

## Sponsor Prospectus Guide

<http://www.devopsdays.org/events/2018-silicon-valley/>

### About DevOpsDays

DevOpsDays are a series of locally run conferences across the world. Each conference brings together a variety of individuals from all industries, roles and levels. Since DevOpsDays Mountain View 2010, Silicon Valley has hosted an event year after year bringing together practitioners to speak and share stories on the most current tools, and established processes and practices helping companies to look at both the cultural, tools, and practice changes required to improve the velocity and inclusiveness of their products.

DevOpsDays Silicon Valley has a [Code of Conduct](#) that all sponsors, speakers, volunteers, and attendees must follow.

### Fast Facts:

- **Number of Sessions:** Between 10 - 20-30 minute talks based on submissions, 12 - 5 minute ignites, ~6 open spaces
- **Evening Party:** May 17, 2018
- **Number of Estimated Attendees:** ~300
- **Venue:** Computer History Museum in Mountain View
- **Setup Date:** May 16, 2018
- **Conference Dates:** May 17-18, 2018
- **Deadlines:**
  - **Slide delivery for 2 minute pitches:** May 14, 2018
  - **Sponsor ticket registration:** April 30, 2018
  - **Quality logo for signage, and presentation:** April 30, 2018

### Why Sponsor

Our sponsors help to make DevOpsDays events possible and are a great source of the energy and excitement that are part of the DevOpsDays experience.

All attendees are welcome to propose any subject they want during the open spaces, but this is not 'that kind of conference' and heavy marketing will probably work against you when trying to make a good impression on the attendees. The best thing to do is send engineers to interact

with the experts at DevOpsDays on their own terms. Tables and pitches will be assigned on a first come basis based on sponsorship payment clearing.

## Venue Overview

The venue for DevOpsDays Silicon Valley is the **Computer History Museum** in Mountain View, CA. Here are the basic logistics for the venue. Booth layout will be provided by April 30, 2018. **We will be making the venue space available for setup on May 16, 2018.** More details to come. This will ensure that sponsors are ready when attendees start coming in for registration.

*Physical Address: 1401 N Shoreline Blvd Mountain View, CA 94043*

Website: <http://www.computerhistory.org/>

## How to Sponsor

Email [organizers-silicon-valley-2018@devopsdays.org](mailto:organizers-silicon-valley-2018@devopsdays.org) with the level of sponsorship you are interested in. Alternatively you can complete your registration online at:

<https://register.linuxfests.org/sponsorship/>

## Package-specific Information

### Gold Sponsor (\$5000)

The Gold sponsorship package includes the following benefits:

- 3 event tickets
- Logo recognition on DevOpsDays Silicon Valley materials
- 2 minute pitch on the main stage to the full audience
- Dedicated table

### Silver Sponsor (\$3000)

The Silver sponsorship package includes the following benefits:

- 3 event tickets
- Logo recognition on DevOpsDays Silicon Valley materials
- Half of a 6' table

### Bronze Sponsor (\$1000)

The Bronze sponsorship package includes the following benefits:

- 2 event tickets
- Logo recognition on event website and sponsors slide deck
- Space on a shared table for stickers, swag, and/or materials

### **Startup Sponsor (\$500)**

The Startup sponsorship package includes the following benefits:

- 1 event ticket
- Logo recognition on event website and sponsors slide deck

### **Party Sponsor (\$9000) - 1 available**

The Party sponsorship package for DevOpsDays Silicon Valley includes the following benefits:

- 3 event tickets
- Banners and branding at the party at the Computer History Museum
- Logo recognition on DevOpsDays Silicon Valley materials
- 2 minute pitch on the main stage to the full audience
- Dedicated table

### **Afternoon Break Sponsor (\$5000) - 2 available**

The Afternoon break sponsorship package for DevOpsDays Silicon Valley includes the following benefits:

- 3 event tickets
- Branding at the break stations
- Logo recognition on DevOpsDays Silicon Valley materials
- 2 minute pitch on the main stage to the full audience
- Dedicated table

## **Benefit Specific Information**

### **Sponsor Attendee Tickets**

Sponsors of all levels receive free tickets to the event.

### **Table Space**

Sponsors that have a dedicated table included will receive a 6' rectangular table at the Computer History Museum venue. You may display products and materials or swag giveaways.

This is a great area to connect with the audience and passers by. Please note the 6 foot width limitation avoid large displays or things that will overlap adjoining space.

Silver sponsors have use of half of a 6' rectangular table.

Other important booth considerations are:

- **Power**
  - Limited to 1 standard electric outlets
- **Internet**
  - Will be provided as WiFi.
- **Banner/Signage**
  - Should go ON or BEHIND your table. Please do NOT put anything in front of your table
- **Booth/Assignments**
  - Each sponsor will receive a booth number assignment from the organizing team prior to the event. First come, first served with regards to booth assignments and pitches.

### **2-minute Pitch to Entire Audience**

Companies have a deadline of **May 14** to provide accompanying powerpoint slides for their 2 minute pitch. After review by the devopsdays SV organizers these slides will be provided to the A/V team. After May 14, there is no possibility of accompanying slides.

### **Shared Giveaway Table**

- Sponsors are free to put their materials on this table for passers by to review and pickup. Keeping the giveaway table supplied is the responsibility of the sponsor.

## FAQ

1. **How many scanners do we get?** None. devopsdays Silicon Valley is not that kind of conference. You are responsible for collecting information directly from attendees.
2. **Do we get any sponsored talks?** No. There are no sponsored talks. We do not give precedence to companies who sponsor for the longer 20, 30 minute talks.
3. **Will wi-fi be sufficient for demos?** Yes.
4. **Will there be chairs at the tables?** Yes. 2 chairs per sponsor. We encourage you to spend time away from your table and interact with attendees.
5. **Do we get a dedicated email blast?** No.