



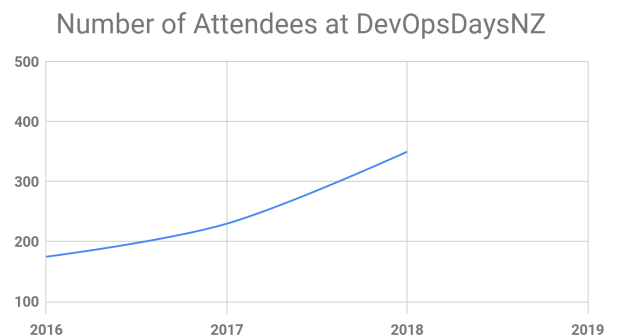
21 - 22 October 2019  
Aotea Centre, Auckland CBD



## Get your brand in front of the DevOps community at DevOpsDays Auckland 2019!

DevOpsDays is a worldwide community conference series, now in its 10th year, hosting over 70 conferences in 2019.

The DevOpsDays conference in NZ has gone from strength to strength over the last three years. Growing to over 350 attendees in 2018, we are aiming for similar numbers for 2019 in Auckland. Attendees come to share, learn, laugh and be inspired. DevOpsDays Auckland includes contributors from across the software delivery, quality assurance, security, operations and management spectrum.



This year we're excited to be at the newly refurbished Aotea Centre. We're confident this will provide a great experience for our sponsors.

After the success of the last three years, we've brought on a professional event manager and marketing expert to take DevOpsDays to the next level.

All DevOpsDays events are independently organised. DevOpsDays Auckland is brought to you by DevOps Events Limited, an NZ-based company formed to organise and support community-focussed not-for-profit DevOps events. Sponsorship is the main source of funding for the conference, with registration fees kept low (\$199-\$299) to encourage broad community participation.

DevOpsDays brings an opportunity to expose your brand to the DevOps community across NZ - whether you're looking for talent, wanting to extend the reach of your brand or just show the latest and greatest wares.

Sponsoring DevOpsDays in Auckland provides a unique occasion to interact with technology professionals and gives your representatives a chance to connect with participants.

Don't delay - we've got lots of repeat sponsors from last year and have sold out of sponsorship slots twice in the last three years.

Email [sponsor@devopsdays.nz](mailto:sponsor@devopsdays.nz) to support this exciting conference!

# SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER
Cost	\$10000	\$5000	\$3000
Included Tickets	5	3	2
Logo on DevOpsDays Website	✓	✓	✓
Mentions on social media and marketing material	✓	✓	✓
Logo on participant emails	✓	✓	✓
Logo on DevOpsDaysNZ pull-up banner at the venue	Large	Medium	Small
Logo on step and repeat banner on stage	Large	Medium	
Logo on a dedicated slide during the break	✓	✓	
Logo on a shared slide during the break			✓
Can giveaway prizes on stage at end of the conference	✓		
Sponsor pitch to full audience	2 mins	1 min	
Mention by MC at kickoff and close	✓	✓	✓
Premium expo space location	✓		
Event manager to help get the most of your expo space	✓	✓	
A dedicated table in expo space	✓	✓	
A shared table in expo space			✓

We also have the following sponsor opportunities:

<b>LANYARD</b>	Company logo on all lanyard ribbons, worn throughout the event. Available as an add-on for Platinum or Gold sponsors only	\$3000
<b>COFFEE</b>	Your banners next to Coffee Cart, ability to talk to people in queue	\$2500 per day or \$4000 for both days
<b>LUNCH</b>	Mentions by MC before and after lunch, your banners at lunch table	\$2000 per day

Or talk to us about **a la carte**, **community** and **media** sponsorship packages.

All prices are in NZ\$ and are exclusive of GST @ 15%.

# CONDITIONS

Sponsors will be required to follow the event's [code of conduct](#). This applies to giveaways, items and images at your table, the behaviour of your staff, etc.

Sponsors are never given attendee contact info by a DevOpsDays event's organisers, nor are they allowed to purchase speaking slots for talks or ignites.

Sponsors are encouraged to represent themselves by actively participating and engaging with the attendees as peers. Any attendee also has the opportunity to demo products/projects as part of an open space session, 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 to send engineers to interact with the experts at DevOpsDays on their own terms.

**Note:** Exhibiting sponsors may need to provide evidence of their own Public Liability insurance.

## 2018 DEVOPSDAYS NZ CONFERENCE



Jessica DeVita @DevOpsDaysNZ on Twitter

"Huge thanks to @DefSol and @devopsdaysnz organizers and volunteers for an incredible experience. Best run conference I've been to, I reckon."



Diversity at DevOpsDays Wellington

In my work, I try to avoid noticing that I am part of a minority group. But I do care, because I value diversity.

<https://tinyurl.com/dod-diversity>



Allen Geer on Twitter

"@DefSol and the rest of the @devopsdaysnz organisers put on a wonderful, inspirational, interesting, safe, and educational conference for the New Zealand DevOps Community! A fantastic job and thank you to all the folks who made this week possible. #tūrangawaewae"