

# DevOpsDays Seattle 2018

Sponsor Prospectus



# About the Event

If you want to reach practitioners in the DevOps space, DevOpsDays is the perfect place. The event is completely volunteer run and not-for-profit, so it's inexpensive both to sponsor and to attend. This means we're able to attract people who aren't willing or able to pay for expensive commercial conferences.

DevOpsDays also uses a unique combination of curated content and attendee driven "open spaces" to ensure everyone has an opportunity to learn or teach about the subjects most important to them.

Questions? [organizers-seattle-2018@devopsdays.org](mailto:organizers-seattle-2018@devopsdays.org)



# Demographics and Interactions

We're growing to 500 attendees this year.

DevOpsDays events tend to attract practitioners as opposed to senior management (although we get a few of those too). The company types and industries tend to vary quite a bit. Last year we had airplane manufacturers, startups, banks and many others.

The best way to interact with attendees at any DevOpsDays event is to engage with them at the practitioner level. We love salespeople and marketers, but you'll have better success by sending engineers who can participate in the discussions.

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# Venue

The Conference Center at WSCC

<http://www.wsc.com/venues/conference-center>

We're thrilled to be moving to The Conference Center is 2018. This venue will allow us to grow attendance while improving on break out areas



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# Sponsorship Levels

- Gold - \$7,000
- Silver - \$4,000
- Bronze - \$1,000
- Community - Free

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# Gold Sponsorship - \$7,000

Includes...

- 4 Event Tickets
- 1 Minute Pitch to Full Audience
- 6' Table
- Logo on Event Website
- Promotion on Social Media
- Logo on Event Posters

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# Silver Sponsorship - \$4,000

Includes...

- 2 Event Tickets
- Share a 6' Table with another sponsor
- Logo on Event Website
- Promotion on Social Media
- Logo on Event Posters

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# Bronze Sponsorship - \$1,000

Includes...

- 1 Event Ticket
- Logo on Event Website
- Promotion on Social Media
- Logo on Event Posters

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# Community Sponsorship

The community sponsorship is a way to cross promote DevOpsDays Seattle 2017 and your organization. These sponsorships are free in exchange for your promotion of the event.

Includes...

- Logo on Event Website
- Promotion on Social Media
- Logo on Event Posters

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# Other ideas?

While we haven't defined any ala carte sponsorships at this time, we're open to creative ideas. Pricing TBD based on actual costs (we really don't want to make a profit, the IRS doesn't like that)

Some examples...

- Sponsor lanyards so everyone is wearing your logo?
- Buy lunch one or both of the days?
- Throw a party in the evening?
- Make the WiFi password your company name?

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# Don't wait!

Gold sponsors will be able to choose the location of their table based on the order paid

Your logo goes on the website as soon as the sponsorship is paid. The earlier you sign up, the more exposure you'll have

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