



# devopsdays Amsterdam 2017 Sponsor Prospectus

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## Connect with engineering and operations minds at devopsdays Amsterdam 2017!



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After four successful and sold-out editions, the team that brought you [devopsdays Amsterdam](#) and the monthly [DevOps meetup](#) is now organizing the fifth edition of *devopsdays Amsterdam*.

With a finely curated list of speakers, inspirational talks and hands-on workshops, June 28 - 30, 2017 will be *the* DevOps event you should not miss out on.

The event is primarily aimed at those that associate with the *DevOps* movement – professionals that have been in operations, engineering, security and testing for a few years already as well as those who just joined us for the ride. The sessions will provide food for thought *and* combine it with hands-on sessions.

Don't want to miss out on connecting with some of the greatest engineering and operations minds in the industry? Make sure to check out our sponsor packages below. First, though, let's see what sponsoring the fifth edition of *devopsdays Amsterdam* will get you:

### **Lots of exposure**

Sponsors like you help us to make the kind of event our community deserves. To show our appreciation, we will let the World know by announcing your patronage on [Twitter](#) and our mailings.

Leading up to the event, your logo and a link to your company or product will be shown on our website. In addition to that we will give you a shout-out during the event and showcase your company's logo on signage and the conference leaflet.

### **Table space**

Sponsors who opt for the *Gold*, *Beer* or *Evening Event* level, get their own table at the event. Consider it your personal meeting place to talk and learn from other DevOps enthusiasts. As a *Gold*, *Beer* or *Evening Event* sponsor, you get a lot of freedom: signage, giveaways, correctly deployed infrastructure with no manual changes - get creative!

*Silver* level sponsors share a table with another sponsor. Consider it the perfect way to showcase how well you play with others. As a *Silver* sponsor, you have options: bring some signage or hand out swag. Get in touch via [organizers-amsterdam-2017@devopsdays.org](mailto:organizers-amsterdam-2017@devopsdays.org) with us if you have something else in mind, such as sponsoring breakfast, a coffee break or a social event.

For any sponsor, we encourage you to send your engineers to interact with our attendees during session breaks. Naturally, we will make sure all tables are supplied with a power outlet and access to the event Wi-Fi network so you can impress with your latest showcase.

## **One-Minute Pitch**

As a *Gold Sponsor*, you show commitment to our community and probably want to share a few words with us. To that end, you have one minute to reach out to the audience in the main room and the video stream. This is the perfect moment to pitch a relevant product or let people know you are hiring.

As the *Evening Event* sponsor, you get two additional one-minute pitches, bringing your total to *three*. On both conference days (June 29 and 30) you have the option of addressing the audience in the main room. Your third one-minute pitch will be held prior or during the evening event.

As a sponsor of the *Pre-Event Social*, you get an additional two-minute pitch during the pre-event social.

## **Beer Sponsor**

After the great success of the first and second DevHops beers in 2015 and 2016, we are committed to serving a new, refreshing 2017 edition of DevHops at devopsdays Amsterdam 2017. For this, we are actively seeking a sponsor who wants to have their logo in the hands of *every* one of our attendees.

Please be advised that we retain full creative control over the label, but rest assured: we will work with you to find something that works for both of us.

## **Pre-Event Social**

First introduced during the 2016 edition, the pre-event social is making a comeback for the 2017 edition and will include lighthearted entertainment (think pub quizzes!) and various thirst-quenching options. As a sponsor of this event, you get a chance to interact with attendees outside of normal conference hours. Make it work!

## **Evening Event Sponsor**

devopsdays Amsterdam is more than just a tech conference. Our yearly social event has become a cornerstone of the conference experience, giving attendees a chance to interact with one another outside the sessions. To do this, we serve a delicious dinner that caters to many different tastes and provides ample opportunity to mingle. For our five year anniversary, we are planning to go big and are looking for a sponsor to help us make this happen.

## **The venue**

*devopsdays* will be held in Pakhuis de Zwijger at Piet Heinkade 179, only a few short minutes from a major public transportation hub. The venue itself offers plenty of space to meet the technical crowd attracted by the event and has state-of-the-art facilities to provide a great experience for attendees and sponsors alike.

## **Your role**

As a sponsor, you are showing that you care about the DevOps community and want to help move it forward. We provide you with a chance to take part in the discussion about the future of DevOps and how your organization can be an integral part of this.

Our program is structured in a way that you can get in touch with professionals in security, operations, engineering and quality assurance as well as decision makers and thought-leaders.

## Sponsor packages

devopsdays Amsterdam is pleased to offer the following sponsor packages for 2017:

	Bronze (8 slots)	Silver (4 slots)	Gold (8 slots)	Beer (1 slot)	Pre-Event Social (1 slot)	Evening Event (1 slot)
	EUR 1000	<del>EUR 2500</del>	<del>EUR 5000</del>	<del>EUR 7500</del>	EUR 10000	<del>EUR 12500</del>
company logo on website	✓	THIS OPTION IS NO LONGER AVAILABLE		THIS OPTION IS NO LONGER AVAILABLE		
company logo on all email communication	✓					
company logo on beer bottles						
company logo shown during evening event						
company logo shown during pre-event social event						
1 included ticket	✓					
2 included tickets						
3 included tickets						
5 included tickets						
shared table						
your own table						
one-minute pitch						
pitching during pre-event social		✓	THIS OPTION IS NO LONGER AVAILABLE			
daily one-minute pitch						
swag bag insert	✓					

Become a sponsor now by emailing us at [organizers-amsterdam-2017@devopsdays.org](mailto:organizers-amsterdam-2017@devopsdays.org) and we will get back to you with the information you need as soon as possible.

Please note: sponsor slots are reserved for a maximum of thirty days during which you are required to take care of the obligation associated with your pledge. We depend on the financial support of our sponsors to produce this event, so your understanding and help in this matter is greatly appreciated.

Do you have any questions about the sponsor packages or want to go wild during the event? Are you maybe looking to sponsor a breakfast, lunch or coffee break? Let us know and we will work together on creating a level, tailored for your specific needs.

## **Sponsor FAQ**

### **1. Do we get any sponsored talks?**

The *Gold* and *Evening Event* sponsor packages include an option for one or more one-minute (that is: sixty seconds) pitches. Slots for actual talks are not provided to sponsors as part of their sponsorship. Sponsors are, however, encouraged to submit a talk proposal for consideration. See [devopsdays.org/events/2017-amsterdam/propose/](http://devopsdays.org/events/2017-amsterdam/propose/) for more information. Please note: the closing date for submissions is April 1, 2017.

### **2. Who should I send to the conference?**

To get the most out of *devopsdays*, send your technologists and geeks who can interact with the attendees during sessions, breaks, and the evening event. Marketing folk, traditionally, are less capable of conferring the technical parts of the story you want to tell.

### **3. What are the demographics of the attendees?**

A large part of our previous attendees was in medium to senior level roles working in engineering and operations, usually with moderate to advanced decision-making power. Next to that, we have a smaller, but still defined group that is working in more junior roles. Effectively, our attendees cover the full spectrum in terms of experience .

### **4. What are the payment options?**

We can accept payments via wire transfer (preferred) or credit card (via Eventbrite). Let us know your preference, and we will get back to you with the details! Please note that choosing to pay by credit card results in high transaction fees imposed on us by Eventbrite; these fees will be added on top of your chosen sponsorship package.

### **5. How do we register our sponsor tickets?**

Once your payment has been received, we will send you a unique code to register the number of tickets associated with your patronage.

### **6. Where can we find the floor plan?**

An online version of the floor plan can be found at [devopsdays.org/events/2017-amsterdam/floor-plan/](http://devopsdays.org/events/2017-amsterdam/floor-plan/). Additionally, a printable version is available upon request.

### **7. Where can I see what the event and venue look like?**

We invite you to check out our [Flickr](#) for pictures of previous editions.

### **8. Do you have a Code of Conduct?**

Yes, the code of conduct is available at [devopsdays.org/events/2017-amsterdam/conduct/](http://devopsdays.org/events/2017-amsterdam/conduct/). We are dedicated to providing an excellent experience to all groups attending the event and thus expect everyone - including sponsors, organizers and attendees - to adhere to these guidelines.

### **9. Can we ship stuff ahead?**

Yes, you can — within reason of course. Please contact us to make arrangements. Our partner Schuberg Philis will be happy to store your swag and promotional materials until the conference.

The shipping address is:

Schuberg Philis / devopsdays 2017  
Boeingavenue 271  
1119 PD Schiphol-Rijk  
The Netherlands

Local shipping contacts are

Harm Boertien: +31 6 140 082 93  
Arjen Wolfs: +31 6 416 746 74

Shipments should be sent care of “*devopsdays Amsterdam 2017 / Stichting DevOps*”.  
Please be advised that shipments without prior approval may be rejected and will be  
returned to sender at your expense.

If you have a question not answered above, or find anything that is unclear, please contact  
us at [organizers-amsterdam-2017@devopsdays.org](mailto:organizers-amsterdam-2017@devopsdays.org)!