Devopsdays Amsterdam
Sponsorship Prospectus 2022

Over the past decade,

Devopsdays Amsterdam has brought together more than two-thousand DevOps practitioners from nearly two dozen countries. This year marks the 10th anniversary of devopsdays Amsterdam!

From a day filled with hands-on workshops to inspiring sessions on social engineering, we offer a finely curated program centered around a simple goal: learn from each other to create a better community.

We are confident that devopsdays Amsterdam 2022, scheduled from June 22 to June 24, 2022, is an excellent opportunity for partners who want to showcase their company's product.

COMMUNITY

Devopsdays Amsterdam is unlike many tech events: we are self-organizing and not profit-oriented. By keeping our ticket prices low, we make it possible for professionals and enthusiasts to attend.

The patronage of partners like you helps us produce the kind of event our community deserves. To make this worthwhile for you, we offer several perks.

EXPOSURE

We will display your logo and a link to your company's website/product on our website as we lead up to the conference. We also tweet your support via our Twitter account **@devopsams** and include your logo in any email newsletters we send out.

We give you a shout-out and showcase your logo on our signage during the event. Additionally, available for Gold and the exclusive tiers, we provide you with an opportunity to pitch your service to our audience: for sixty seconds, the stage is yours!

And there is more: our BBQ-tier and Gala sponsors get to connect their name to our main culinary track *and* address our audience for a full minute while everyone is enjoying delicious food.

BOOTH SPACE

Silver*, Gold, and select exclusive-tier sponsors (BBQ, Beer, and Gala), receive some of our heavily sought-after booth space (sized at a beautiful 2x3 meters). These spaces include a private table, power outlets, and enough room for signage, giveaways, gender-specific t-shirts, and other wearables.

To ensure your booth is never empty, we provide you with several tickets for your colleagues. Additional tickets are available upon request at a heavily discounted fee.

Note that Silver level sponsors only receive a high (small) standing table, rather than the entire table offered in other levels

EXCLUSIVE TIER: FOOD TRUCK

During the event, offer our attendees some delicious local appetizers during the event with your Food Truck. Napkins, plates, and cups with your logo* will provide you with the exposure you're looking to have.

EXCLUSIVE TIER: BBQ SPONSOR

The annual BBQ has been a cornerstone of the past editions of devopsdays Amsterdam. Our culinary track caters to all diets and palates and is, possibly, the best way to experience the hallway track and mingle with fellow attendees, speakers, and sponsors.

Since it is limited to only one, this tier provides a delicious opportunity to bring attention to your brand during the (additional) pitch you will receive.

EXCLUSIVE TIER: BEER SPONSOR

Over the past years, we have served different DevHops Limited Edition brews. Our beers are attendee-favorites and are a crafty way of getting your logo into everyone's hands by bringing it onto every single beer label*.

EXCLUSIVE TIER: COFFEE TRUCK

Give our attendees the gift of alertness with a cup of freshly brewed joe, java, or a beautifully designed latte. We will work with you to get your logo on each cup* and ensure our audience knows what you have been brewing up during your one-minute pitch.

EXCLUSIVE TIER: GALA SPONSOR

For the 10th anniversary of devopsdays Amsterdam, we are proud to present the 1st ever DevOps Gala. The gala will replace our usual 'speakers dinner' and is a black tie event held in Amsterdam. This is an opportunity for us to thank this year's speakers, sponsors, and organizers, without whom we would not have an event!

As this tier is limited to one slot, it provides an opportunity for showcasing your services before our other sponsors get to do so: your sixty seconds are part of the social gathering!

EXCLUSIVE TIER: RECHARGE SPONSOR

Help our attendees stay connected and recharge their devices with our charging lockers. During last year's anniversary edition, the charge lockers were a definite audience-inducted favorite.

Your logo on the charging lockers will make it positively clear that you provide attendees with an opportunity to keep tweeting, connecting, and not running into a flat battery situation. This opportunity sounds electrifying!

EXCLUSIVE TIER: LANYARD SPONSOR

A badge with the name and company name isn't complete with a beautiful lanyard. The lanyard gives the finishing touch. Especially with your logo* on it.

EXCLUSIVE TIER: WRISTBAND SPONSOR

Each day, validated and QR code checked attendees receive a wristband to validate their entry to the facilities. What better way can you think of to promote your brand than having every attendee wearing your brand for that day of the conference? Each day will have a different wristband issued, with your logo* front and center!

EXCLUSIVE TIER: T-SHIRT SPONSOR

Devopsdays wouldn't be a devopsdays without our world-famous T-shirt for attendees. Each year the t-shirt is custom designed. Make sure to promote your company by sponsoring the t-shirts for attendees.

Your logo* will be printed on the T-shirt with the logo of devopsdays Amsterdam.

Please be advised that we retain complete creative control over all designs, but rest assured: we will work with you to create something that works for all of us

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

SPONSORSHIP TIERS

We are happy to offer the following tiers for the 2022 edition of devopsdays Amsterdam.

All packages below are available to sponsors during the conference on June 23 and June 2, 2022, only, and not during the workshop day on June 22, 2022.

Please note that all slots are available on a *first-come, first-serve* basis (with a payment term of *NET30*). Once we have sold the space, it will become unavailable. For further details please reach out to us!

Special Note: For 2022 we will be announcing (shortly) the 1st annual devopsdays Eindhoven. Sponsors who would like to support both events (at the same level) will receive a discount on their sponsorship. For further details please reach out to us!

EXCLUSIVE TIER PACKAGES

	Bronze 10 x	Silver 8 x	Gold 8x	Food Truck 4 x	Lanyard	Wristband	T-Shirt	Recharge stations	Coffee	Gala	BBQ	Beer
Price	€ 1000	€ 3000	€ 6000	€ 3500	€ 5000	€ 5000	€ 7500	€ 3000	€ 8500	€ 10.000	€ 10.000	€ 10.000
Logo on website	●	●	●	●	●	●	●	●	●	●	●	●
Logo in emails	●	●	●	●	●	●	●	●	●	●	●	●
Logo on beer bottles												●
Logo on coffee cups									●			
Logo shown during Event										●	●	
Logo on wristbands						●						
Logo on t-shirts							●					
1 included ticket	●	●	●	●	●	●	●	●	●	●	●	●
2 included tickets		●	●	●			●	●	●	●	●	●
3 included tickets			●						●	●	●	●
1 high small standing table		●										
sponsor booth			●							●	●	●
1 minute pitch			●						●	●	●	●
Additional 1 minute pitch										●	●	●

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.

SPONSORSHIP FAQ

1. **DO SPONSORSHIP PACKAGES INCLUDE A TALK?**
No, but you are welcome to submit a talk proposal for consideration. See https://devops-days.org/events/2022-amsterdam/welcome/ for more information.

2. **WHO SHOULD I SEND TO THE CONFERENCE?**
The past years have shown a clear trend towards staffing booths with technologists who can interact with our attendees during the event and do not have to dodge technical questions.

3. **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 small percentage indicating management or C-level position.

4. **WHAT ARE THE PAYMENT OPTIONS?**
We can accept payments via bank transfer (preferred) or credit card (fees are to be paid by you). All sponsors must make payments within thirty days to avoid the cancellation of the contract. Sponsorship is not confirmed until payment is received, and as such, no sponsor benefits will be available until complete payment (logo on website, etc.)

5. **HOW DO WE REGISTER OUR SPONSOR TICKETS?**
Once you have completed your payment, we will send you a unique code to register the number of tickets associated with your tier.

6. **DO YOU HAVE A CODE OF CONDUCT?**
Yes, we have placed it at https://devopsdays.org/events/2022-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.

7. **WHAT KIND OF SWAG SHOULD I PUT ON THE TABLE?**
The choice is yours to make, but we, the organizers from DevOpsDays, prefer sustainable goodies. If you need help, please don't hesitate to ask us.

8. **IS IT POSSIBLE TO DONATE MONEY TO CHARITY INSTEAD OF BRINGING SWAG?**
Yes, it's possible to donate money to charity instead of putting goodies on the swag table. Some local charities could use some love, and we would love to advise and help you with that.

We will also mention your exemplary deeds on stage during the event, so you don't have to worry about exposure.

9. **CAN WE SHIP STUFF AHEAD?**
Yes, you can. Please get in touch with us to make arrangements. Our partner Schuberg Philis will be happy to store your swag and promotional materials until the conference.

Don't hesitate to contact us for instructions on where to send your package(s) and how to address them correctly. Note that Schuberg Philis must receive all shipments by June 15, 2022. Additionally, prior approval is required to avoid rejection of the package(s) on delivery.

10. **HOW DO WE GET OUR STUFF BACK?**
You don't! (only kidding). It is the responsibility of each sponsor to remove everything that they brought to the conference. Please arrange to remove all the material you bring with you by the close of the event.

11. **IS THERE A DIFFERENT WAY TO REACH OUT TO YOU BESIDES EMAIL?**
Yes, there is. We have a slack channel available throughout the year. Please join us at: **devopsdaysamsterdam.slack.com**

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