



The conference that brings development and operations together.

DEVOPSDAYS RALEIGH 2021 – SPONSOR INFORMATION

DATE:
THURSDAY, APRIL 8, 2021

PLATFORM:
WHOVA ONLINE AND MOBILE EVENT APP

ABOUT DEVOPSDAYS

DevOpsDays is a technical conference for developers, system administrators and anyone else, whether expert or beginner, involved in technology. With technology and responsibilities crossing over spaces, DevOps is a movement that has rapidly spread through the technical community along with the adoption of Agile techniques. DevOpsDays take place all over the world as self-organized events which community members who are passionate about their work attend. The format of presentations, Ignites, and Open Spaces is unique to this event. It is highly interactive and invigorating for attendees.

WHY SPONSOR DEVOPSDAYS RALEIGH

Raleigh is one of the fastest growing locations for DevOps. With many companies in the technology industry headquartered here, and more with plans to move their operations here, it's a beacon for DevOps. This is your company's chance to meet these people, gain their attention and interact with people who will become leaders in the DevOps community. Due to COVID-19, this year's conference is going virtual and will be hosted by Whova Online and Mobile Event App. With this change to a virtual setting we're thrilled to be able to not only bring in attendees from the Raleigh area, but from around the world!

In 2019, our third year, we completely sold out with over 500 attendees and had a waitlist of over 50 additional, hopeful participants!

A HANDFUL OF ATTENDING COMPANIES INCLUDE:

Avanade
BB&T
Charles Schwab
Cisco
Dell

Fidelity Investments
IBM
Lenovo
McKesson
Red Hat

SAS
Starbucks
Toshiba
TrialCard
Verizon



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Who's Been to DevOpsDays Raleigh Before?

This audience will be one that believes development and operations should work closely together to make each other's lives easier. Therefore, there are a wide variety of professionals who will attend, but all will add value in exploring DevOpsDays to network, collaborate and engage with their peers. They will also learn more about DevOps, improving their skills and advance their organization's capabilities.

- ✓ App Development (including Managers)
- ✓ Application Architect/Developer/Manager
- ✓ Business Analyst
- ✓ Business Intelligence Architect
- ✓ Cloud Architect
- ✓ Community Architect
- ✓ Data Scientist
- ✓ Delivery Engineer
- ✓ Development Advocate/Leader/Manager
- ✓ DevOps Engineer (Advanced, Lead, and Managing)
- ✓ Helpdesk Manager
- ✓ HIE Engineer
- ✓ IT Architect/DevOps Analyst/Risk Manager
- ✓ Lead CDS Developer
- ✓ Net Developer
- ✓ Network Engineer
- ✓ Platform Engineer
- ✓ Programmer
- ✓ Project Manager (for DevOps/LMS/Delivery)
- ✓ QA Engineer
- ✓ Release Coordinator
- ✓ Sales Engineer
- ✓ ScrumMaster
- ✓ Security Architect
- ✓ Security Engineer
- ✓ Software Architect
- ✓ Software Engineer
- ✓ Solutions Architect/Consultant
- ✓ System Administrator/Analyst/Engineer
- ✓ Technical Leader/Product Owner/Project Manager/Solutions Architect
- ✓ Test Engineer
- ✓ Web Developer

DevOpsDays Raleigh has a "decision maker" attendance of near 40%. This number includes C-Suite Executives as well as managers, directors, and company leaders.



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DevOpsDays Raleigh Highlights:

- Diverse keynote presentations from DevOps experts and thought leaders – previous speakers include John Willis, Jayne Groll, Nathen Harvey, Ken Mugrage, and many other DevOps community leaders
- Hands-On Workshops
- Estimated 500 DevOps Professionals (limitations depend on COVID restrictions and protocols)
- Ignite Sessions
- Leaders and experts in the DevOps community
- Open Spaces Session

***Please note that our Call for Papers closed on January 31, 2021.**

DevOps Workshops:

If your company is interested in hosting a workshop to last approximately 90 minutes with a 15-minute break, please submit that in the propose a talk section of the website, selecting “workshop.” These will take place concurrently with Open Spaces or Keynote sessions. Workshops will be chosen based on merit and expected interest level from attendees. It is not required to be a paying sponsor to submit for a workshop session, and workshop presenters are not chosen because their company is a sponsor. Workshops should NOT be a pitch, but an educational experience with demonstrations or hands-on activities for attendees.

Keynotes:

Keynote presentations are approximately 25 minutes in length. From previous years’ feedback, the audience likes presentations which are entertaining, but also give them something learned to apply for their future projects. Case studies, how-to’s, and lessons learned are preferred; DevOps technical and cultural aspects.

Ignites:

Presenters get 20 slides, which automatically advance every 15 seconds. The result is a fast and fun presentation which lasts just 5 minutes. If you want to see a few examples of the format, you can find a few at <http://igniteshow.com/>.

Open Spaces:

Most DevOpsDays events are a combination of curated talks and self-organized conversations. The self-organized content is known as “open spaces”. Open Spaces give attendees the opportunity to talk about anything they’d like; for instance, a person might suggest a topic they want to learn about, or one they feel like they can help others with. The topics range widely, from highly technical, to pure culture, to board games for networking.



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ALL INCLUSIVE SPONSOR PACKAGES

Benefits	Virtual Sponsor \$750	Virtual Exhibitor \$1500	Customized Private Virtual Room (*only 5 slots) \$2500
Included Tickets	2	4	6
Virtual Booth (Includes chat room and live stream capabilities)	✓	✓	✓
Logo on the attendee passport game	✓	✓	(Feature unavailable for custom built pages)
Logo on Website & Email Communication	✓	✓	✓
Lead Generation Opportunity		✓	✓
3 Minute Pitch to Full Audience			✓
Custom built landing page (HTML and content provided by sponsor)			✓
Logo on Rotating Banner	✓		

A reminder from DevOpsDays.org:
 "DevOpsDays does not ever distribute attendee contact information. Do not expect badge scanning of any sort. Most events don't even collect information about job title. *Sometimes* company affiliation is on the badges, and sometimes it's not.
 If you want to collect leads, you'll have to talk directly with individuals and request their contact info. Vendors also often raffle off prizes ranging from large Lego sets to tablets and other desirable items, collecting contact info in the process."

*Have another idea of how you can provide a memorable experience for our attendees?
 Contact Kyle Anderson at 919.816.1726 or kyle.anderson@cprime.com*



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A FEW OF OUR PREVIOUS DEVOPS DAYS RALEIGH SPONSORS:



ADDITIONAL SPONSORSHIP OPTIONS

a la carte Opportunities (available without package purchase)	
Networking Table – Host a 1-hour networking session before or after the conference concludes! Plug in your company representatives and be shuffled among attendees every 5 minutes to meet and greet! **Additional benefits provided – contact organizers for details.	\$1,250
Sock sponsor (Limit 1) – Our VIP attendees will receive a swag bag filled with goodies before the conference. Place your logo on a pair of socks and we’ll include it in the swag bag!	Price TBD by vendor costs
Swag sponsor – Want to include something else in our swag box that is specific to your organization? This is your opportunity to do so!	\$1,500 (per item)
Email blast – Create a custom HTML email that our organizers can blast out to our entire attendee list before or after the conference. This ensures you land directly in every attendee’s inbox!	\$500 (per email)

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DEVOPSDAYS RALEIGH 2021 – SPONSORSHIP AGREEMENT

Company Name: _____

Street Address: _____

City, State, Zip: _____

Phone: _____

Contact Name and title: _____

Contact Email: _____

Contact Phone: _____

Sponsor Level

- Custom Exhibitor Booth - \$2,500
- Virtual Exhibitor Package - \$1,500
- Virtual Sponsor Package - \$750
- A La Carte Choice: _____

Total cost of sponsorship: _____

Company Representative Signature: _____

Company Representative Name: _____

For more information and questions, please contact: kyle.anderson@cprime.com.

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DEVOPSDAYS RALEIGH 2021 – CANCELLATION POLICY & AGREEMENT

Cancellation Policy: Sponsors may cancel participation in the event and/or terminate the agreement by giving written notice to the organizers of the event. Exhibitor is liable for the following amounts:

- 100% if cancellation notice received less than 15 days before the event
- 50% if cancellation notice is received 16-30 days before the event
- 20% if cancellation notice is received 30+ days before the event

Company Representative Signature: _____

Company Representative Name: _____

For more information and questions regarding our cancellation policy, please contact:

Kyle Anderson at kyle.anderson@cprime.com.

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