DEVOPSDAYS

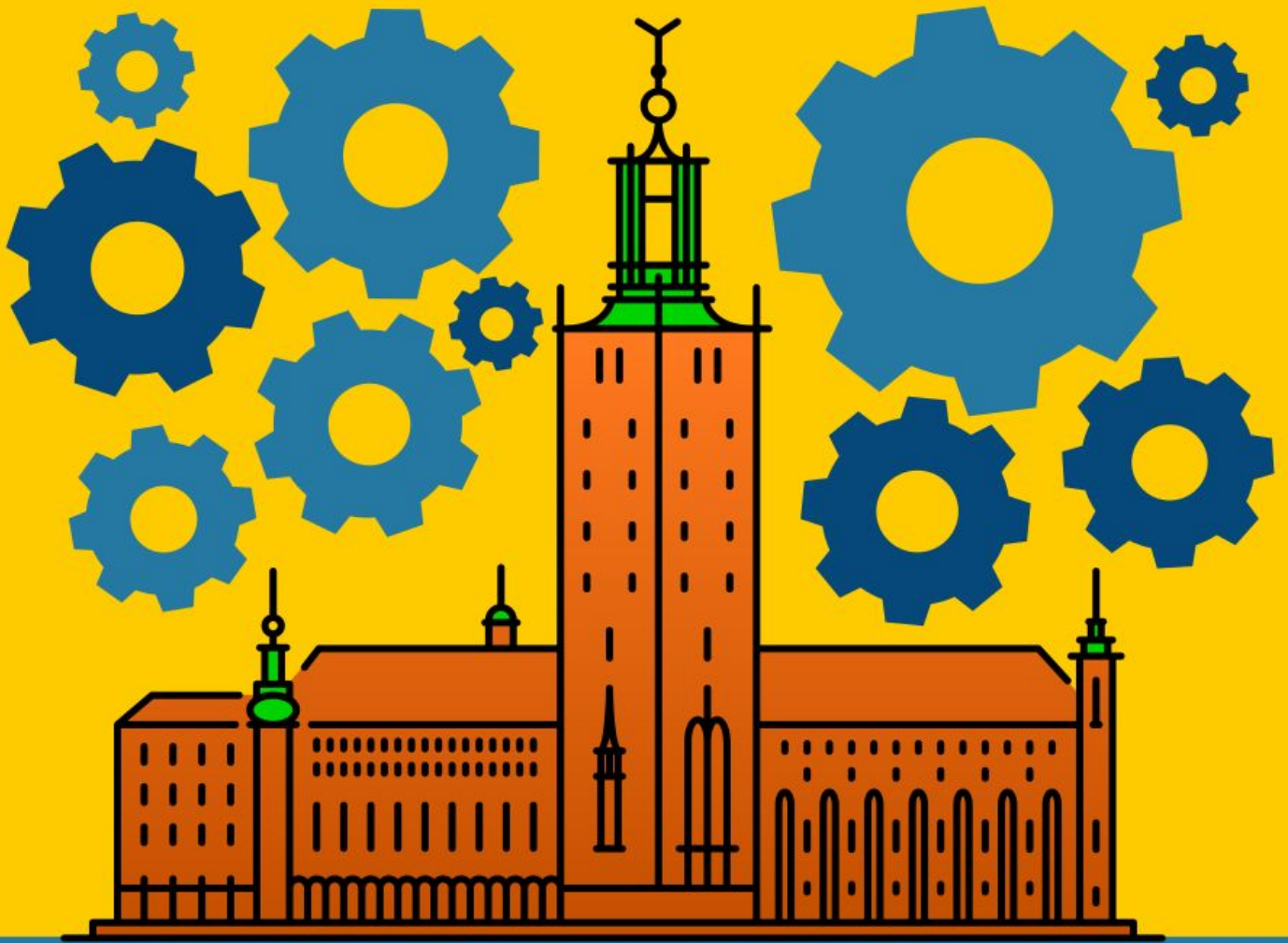## Stockholm

SPONSOR PROSPECTUS
2020

ABOUT DEVOPSDAYS

DevOpsDays is a worldwide series of technical conferences covering topics of software development, IT infrastructure operations, and the intersection between them. The first Stockholm edition was organized in 2017. Following the success of previous conferences, we are proud to invite you to this year's DevOpsDays in Stockholm.

DevOpsDays is both a technical conference and a forum that encourages the exchange of knowledge about the culture, processes and structure within IT organizations. We encourage both technologists and business people to attend, learn and share experiences. This unique mix of perspectives creates a unique atmosphere of collaboration and learning.

DevOpsDays Stockholm is organized as a single track conference, with curated talks in the morning, and self-organized content in the afternoon.

The Stockholm charter of the DevOpsDays conference organized its first event during 2017. Since 2019 the conference is a non-profit organization that is run by a community of dedicated volunteers. The DevOpsDays Stockholm board is led by Lowe Schmidt.

More information about DevOpsDays in general and the Stockholm edition in particular can be found at http://devopsdays.se.

HEALTH STATEMENT

With the global concerns around the COVID-19 coronavirus, we want to be proactive in communicating our plans for DevOpsDays Stockholm in October. **We're still holding the event as scheduled**.

BECOME A SPONSOR

As a non-profit organization, DevOpsDays Stockholm relies on sponsorship to keep ticket prices accessible to a wide audience. By sponsoring DevOpsDays Stockholm you will get the opportunity to network and build relationships with highly motivated developers, sysadmins, IT executives, and technical leaders within the burgeoning Scandinavian DevOps community.

Our sponsorship packages are constructed to connect our sponsors directly with the community to facilitate networking, branding, and talent recruitment. We encourage sponsors to actively participate in the conference and engage with other attendees as peers.

We greatly value sponsors for this open event. If you are interested, please email us at stockholm@devopsdays.org.

Packages	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Price	60 000 SEK	40 000 SEK	15000 SEK
Tickets included	6	4	2
Additional ticket discount	20%	15%	☐
Sponsor booth (incl. table & power)	✔ wide (or special below)	✔ narrow	☐
One-minute sponsor pitch	✔	✔	☐
Logo on website	✔	✔	✔
Logo on email communication	✔	✔	✔

SPECIAL SPONSORSHIPS

Gold sponsors have the choice of switching out the conference sponsor booth with one of the below specials.

Sponsorship	Gold Sponsor
Evening Event Sponsor	Pay for drinks, food and entertainment - get an exclusive space for the night. Can be split by two sponsors.
Lanyards	Your logo on all participant lanyards (exclusively).
Diversity Scholarship	Provide tickets for under-indexed groups to attend.

If you are interested in a special sponsorship, or have a creative idea about how you can support the event, please send us an email at stockholm@devopsdays.org.

All prices excluding VAT.

Early confirmation of your interest and support for the conference will ensure a high level of exposure. An extensive promotional campaign including direct mail campaigns, social media and web exposure will be implemented and the opportunity exists for your company to be represented as a key sponsor of the conference well in advance of the actual dates.

CONFERENCE INFORMATION

VENUE

This year the conference will be held at [7A Posthuset](#), in the heart of Stockholm.

For sponsors, there is an opportunity to rent additional meeting rooms (contact the sponsorship team for details).

DATE

DevOpsDays Stockholm is a 2 day conference from 12 to 13 October 2020.

CONTACT

For further information please contact the sponsorship team by email or phone:

Email:	stockholm@devopsdays.org	
Phone:	Johan Virtanen	+46 730 810 252
	Mark Baker	+46 709 12 44 26
	Matthias Grüter	+46 706 566 283

Sponsorship agreement

This agreement is between the Organizers of the DevOpsDays Stockholm Event (hereafter "DevOpsDays Stockholm") and the organization identified at the bottom of this document. This agreement provides the terms and conditions for sponsors of DevOpsDays Stockholm 2020 held 12-13 October 2020 in Stockholm, Sweden.

Description of benefits and sponsor obligations:

Complimentary registration. Gold sponsors will receive six (6) complimentary general conference registrations. Silver sponsors will receive four (4) complimentary general conference registrations. Bronze sponsors will receive two (2) complimentary general conference registrations.

Exhibit space. Gold sponsors are entitled to a full exhibit 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 space 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 Stockholm Event web page.

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

Sponsorship cost. Gold sponsorships are priced at 60.000 SEK. Silver sponsorships are priced at 40.000 SEK. Bronze sponsorships are priced at 15.000 SEK.

Sponsor payment. Sponsors agree to pay the full sponsorship fee prior to the event. 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 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.

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

Indemnification. Both DevOpsDays Stockholm 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.

Sponsorship

Package
☐ Gold (60.000 SEK)
    ☐ Special: _____

☐ Silver (40.000 SEK)

☐ Bronze (15.000 SEK)

Special Sponsorship (for Gold sponsors):   _____

DevOpsDays Stockholm

_____
Signatory (full printed name)

_____   _____
Signature   *Date*

Sponsor

_____
Signatory (full printed name)

_____   _____
Signature   *Date*

Contact details

Registered name: _____

Organization registration number: _____

VAT number: _____

Sponsor contact & address: _____

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Billing contact & address: _____

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