DevOpsDays

Moscow 2017

DevOpsDays Moscow 2017

Sponsor Prospectus

Venue – Technopolis "Moscow"

What is [DevOpsDays](#)?

- **DevOpsDays** is about software engineering, development efficiency and new technologies.
- **DevOpsDays** is the largest world-wide non-profit community event that brings together the most enthusiastic engineering and operations minds.
- **DevOpsDays** is an opportunity to meet and talk to the community leaders and Top-rated IT companies.

DevOpsDays principles

DevOpsDays is an international non-profit community conference, aimed at supporting DevOps community and solving pressing problems in this area.

Key principles of the conference:

- **We do not make money**. All money received from sponsors and participants is spent only on the organization of the event.
- **We support charity**. All leftover money from the event, not spent on the organization, goes to charity.
- **Community and solutions – at the first place**. We do not welcome any kind of advertising at the conference. Speakers of the conference should share practical solutions and a fresh look at various issues in the field of DevOps. Sponsors show their support and care for the DevOps community. This is their contribution to the development of the concept of DevOps, and it is the best advertisement ever possible. Our common goal - to make this world a better place.
- **Openness, respect, confidentiality**. We welcome everyone to participate in the event. Lectures are selected by the community enthusiasts – anyone can be a speaker, provided that their report is informative and the DevOps community can benefit from it. We respect each other, all the participants and the community at large. This, in particular, means that we do not distribute personal data of the participants and do not use the event for personal gain.

DevOpsDays in numbers

DevOpsDays started in 2009, in Belgium (Ghent). [Since that epic day](#):

- 75 events around the globe were held in 7 years;
- In 2016, 33 events will take place in 12 countries!
- This year, DevOpsDays is scheduled for all continents, from Africa to America;
- Largest software companies help this to happen … In 2015 and 2016, we are supported by 583 event sponsors all over the world!
- Event community is a one big family. Ten thousands of IT specialists already took part in DevOpsDays events.

And now we are coming to Russia. Privet, Moskva!

What sponsoring DevOpsDays will get you?

Sponsoring DevOpsDays Moscow is a unique opportunity to connect with nearly 400 of the best minds in the industry! 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 in the IT community.

- Tell about yourself, your technology, solutions and products to a wide audience of IT-specialists from various business branches;

- Find new corporate clients, customers, establish useful business contacts;

- Recruit professionals who may be interested to work in your company;

- Be the first in Russia to support probably the largest DevOps community in the world.

Want to expose your brand to key influencers? Check out our sponsorship packages.

These sponsors care about DevOps future.

You can be among them!

Sponsorship packages

	Silver 3000 USD	Gold 5000 USD	Platinum 10000 USD
Logo on website	+	+	+
Logo in e-mail communications	-	+	+
Included tickets	3	5	10
Own table at the event	-	-	+
Shared table for giveaways	+	+	-
Pitch to the audience	-	«1 min» pitch	«2 min» pitch
Participant package insert	-	+	++
Partner stretch wall logo (venue)	Small	Medium	Central position, large
Partner roll-up on the event	-	+	+
Logo on slides during breaks	Shared silver slide	Shared gold slide	Personal slide
Dinner with speakers and key influencers	-	1 ticket	1 ticket
OPTIONAL: Private room for demos			+ (additional cost)

Sponsorship information
Options description

1. **Included tickets** – each sponsor gets some additional tickets to visit the event with his delegates. The number of tickets vary from sponsor package status. Furthermore, sponsors can buy additional tickets at a special low price. Show your concern, share the tickets among your employees and partners!

2. **Table space**:
   – Platinum sponsors can have their own personal table at the event. Consider it your personal meeting place to talk and learn from other DevOps enthusiasts.
   – Gold and Silver sponsors get two shared tables on the event for they're giveaways and communications. One table for each sponsor category.

3. **Pitch to the audience**:
   – Platinum and Gold sponsors show commitment to our community and probably want to share a few words with us. Gold sponsors have one minute to reach out to the audience. Platinum sponsors have two minutes. This is the perfect moment to pitch a relevant product or let people know you are hiring.

4. **Event roll-up**:
   – Gold sponsors will be able to place one standard roll-up in the main hall.
   – Platinum sponsors will be able to place one standard roll-up in the main conference room.
   – There will be a big stretch wall with all Silver, Gold and Platinum sponsors. Logo size and position is provided according to the sponsorship status.

5. **Participant package insert**:
   – Gold and Platinum sponsors will be able to provide one insert to the participant package. Insert format is discussed individually.

6. **Dinner with speakers and key influencers**:
   – At the end of the event, we are planning a small VIP dinner with all lectures, special guests and the most interested community members. Gold and Platinum sponsors will get one extra ticket to the VIP party.

7. **Logo and etc**:
   – All sponsors get they're logo placed on the web site in the appropriate category.
   – Silver sponsors logos will be placed on a shared slide during the breaks.
   – Gold sponsors will also get a shared slide during the breaks.
   – Platinum sponsors will get a personal slide during breaks each.
   – Gold and Platinum sponsors will be in all event e-mail communications with the participants.

8. **Private room for demos** – Platinum sponsors will get an additional option included – they can request a personal isolated room for demos and talks. This option is "first come first serve" – number of rooms is limited! This option comes with an additional cost to the sponsorship package, and is discussed individually.

DevOpsDays reports

Reports are the main component of DevOpsDays conference. Any participant from any company can be a speaker. However, there is a number of restrictions and requirements:

- **Reports are not approved by organizers**: all reports are selected and evaluated by a group of enthusiasts from the DevOps community, which form the "Report Commission". Anyone can be a part of the commission, provided that the person is an active participant in the local DevOps community.

- **Reports aren't about advertising**: the best report, from our point of view, is a report, which tells about solving a specific problem in the field of DevOps; or in includes a story about increasing the efficiency of work and construction of proper DevOps. Shortly - the report should be useful for the whole DevOps community.

- **There are several types of reports**: a main report, an Ignite, or a Open Space session. Read more about the ideology of DevOpsDays reports and their types on the website via the link.

If you or someone in your company would like to become a speaker of the conference, we are happy to review your report. Send us your report via the form on the web-site, or send a mail to local conference organizers.

We are closing the call for proposals 1, Feb, 2017!

Contacts & General information

1. Date – 11 March 2017.
2. Venue - Technopolis "Moscow", congress-center (Volgogradsky prospect, 42/5).
3. Planned number of participants – 400.
4. Official registration is available via this link.

Contacts:

• Organizers e-mail: organizers-moscow-2017@devopsdays.org

Contact phone:

• +7 (966) 071-71-86 (Boris)

Please contact us if you have any questions.

See you on the DevOpsDays!