

Sponsorship Prospectus

devopsdays Eindhoven

20-21 October 2022

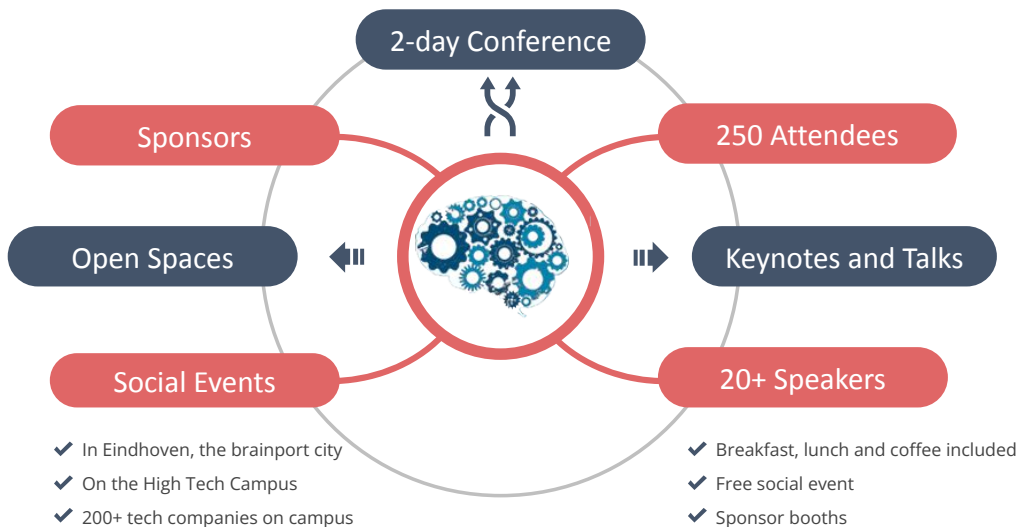


EINDHOVEN



About the **event**

First edition | 2nd devopsdays in NL | International speakers and participants



DEVOPSDAYS
EINDHOVEN
20-21 October 2022

About the Event



Devopsdays is a self-organizing conference for practitioners with keynotes, inspiring sessions on engineering culture, management and the intersection between them. We offer a finely curated program centered around a simple goal: learn from each other to create a better community

Sponsoring

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.

We offer you 1-minute elevator pitches during plenary moments on the schedule and create meaningful interactions between sponsors and attendees during the Open Space discussions. Our most satisfied sponsors are those that actively participate and engage with the attendees as peers, and we highly encourage you to send your engineers to represent your company at the event.

Additionally, sponsors get recognition on the website, email lists and social media before, during and after the event. During the event, we give you a shout-out and showcase your logo on our signage.

Additionally, available for Gold, Beverage, Lunch and Social Event tiers, we provide an opportunity to pitch your service to our audience: for one minute, the stage is yours!



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Sponsorship Tiers



Booth space

Silver*, Gold and the Social Event sponsor receive some of our heavily sought-after booth space. 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 discounted fee.

****Note:** Silver level sponsors receive a small high standing table in the mezzanine*

Exclusive tiers

Lanyard: 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.

Lunch: 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 1-minute pitch you will receive.

Beverage: as is tradition with Devopsdays in the Netherlands, we will source a limited edition local beer and non-alcoholic beverage, and add your branding to the label. These beverages are attendee-favorites and are a crafty way of getting your logo* into everyone's hands. To show our gratitude, you will receive two 1-minute pitches on the main stage to tell the audience about the beer, or your company.

Social Event: the event's social event is the cornerstone of our socializing and networking opportunities. This 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. The Social Event sponsor has the delicious opportunity to bring attention to their brand during the two 1-minute pitches you will receive.

****Note:** 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.*





Sponsor Pricing and Benefits

	€ 1.000	€ 3.000	€ 6.000	€ 4.000	€ 7.500	€ 6.000	€ 10.000
	BRONZE	SILVER	GOLD	LANYARD	BEVERAGE	LUNCH	SOCIAL EVENT
Logo on website	✓	✓	✓	✓	✓	✓	✓
Logo on emails & socials	✓	✓	✓	✓	✓	✓	✓
Large sponsor table			✓				✓
High small standing table		✓					
Onstage pitch			1 minute		2x 1 minute	1 minute	2x 1 minute
Number of tickets	1	2	4	2	4	4	6
Swag bag insert	✓	✓	✓	✓	✓	✓	✓
Exclusive Perk				Branded Lanyard	Branded beer and non-alcoholic event beverages	Branded daily lunch buffet	Branded barbecue
Packages of this tier	6	4	6	1	1	2	1

Becoming a sponsor is easy: email us at eindhoven@devopsdays.org, and we will get back to.

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.

Please note that all slots are available at a first come, first serve basis with a payment term of NET30.



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The Venue

In the heart of the exciting innovative ecosystem of High Tech Campus Eindhoven stands the Conference Center. A beautiful setting - surrounded by over 200 campus companies - in which you will find state-of-the-art meeting spaces and amenities, indoors and outside.



- Excellent access via highway, public transport and Eindhoven Airport
- Direct access to campus community
- Super-speed wifi throughout the campus
- State-of-the-art presentation technology
- A full-service auditorium seating nearly 300 people
- High-quality catering
- Free parking



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Sponsor FAQ



1. DO SPONSORSHIP PACKAGES INCLUDE A TALK?

No, but you are welcome to submit a talk proposal for consideration via <https://sessionize.com/devopsdays-eindhoven-2022>

2. WHOM 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 positions.

4. HOW DO WE REGISTER OUR SPONSOR TICKETS?

Once your payment has completed, we send you a unique code to register the number of tickets associated with your tier.

5. DO YOU HAVE A CODE OF CONDUCT?

Yes, find it at <https://www.devopsdays.org/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.

6. CAN WE SHIP STUFF AHEAD?

Yes, you can. Please contact us to make arrangements.

7. WHAT KIND OF SWAG SHOULD I PUT IN THE BAG?

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 PUTTING SWAG IN THE BAG?

Yes, yes, yes! We encourage you to do that. We will make sure that you will be noticed with such an amazing gift.

9. HOW DO WE GET OUR STUFF BACK?

Please make sure that at the end of the event that all of your stuff is packed into boxes and labeled with a shipping address. Contact us for making arrangements with regards to shipment.

10. 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.

