



ROWS AND COLUMNS

Sponsorship Prospectus

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September 22, 2026 · Contemporary Jewish Museum · San Francisco, CA

Free to attend · Application required · 300–400 practitioners

What Is This Event?

This event brings together data practitioners, architects, vendors, and researchers to discuss the evolving world of transactional and analytical systems. Join us to debate architectures, share real-world experiences, and explore the ideas shaping the future of data systems in the era of AI.

Not vendor roadmaps.

Real case studies from engineers operating these systems at scale.

Not architectural theory.

Concrete decisions, real numbers, and the tradeoffs teams live with every day.

Not an AI hype show.

AI is the backdrop. Data architecture is the foundation. This is where practitioners go deep.

Who's In The Room

Application-only registration means every attendee chose to be here. This isn't a badge-collector crowd.

300-400

Curated attendees

Application-gated, no walk-ins

Senior

Engineering talent

Data engineers, architects & platform leads

Single

Track format

Everyone sees the same content — no fragmentation

The practitioner profile

- Data engineers building and operating pipelines at scale
- Platform and infrastructure engineers who own the data layer
- Architects making decisions on OLTP/OLAP stack selection
- Engineering managers at companies running data at volume
- Open source contributors and academics pushing the field forward

Event Details



DATE

September 22, 2026

VENUE

Contemporary Jewish Museum, San Francisco

FORMAT

Single-track · Talks, panels, keynote, AMA

HOURS

9am – 7pm (incl. happy hour)

CAPACITY

300–400 curated attendees

ADMISSION

Free — application required

Who's Behind This

Rows & Columns is organized by a small, independent board of three — practitioners and community leaders with deep roots in data infrastructure.



Elizabeth Christensen

Snowflake

Postgres Engineer & Open Source Leader

Open source developer advocate at Snowflake working on the Postgres and open lakehouse projects. She is PostgreSQL community contributor, board member at the US PostgreSQL Association, host of Postgres Meetup for All, and PostGIS Day.



Zoe Steinkamp

ClickHouse

Senior Developer Advocate

Senior Developer Advocate at ClickHouse focused on amazing open source databases and in person community events. Active agent of chaos across the data community with a background in problem solving and engineering.



Shane Glass

Google

Sr. Developer Advocate, Open Source Strategy

Shane is a senior developer advocate and open source strategist for Google, working across numerous open-source analytics communities and serving the Jupyter Foundation Governing Board. A lifelong learner with a Master's in Data Analytics. He loves connecting people, Pittsburgh sports, and finding the perfect donut.

The Program

A single track. Every attendee hears everything. More details coming soon, schedule subject to change

10:00am	●	Keynote	Framing the convergence debate — invited speaker, named figure in the data world
10:45am	●	CFP Talks	3–4 practitioner talks (30 min each) — war stories, real architectures, real tradeoffs
1:00pm	●	Lunch & Networking	Food served on the outdoor terrace · architecture wall · controversy board
2:00pm	●	Fireside Panel	Vendor leaders in conversation — moderated debate on convergence vs. best-of-breed
3:30pm	●	Practitioner Case Studies	Engineers from companies running data at the hardest scales
5:00pm	●	Ending Keynote/AMA	TBD, exciting ending
6:00pm	●	Happy Hour	Outdoor terrace + indoor sponsor tables · activations · closing vote

Why Sponsor

Reach the decision-makers

This audience evaluates, builds, and operates data infrastructure at scale. They choose the tools their companies run on.

No noise, all signal

Application-only attendance filters for genuine practitioners. Every badge in the room is a real signal for your brand.

Part of the conversation

Sponsorship puts you in the ecosystem. The program, the panels, the hallway debates — your brand is woven into the day.

Direct access, not a crowd

300–400 attendees means real conversations at your table. Booths will be front and center for attendees to easily find.

What You Get — In Detail

SPONSOR · \$6,000

Onsite	6ft table · 2 chairs · optional TV/power
Data	Full lead list from event attendees(name, email, company, title, etc)
Connectivity	High-speed WiFi · 1 electrical outlet (optional) TV's limited and must be approved
Branding	Logo: sponsors page, keynote slide, venue signage
Email	Mention in 1 pre + 1 post-event email to all attendees
Stage	Verbal mention from stage

ACTIVATION · \$12,000

Happy Hour Bar

Your brand on the bar, plus 2 signature cocktails of your choice served at the reception.

Headshot Zone

Sponsor a professional headshot station. Attendees walk away with something useful — and remember who gave it to them.

Outdoor Terrace/Beer Garden

Exclusive branding of the outdoor space during lunch and happy hour — the highest-footfall area of the day.

Community sponsors - \$500

For communities and nonprofits

We want to make sure everyone can be welcome here, if you are with a small community group or non profit please feel free to reach out and we can see how we can accommodate you!

Shared 6ft table with one other community sponsor

Logo on the website in the community section

Mention is the pre and post communication



ROWS AND COLUMNS

Ready to get involved?

Spots are limited. Activation packages in particular will fill quickly.

1

Review the packages and pick your tier

2

Reach out to confirm availability and discuss fit

3

Sponsorship agreement sent and paid

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