor name, logo and website link featured prominently on all promotional emails, website, and live session slides
- Two 30-second ad rolls in-between sessions of choice
- Large virtual expo booth
 - Up to 20 booth reps
 - Up to 5 static images + 5 PDFs
 - Sponsor lead scanning enabled
- Dedicated social media pre-event post plus group mentions
- Optional branded welcome or slide inclusion in one session
- Inclusion in post-event recap email with high placement
- Custom thank-you message in post-event attendee email
- Full opt-in lead list from summit registrants
- Full event analytics + warm lead report
- **Bonus:** 3 seats to a Pragmatic Institute workshop or course (a \$4000 value)