

# HAYSTACK

The Search Relevance Conference

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*Hosted By*



OpenSource Connections

[opensourceconnections.com](https://opensourceconnections.com)

#haystackconf

## The Conference

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Since 2017, Haystack has been a practitioner-first conference dedicated to advancing the field of search and AI. It brings together engineers, product leaders, and relevance specialists who are actively building, tuning, and scaling real-world search systems.

This is not a hype-driven event. Attendees come to engage deeply with the challenges of relevance, evaluation, and user experience and to learn from peers facing similar problems. Conversations are technical, practical, and grounded in real implementations.

For sponsors, Haystack US offers direct access to a highly focused audience that cares about the details that make search and AI systems succeed. These are the people shaping tooling decisions, influencing architecture, and driving innovation inside their organizations.

If your work touches search, relevance, or AI-powered discovery, this is where meaningful connections happen.

## Video Recording

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Each talk will be recorded and made available for attendees and the public. For sponsoring either one or both days of the recordings, you will receive:

- Logo and link place on the Haystack website
- Logo placement in Opening and Closing Talks
- Logo placement on the post-production video template listing you as the sponsor for the recording
- Social media mentions

Day 1 or Day 2  
\$3,800

Both Days  
\$6,500

## Co-Host Kardinal Hall Dinner & Drinks (Wed)

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A social highlight of Haystacks is the participant dinner at Kardinal Hall, where we will all gather to connect and have good food and a good time. Co-host this event with OSC.

- Logo and link placement on the Haystack website
- Logo placement in Opening and Closing Talks
- Logo placement and branding at Kardinal Hall during the dinner
- Social media mentions

**\$4,500**

## Haystack Breaks

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Each day during the conference, we will provide snacks and beverages during breaks.

- Logo and link placement on the Haystack website
- Logo placement in Opening and Closing Talks
- Logo and branding displays at break locations
- Social media mentions

\$1,600

## Pre-Conference Workshop

This year we will be providing a one-day LLM as a Judge workshop as an add-on option. Your sponsorship will partially offset the cost of providing this workshop.

- Acknowledgement of sponsorship in the ticket store at time of add-on purchase
- Logo and link placement on the Haystack website and during the workshop
- Logo placement in Opening and Closing Talks
- Logo and branding displays at the workshop
- Social media mentions

**\$4,500**  
**(10 Tix @\$450 /  
ticket sold)**

*\* discuss w/us if would like to sponsor more than ten tickets*

## Birds of a Feather Dinner (Thurs)

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OSC helps organize sponsors and participants having dinner together on the second day of the Haystack.

- List of BoF sponsors provided to participants
- OSC provides a list of suggested restaurants on or near the Downtown Mall
- Sponsors organize reservations and attendee list, and cover the costs
- We will help as we can to steer folks to you

Since this is outside the regular conference, you set your own budget