



Sponsor devopsdays NL (oNLine) 2021

We're pleased to announce that we're opening the sponsorships for this year's devopsdays NL event. Like last year, devopsdays Amsterdam and devopsdays Eindhoven are joining forces to host our second online event.

Who we are

Since 2013, devopsdays Amsterdam has brought together more than two-thousand DevOps practitioners from over two dozen countries, with specializations ranging from Business, Operations, Development, Security among others. During devopsdays NL, we present an event filled with inspiring sessions, covering a range of topics including cultural engineering, technical presentations, communication and collaboration methods and digital transformation, presented by a diverse range of both experienced and up-and-coming speakers.

Our finely curated program is centered around a simple and straightforward goal:

Learn from each other to create a better community.

Community

Last year, we went fully online for the first time and we were pleased to host over 840 attendees from multiple countries. In 2020 we ran multiple tracks, including specific tracks that focused on security and business. In addition, we held Open Spaces, which allows our attendees to bring their ideas to a group for an open, collaborative discussion. We encourage our sponsors to be involved in the Open Spaces and engage with the attendees!

Exposure

Our aim in 2021 is to continue building this fantastic community and to that end help your company connect to local talented individuals from security, business, operations and development backgrounds. We believe that devopsdays NL 2021 is a great opportunity to meet with people, engage with the community and share your stories. This is our 2nd edition of devopsdays NL oNLine, and we'd be both honoured and delighted to have you on board!

EVENT DETAILS

Date: Tuesday June 29 2021

Location: Online

Website: devopsdays.org/amsterdam

SPONSORSHIP TIERS

	Gold (x3)	Silver (x6)	Bronze (x9)
	€ 3000	€ 1000	€ 500
Sponsor slide during breaks	✓	✓	
Product pitch (2 minute pitch - 3 times during the event)	✓		
Virtual Sponsor area	✓	✓	
Discount on sponsorship for 2022	✓		
Logo on website	✓	✓	✓
Logo in emails	✓	✓	✓
Pre-written message in main chat channel	✓		
Open Space	✓	✓	

Becoming a sponsor is easy: email us at amsterdam@devopsdays.org, and we will get back to you with the information you need as soon as possible.

Please reach out to us if you have any questions, need something clarified or have a crazy idea and want to go wild. We will work with you to craft a package that fits your budget and needs.

FAQ

- **Can we sponsor a talk?**

No you cannot sponsor a talk. devopsdays does not sell speaking slots. If someone in your company wants to submit a talk, they can submit a proposal here:

<https://sessionize.com/devopsdays-amsterdam-2021/>

- **Who would attend the conference?**

We've seen a mixture of professionals that included engineers, business focused managers and also engineering leads who wish to learn about cultural change and also understand more about a DevOps way of working.

The past five years have shown a clear trend towards our sponsors staffing booths with technologists who can interact with our attendees during the event and who enjoy answering technical questions. However, hiring managers and business executives also regularly attend.

- **Do you have a Code of Conduct?**

Yes, it is located at <https://devopsdays.org/events/2021-amsterdam/conduct>. The organization is dedicated to providing a great experience to all groups attending the event and thus requires everyone, including sponsors, to take note of and adhere to these guidelines.

- **Can we get a list of attendees and/or registration information?**

No. We do not send out emails on behalf of sponsors and will not share contact information or lists of participants. For the Gold and Silver sponsors, we will have a dedicated virtual sponsor area. You are welcome to set up a raffle or a giveaway to draw attendees to your sponsor area, and if the attendee wishes to, they can share their information directly with you.

- **What are the payment options?**

We can accept payments via bank transfer (preferred) or credit card (fees are to be paid by you). All payments must be made within thirty days to avoid cancellation of the contract.

- **What are the demographics of the attendees?**

Our attendees are generally towards the medium and senior-level of the spectrum, though we are proud to host a forward-thinking group of techies in more junior roles. In surveys, attendees identify as working in operations and IT engineering, with a smaller percentage indicating a management or C-level position.

If you have a question that is not answered above, or find anything that is unclear, please contact us amsterdam@devopsdays.org or at eindhoven@devopsdays.org