

2019

# EVENT DETAILS

## Dates:

Tuesday, August 27 -  
Wednesday, August 28

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## Venue:

UIC Forum  
725 West Roosevelt Rd  
Chicago, IL 60608

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## Website:

[DevOpsdays.org  
/events/2019-chicago](http://DevOpsdays.org/events/2019-chicago)

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## Attendees:

500+ professionals in  
software development,  
QA, InfoSec, operations,  
leadership, and  
engineering

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## Contact:

[sponsors-chicago-2019@devopsdays.org](mailto:sponsors-chicago-2019@devopsdays.org)



# DevOps Days

Chicago 2019

## All tickets include:

conference registration,  
breakfast, lunch, snacks,  
swag, evening event,  
and conference wifi

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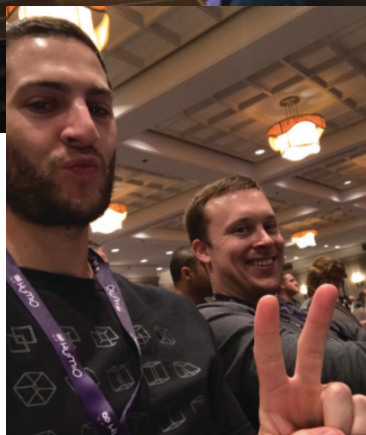
## Why sponsor:

Recruit talent, demo new  
products, generate  
brand awareness,  
distribute stickers, meet  
DevOps influencers

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# 2019 EVENT FORMAT

DevOpsDays is a worldwide series of technical conferences covering topics of software development, IT infrastructure operations, and the intersection between them. Topics include automation, testing, security, and organizational culture.



## Talks

Four 30 min presentations each morning set the tone for the day, plus tech talks in the afternoon. Topics range from DevOps for databases to managing with empathy. Talks are live transcribed, recorded, and shared with the community.



## Ignites & Tech Talks

**Ten 5 minute talks.** After lunch, five short talks with with 20 slides that auto-advance. Funny, poignant, insightful, and just right. All Ignites are recorded, live transcribed, and shared.



## Open Spaces

**Prepare to be surprised.** Participants suggest, self-organize, and lead these break-out style meetings immediately after the Ignite talks. The organizers facilitate the rooms and timing to fit each suggestion, but the content is completely participant-driven.

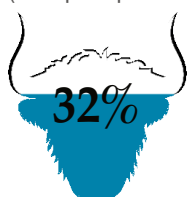


All attendees, speakers, sponsors, and volunteers at our conference are required to follow the DevOps Days Code of Conduct (also available online at: [www.devopsdays.org/events/2019-chicago/conduct](http://www.devopsdays.org/events/2019-chicago/conduct)).

# 2018 DEMOGRAPHICS

## Participants' roles included:

(multiple options were allowed)



Ops



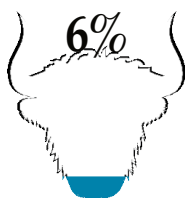
Dev



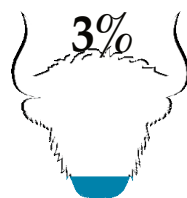
Management



Security



Release  
Management



Database



Sales &  
Marketing



QA

## What do you hope to get out of DevOpsDays Chicago?

- ★ "Greater connection to the Chicago DevOps community"
- ★ "A better understanding of DevOps and how it relates to infrastructure."
- ★ "Meet other DevOps SRE engineers in the Chicago Area - Learn what local companies are doing"
- ★ "that warm fuzzy feeling from hanging out with other devops believers; possibly some karaoke."

## Attendee organizations included:

Discover  
University of Chicago  
Walgreens  
Motorola Solutions  
JP Morgan Chase  
Country Financial  
Active Campaign  
Turing Group  
GrubHub

Jellyvision  
Tempus Labs  
Atlassian  
Northwestern University  
SAP Fieldglass  
HERE  
Nielsen  
Credit Suisse Labs



50  
vegetarians



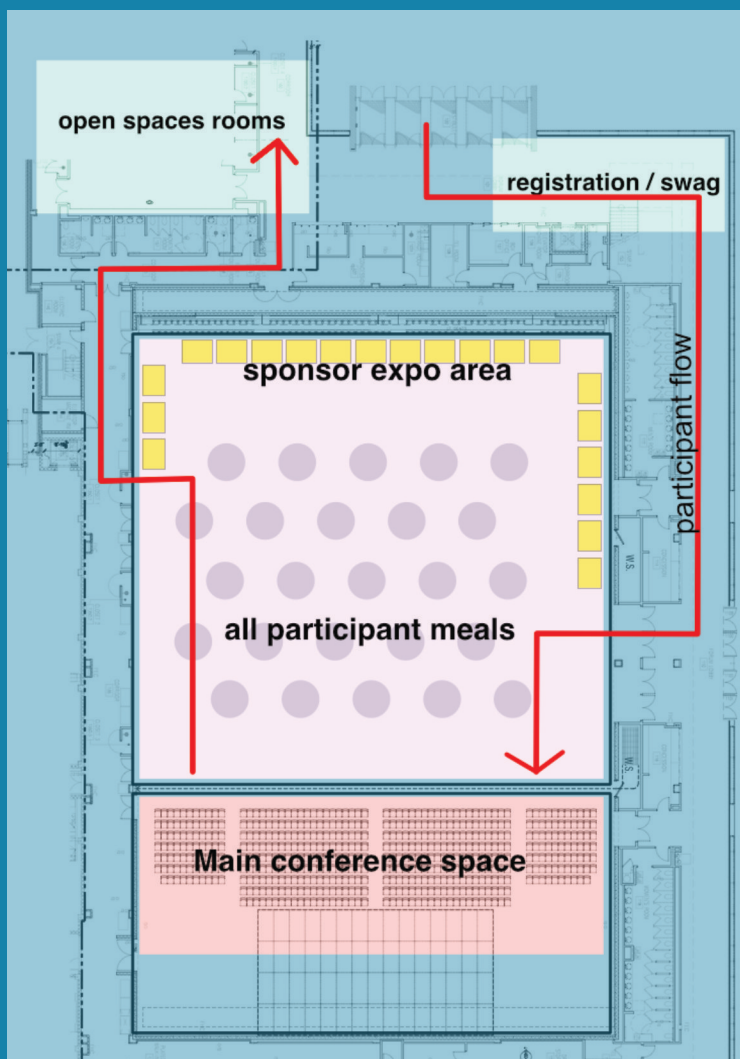
1 Yak

We're working on more meaningful demographics. Let us know if there are stats you'd like to see in the future.

2019

# SPONSORSHIPS

Level	Cost	Tickets
Gold	\$8,000	4
Silver	\$5,000	2
Bronze	\$2,000	1
Community	-	5



proposed  
2019  
venue  
layout and  
floorplan\*

\* subject to change.  
Organizers will share  
final sponsor booth  
selection 1 month  
before event start.



# 2019 SPONSORSHIPS



THE GOODS	GOLD	SILVER	BRONZE	COMMUNITY
Price	\$8,000	\$5,000	\$2,000	Free
Tickets included*	4	2	1	
Logo on website				
Social media shout-out				
Logo on marketing materials				
Logo on slides at breaks				
Logo on participant emails				
Logo on banner at registration				
Booth in sponsor expo				
Logo on banner at evening event				
Shout out from MCs at kickoff and again at breaks				
Dedicated logo slide at breaks				
Dedicated booth in sponsor area (full table, 2 chairs)				
1 min. pitch between talks (includes live stream audience)				

\*all sponsors attendees must be registered to attend. We offer sponsors 20% off all additional registrations.

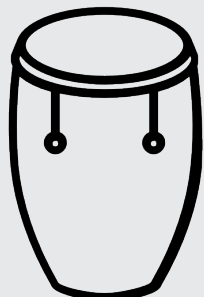
**Unique sponsorships available - see next page**

## Past Sponsors Include:



# 2019 ADDITIONAL OPPORTUNITIES

All sponsor will have their logo displayed on the DevOpsDays Chicago website, a tweet before the conference, and a thank you during the conference. All sponsors get 20% discount on tickets. We do have some flexibilities with these sponsorships, so just ask! Email us: [sponsors-chicago-2019@devopsdays.org](mailto:sponsors-chicago-2019@devopsdays.org)

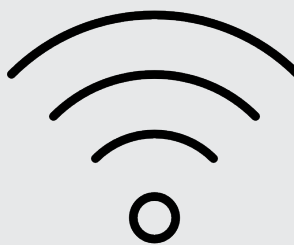


Available: 1

## Evening Event

\$15,000

Pay for drinks, food and entertainment - get an exclusive space for the night



Available: 1

## Wifi

\$1,500

Create a custom password for all

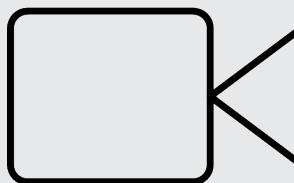


Available: 1

## Live Transcription

\$2,000

Your logo by the screen where talks are transcribed

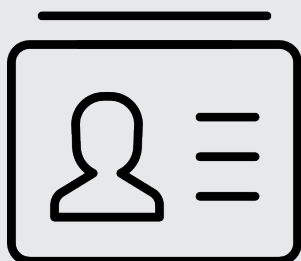


Available: 1

## Video

\$7,000

Your logo on each video recording

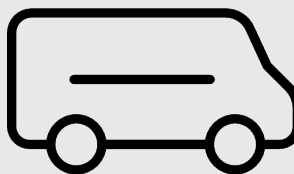


Available: 1

## Lanyards

\$4,500

Your logo and colors around everyone's neck

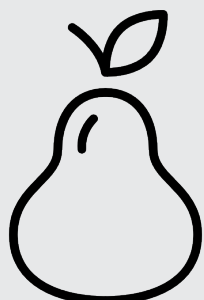


Available: 1

## Transportation

\$3,000

Sponsor a custom Lyft code for participants



Available: 4-6

## Meals & Snack

\$6,000

Your logo on buffet lines and a dedicated space in lunch area



Available: 5

## Scholarships

*be a hero*

Provide tickets for under-indexed groups to attend

# 2019 SPONSOR FAQS



## Can I sponsor a talk?

Absolutely not. DevOpsDays does not sell conference speaking slots; sponsors' employees are welcome to submit talk proposals.

## Can I get a discount for sponsoring multiple DevOpsDays?

Sorry, no. DevOpsDays events are independently organized, so no multi-city sponsorships are available.

## We're working against budget schedules. Can I commit to sponsorship now but pay closer to the event?

Yes. But, we cannot list sponsors on the website or grant any other benefits until your sponsorship fees are paid in full. Because sponsorships are all first-come, first-served we cannot guarantee availability.

## Can I get a list of attendee contact information?

No. We cannot send out emails on behalf of sponsors and will not share contact information or lists of attendees.

Sponsors will have logos in all conference emails to participants.

## What are the attendee demographics?

DevOpsDays conferences typically attract software, operations, infosec, QA, and build engineers, as well as architects and technology managers. From voluntary attendee data, 22% had VP or director level titles, 17% had senior level titles, and over 85% had technical roles.

## Who organizes DevOpsDays Chicago?

Your DevOpsDays Chicago organizers are Chicago-based technology folks who volunteer their time for this event.

Contact us at  
[sponsors-chicago-2019@devopsdays.org](mailto:sponsors-chicago-2019@devopsdays.org)  
to get more info.





# 2019 SPONSOR FAQS

## Do we get lead scanners?

No. This is not your typical conference. The booth is a place to interact with people during breaks. Sponsors benefit most when they actively participate.

You are responsible for collecting any information in person. We recommend a raffle and a business card draw. We set aside time on Day 2 to announce raffle winners.

## Who should staff our booth?

If your goal is recruiting, consider sending engineering managers. If you are a vendor, send sales engineers or technical marketing. All sponsor attendees must have their own badges. DevOpsDays are about quality, not quantity - it's about active participation!

## Can I hand out swag?

Yes! Stickers and t-shirts are always popular. Remember, everything must fit behind your booth space and adhere to the Code of Conduct. We will send out shipping information one month before the event.

## What is the booth setup?

Booths are typically tables with a black tablecloth and a power strip. Silver sponsors get half of the table and 1 chair. Gold sponsors get a full table and 2 chairs. We recommend bringing/shipping: signage, handouts, pop-up banners, giveaways, and displays. Everything you bring **must** fit behind the booth.

## How are booths assigned?

Booths are assigned accordingly to sponsor level, prioritized by when payment is received. We will try to accommodate any requests.

## We're in! What's next?

You cannot receive any sponsor benefits before submitting payment. After payment is arranged, send us your logo (hi-res, preferably .eps or .ai) for the website and promotions.

One month before the event you will receive a sponsor letter with details about: dates and timing, shipping information, tickets for employees, venue logistics, booth parameters, floor plans, booth assignments, Gold sponsor pitch schedules, a/v equipment rentals, set up timing, and teardown timing.

Email us any questions: [sponsors-chicago-2019@devopsdays.org](mailto:sponsors-chicago-2019@devopsdays.org)



# 2019 SPONSOR CONTRACT

This agreement is between the Organizers of the DevOpsDays Chicago Event (hereafter "DevOpsDays Chicago") and the organization identified at the bottom of this document. This agreement provides the terms and conditions for sponsors of DevOpsDays Chicago 2019 held August 27-28, 2019 in Chicago, Illinois.

## Description of benefits and sponsor obligations:

**Complimentary registration.** Gold sponsors will receive four (4) complimentary general conference registration valued at \$1000 USD. Silver sponsors will receive three (2) complimentary general conference registration valued at \$500 USD. Bronze sponsors will receive one (1) complimentary general conference registration valued at \$250 USD. All sponsors must be registered attendees and display the conference badge inside the event.

**Exhibit space.** Gold sponsors are entitled to an booth space to display company marketing materials, provide demos and to allow conference participants to interact with company representatives. Silver sponsors are entitled to a shared booth to display company marketing materials.

**Logo in marketing materials, banners, and email.** Sponsor logos will be included in organizing emails. Slides at the event will include sponsor logos.

**Website listing.** All sponsors may have their company logo and link to their company site posted on the DevOpsDays Chicago Event web page.

**Promotional Presentation.** Gold sponsors may present for 1 minute on the topic of their choice. Normally, the presentation take place before or after one of the talks. Presentation order will be communicated by organizers before the event.

**Sponsorship cost.** Gold sponsorships are priced at \$8,000 USD. Silver sponsorships are priced at \$5,000 USD. Bronze sponsorships are priced at \$2,000 USD. Other "speciality" sponsorships will be decided in writing with organizers and will receive customized contracts as required.

**Sponsor payment.** Sponsors agree to pay the full sponsorship fee by Monday, July 29, 2019. Sponsorship fees are non-refundable with the exception of unforeseen circumstances that force a cancellation of the entire event.

**Code of Conduct.** All sponsor attendees and sponsor marketing materials must adhere to the event Code of Conduct. If an attendee violates the Code of Conduct, the organizers may request that the attendee to leave. If the organizers determine any marketing materials violate the Code of Conduct, the sponsor will be asked to remove them immediately. All sponsors are responsible for adhering to venue rules regarding security, food and beverage, displays, conduct and safety.

**Intellectual property.** Any conference content, including but not limited to photos, videos, slides, or papers are considered property of DevOpsDays Chicago and shall not be posted or disseminated by Sponsor without express written approval of DevOpsDays Chicago.

**Indemnification.** Both DevOpsDays Chicago and Sponsor (the "Indemnifying Party") shall indemnify the other party (the "Indemnified Party") against and save each other harmless from any and all suits, proceedings at law or in equity, claims, liabilities, damages, costs, payments and expenses, including reasonable attorney's fees, asserted against or incurred by the Indemnified Party, arising out of or in connection with the negligence or willful misconduct of the Indemnifying Party in the performance of this Agreement including, but not limited to, any claim for damages to property or injuries to persons, to the extent that such damages or injuries shall have been caused by, or shall have resulted from the willful or negligent acts or omissions of the Indemnifying Party, or its employees or agents.

**Complete agreement.** This Agreement contains the entire understanding between the parties with respect to the conference sponsorship benefits and obligations and supersedes all prior oral and written understandings, arrangements and agreements between the parties.

## Sponsor

Sponsorship Type: ☐ Gold ☐ Silver ☐ Bronze ☐ Other : \_\_\_\_\_

Sponsor Company Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signatory (full printed name): \_\_\_\_\_ Signature: \_\_\_\_\_

## DevOpsDays Chicago

Signatory (full printed name): \_\_\_\_\_ Signature: \_\_\_\_\_

DevOpsDays Chicago 2019