



# devopsdays Amsterdam 2018 Sponsorship Prospectus







Over the past half-decade, devopsdays Amsterdam has brought together more than two-thousand DevOps practitioners from nearly two dozen countries.

From a day filled with hands-on workshops to inspiring sessions on cultural engineering, we offer a finely curated program, centered around a simple and straightforward goal: Learn from each other to create a better community.

We are confident that devopsdays Amsterdam 2018, scheduled to take place from June 27 to June 29, is an excellent opportunity for partners who want to showcase their company's product.

## Community

devopsdays Amsterdam is unlike many tech events: we are self-organizing and *not* profit-oriented. By keeping our ticket prices low, we make it possible for engineers from all levels to attend.

The patronage of partners like you helps us produce the kind of event our community deserves. To make this worthwhile for you, we offer a number of perks:

## Exposure

Leading up to the conference, your logo, as well as a link to your company's website (or product!), will be shown on our website. We also tweet your support via our Twitter account [@devopsams](https://twitter.com/devopsams) and include your logo in any email newsletters we send out.

During the event, we give you a shout-out and showcase your logo on our signage. Additionally available for Gold and the exclusive tiers, we provide you with an opportunity to pitch your service to our audience: for sixty seconds, the stage is yours!

And there is more: our BBQ-tier sponsor gets to connect their name to our main culinary track *and* address our audience for a full minute while everyone is enjoying delicious food.

## Booth space

Silver\* and Gold level, as well as all exclusive-tier sponsors (BBQ, Beer, Coffee, Pre-Event and Recharge), get some of our heavily sought-after booth space (sized at a beautiful 2x3 meters), including a private table, power outlets and enough room for signage, giveaways and gender-specific t-shirts and other wearables.

To make sure your booth is never empty, we provide you with ample tickets for your colleagues. Additional tickets are available upon request and at a heavily discounted fee.

\* Do note that Silver level sponsors only receive a high (small) table (pending availability), rather than the full table offered in other levels.

### **Exclusive tier: BBQ Sponsor**

The annual BBQ has been a cornerstone of the past five editions of devopsdays Amsterdam. Our culinary track caters to all diets and palates and is, possibly, the best way to experience the hallway track and mingle with fellow attendees, speakers, and sponsors.

Limited to one slot, this tier provides a delicious opportunity to bring attention to your brand during the (additional) pitch you will receive.

### **Exclusive tier: Beer Sponsor**

Over the past three years, we have served four different DevHops Limited Edition brews. Our beers are attendee-favorites and are a crafty way of getting your logo into everyone's hands by getting it onto every, single, beer label\*.

### **Exclusive tier: Coffee Truck**

Give our attendees the gift of alertness with a cup of freshly brewed Joe, Java or a beautifully designed Latte. We will work with you to get your logo on each cup\* and make sure our audience knows what you have been brewing up during your one-minute pitch.

### **Exclusive tier: Pre-Event Sponsor**

Kick-off the next edition of devopsdays Amsterdam by becoming our pre-event sponsor. In the past, we have had pub quizzes with raffles and giveaways and lots of attendee networking. We look forward to working together on where we can host a fantastic pre-event party.

Limited to one slot, this tier provides an opportunity for showcasing your services before our other sponsors get to do so: your sixty seconds are part of the pre-event social gathering!

### **Exclusive tier: Recharge Sponsor**

Help our attendees stay connected and recharge their devices with our charging lockers. Inducted during last year's anniversary edition, the charge lockers were a definite audience favorite.

Your logo on the charging lockers will make it positively clear that it is you who provides them with an opportunity to keep tweeting, connecting and definitely not running into a flat battery situation. Sounds electrifying, doesn't it?

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

## Sponsorship Tiers

We are happy to offer the following tiers for the 2018 edition of devopsdays Amsterdam.

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Please note that all slots are available on a *first come, first served* basis (with a payment term of *NET30*). Once an exclusive slot is sold, it will become unavailable.

	4 slots		8 slots	exclusive tiers with 1 slot each				
	Bronze	Silver	Gold	Re-charge	Coffee	Pre-Event	Beer	BBQ
	EUR 1000	EUR 3000	EUR 6000	EUR 3000	EUR 6000	EUR 8000	EUR 10000	EUR 12000
logo on website	✓	✓	✓	✓	✓	✓	✓	✓
logo in emails	✓	✓	✓	✓	✓	✓	✓	✓
logo printed on beer bottles							✓	
logo printed on coffee cups					✓			
logo shown during BBQ								✓
1 included ticket	✓	✓	✓	✓	✓	✓	✓	✓
2nd included ticket		✓	✓	✓	✓	✓	✓	✓
3rd included ticket			✓			✓	✓	✓
high (small) table		✓						
sponsor booth			✓			✓	✓	✓
one-minute pitch			✓		✓	✓	✓	✓
additional one-minute pitch								✓
swag bag insert	✓	✓	✓	✓	✓	✓	✓	✓

Becoming a sponsor is easy: email us at [organizers-amsterdam-2018@devopsdays.org](mailto:organizers-amsterdam-2018@devopsdays.org), and we will get back to you with the information you need as soon as possible.

Please reach out to us if you have any questions, need something clarified or have a crazy idea and want to go wild. We will work with you to craft a package that fits your budget and needs.

## Sponsorship FAQ

### 1. Do sponsorship packages include a talk?

No, but you are welcome to submit a talk proposal for consideration. See [devopsdays.org/events/2018-amsterdam/propose/](https://devopsdays.org/events/2018-amsterdam/propose/) for more information.

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

The past five years have shown a clear trend towards staffing booths with technologists who can interact with our attendees during the event and do not have to dodge technical questions.

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

Our attendees are generally towards the medium and senior-level of the spectrum, though we are proud to host a forward-thinking group of techies in more junior roles. In surveys, attendees identify as working in operations and IT engineering, with a small percentage indicating a management or C-level position.

### 4. What are the payment options?

We can accept payments via wire transfer (preferred) or credit card (via Eventbrite; fees are to be paid by you). All payments must be made within thirty days to avoid cancellation of the contract.

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

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

### 6. Do you have a Code of Conduct?

Yes, it is available at [devopsdays.org/events/2018-amsterdam/conduct/](https://devopsdays.org/events/2018-amsterdam/conduct/). The organization is dedicated to providing a great experience to all groups attending the event and thus requires everyone, including sponsors, to take note of and adhere to these guidelines.

### 7. Can we ship stuff ahead?

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

Please contact us for instructions on where to send your package(s) and how to correctly address them. Note that shipments *must* be received by June 20, 2018. Additionally, prior approval is required to avoid rejection of the package(s) on delivery.

If you have a question that is not answered above, or find anything that is unclear, please contact us at [organizers-amsterdam-2018@devopsdays.org](mailto:organizers-amsterdam-2018@devopsdays.org).