

# DevOpsDays Seattle 2019

Sponsor Prospectus



# About the Event

In 2009 the term DevOps was created by the founders of DevOpsDays. If you want to reach DevOps practitioners, this is the place to do it.

The event is 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-2019@devopsdays.org](mailto:organizers-seattle-2019@devopsdays.org)



# Demographics and Interactions

We expect about 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'll be return to The Conference Center at WSCC in 2019. Many of our sponsors told us this venue layout provided some of the best attendee interactions they've had at any event.



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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 2019 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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