DevOpsDays Dallas 2023
Sponsor FAQ

Please also see the **Sponsor Prospectus** for high level information including sponsorship levels and how to pay.

FAQ

1. **When and where is the event?**

   DevOpsDays Dallas 2023 will be held on August 29-30, 2023, at the Plano Event Center.

2. **What is the event COVID policy?**

   While we are making every attempt to hold an in-person event in 2023, we recognize that the ongoing pandemic may affect this plan, but we are not making any specific policy regarding attendance to this event at this time. The health and well-being of our attendees is of paramount importance, so we reserve the right to apply reasonable attendance requirements in accordance with **local** or federal guidance as the event draws closer if there are any changes.

3. **What happens if the event is canceled due to COVID or some other unforeseen circumstance?**

   We also reserve the right to cancel completely, if the in-person event cannot be held safely. We will not move to an online format nor will we hold funds for a future event. Instead, we will make our best effort to return as much money as we can to you. Since we are volunteer organizers, we cannot guarantee that we can return 100% of paid funds due to venue deposits or catering deposits that we may not be able to get back. In 2020 when we had to cancel due to COVID, we were able to return close to 90% of funds collected to sponsors and attendees.

4. **Will you sign a contract with us, or will you hold a space for us?**

   No. Spaces are reserved based on when we receive the money. We suggest using a credit card and paying via PayPal on our website to guarantee a spot. An alternative, is to requested an invoice and instructions for ACH (Automated Clearing House) / wire transfer.

5. **What if my company chooses to withdraw from sponsorship?**

   We understand, but we will not be able to refund any funds to your company for any reason other than the entire event being completely canceled. We are a community organization run entirely by volunteers, and funds gathered go immediately to pay the bills for the event, so we do not guarantee refund any sponsors. If we can fill your slot with another paying sponsor, we will refund you on a best-effort basis however.

6. **What is the floorplan for the event?**

   Please see the **Sponsor Guide** for the floorplan.

7. **Can I bring in special food/drinks for my booth, happy hour space, etc.?**

   No. The venue doesn't allow it.

8. **Can I coordinate my own events inside/alongside DevOpsDays Dallas?**

   Not without coordinating with us. If you have a specific idea / request, please talk to us beforehand. 'Surprise' events that conflict with conference events will not be promoted and may result in revocation of sponsorship.

   We're happy to work with sponsors who want to host book signings, or have evening events after our happy hour, but please discuss it with us well ahead of time.

9. **Who should I send?**

   We have found that companies get a better response when they send technical staff that can interact with the attendees during sessions, Open Spaces, and breaks. Sponsor personnel are free to attend the sessions and participate in the group conversations and Open Spaces process as part of the community. As a practitioner-focused event, this isn't a place that doing pure marketing and just trying to gather leads is as effective as engaging with the attendees with demos and technically knowledgeable people.

10. **What does the stage presentation Pitch consist of?**

    Platinum sponsors are given a specific scheduled 10-minute spot, and Gold sponsors are given a specific scheduled 2-minute spot on the main stage to introduce themselves and their company to the full audience. The emcee will invite a small number to make their announcement during transitions between sessions. The specific schedule will be communicated to you in advance.

11. How big is our booth space?

Platinum, Gold, and Silver sponsor packages (only) receive a table at the event. This is not a "booth" in the sense of a large tech conference "*vendor room*" where you could set up a backdrop. For Platinum sponsors the space will consist of a (2) 6' x 30" tables, for Gold sponsors the space will consist of a 8' x 30" table, and Silver sponsors the space will consist of a 6' x 30" table placed in the main hallway of the venue, which your staffers typically sit or stand behind. Platinum sponsors will have 4 chairs and a couple of power strips, while Gold and Silver sponsors will each have 2 chairs and a power strip. Your table can be used to display your products and materials, swag giveaways, and/or demos. We encourage sponsors to send engineers to interact with attendees during session breaks, and to avoid large displays and heavy marketing materials. Stand-up banners or booths are fine, but more than that can get in the way given the layout of the event.

12. Can we do a giveaway on stage?

Yes; we perform drawings and giveaways at the end of Day 2 as part of the closing ceremony. If you want to do a giveaway, you will need to collect your own information (e.g., business cards, entry slips) for whatever drawing mechanism you want to use at your table or via other means. At the closing session on the second day, we will give you a short time slot on stage for your giveaway activity. Just let us know.

13. Do we get any sponsored talks?

No, but you are welcome to submit a proposal during the CFP process. The attendee-driven nature of much of the content means that "vendor pitches" per se are not well received as talks, so your best shot at getting a talk accepted is having an engineer from your organization pitch a talk that they would objectively find interesting themselves.

14. When can we pick our table spot?

Tables are not selectable. Our team will assign your table. Platinum sponsor tables will be in prime visible location, Gold and Silver sponsor tables in the sponsor hallways.

15. Do we get a dedicated email blast and/or contact info for all the attendees?
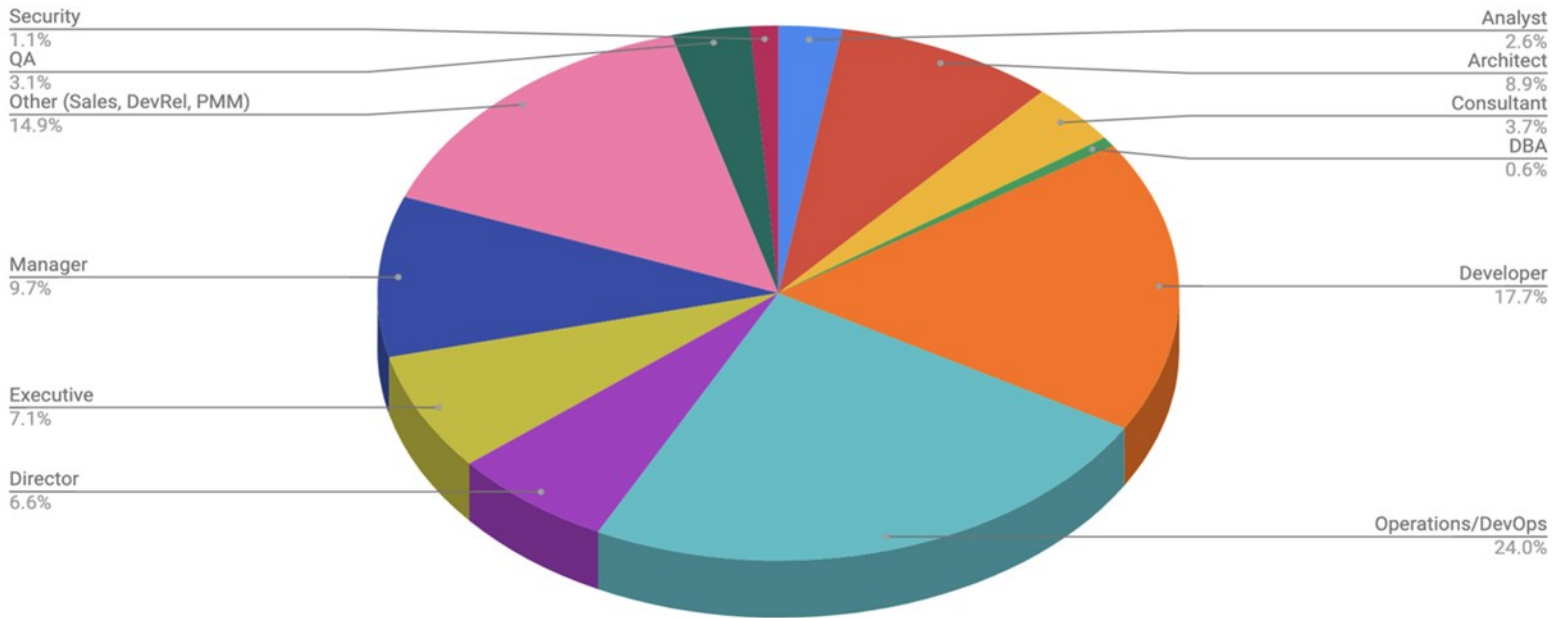
No. As an attendee-driven conference we find that ensuring attendee privacy is important to get the quality of attendees and contributions we need. You are welcome to gather information via your sponsor table from those who wish to opt in to communications. Please note that gathering lead info can't be a requirement for stamping someone's sponsor passport (see below).

16. What are the demographics of the attendees?

DevOpsDays Dallas typically attracts technologists, architects, and technology managers. These folks are attending to learn and to share learnings about the DevOps movement. They most appreciate sponsors who engage with them with that in mind.

Roles of our attendees:

DevOpsDays Dallas Attendee Roles

Security 1.1%
QA 3.1%
Other (Sales, DevRel, PMM) 14.9%
Manager 9.7%
Executive 7.1%
Director 6.6%

Analyst 2.6%
Architect 8.9%
Consultant 3.7%
DBA 0.6%
Developer 17.7%
Operations/DevOps 24.0%

17. **Can you combine a deal for me with other DevOpsDays events?**

No, all DevOpsDays events are run independently by local practitioners in that city. DevOpsDays is just a common "tent" brand we use to put on the events, but there is no fiscal relationship between them. Therefore, we don't have any ability to combine sales with other events.

18. **How may I ship packages to the venue?**

The Plano Event Center can accept shipments <mark>1 week out</mark> from the event date. We've added their shipping info here:

Shipments must be addressed as follows:

Company Name - <sponsor>
Company/Show Name - DevOpsDays Dallas
c/o Rachel Martin
Plano Event Center
2000 E. Spring Creek Parkway
Plano, Texas 75074

<mark>Please note Plano Event Center is not liable for the security of freight or the shipping of freight. Freight left on the premises more than 72 business hours following the close of the event may be disposed of. Client is responsible for packing and scheduling pick-ups of all freight.</mark>

19. How is outbound shipping handled at the venue?

Place a shipping label on all shipping packages and Rachel Martin who's the Event Coordinator for the Plano Event Center will direct you where to leave the packages.

Rachel Martin
Event Coordinator
2000 E. Spring Creek Pkwy.
Plano, Texas 75074
T 972.941.5865
F 972.424.1561
rmartin@plano.gov

20. How many badge scanners (and which type) do we get?

None. Our badges do not have barcodes on them. We have seen that sponsors benefit the most when they bring engineers to the conference and interact with the attendees during the event instead of scanning badges at the booth for later engagement. You are responsible to collect any information you want in person at your booth. The most effective option sponsors use is to do a raffle and have people submit business cards/write their info on slips of paper.

21. What are the behavior expectations of sponsors?

Sponsors are expected to follow our event's Code of Conduct (https://www.devopsdays.org/events/2023-Dallas/conduct/). Advertising and booths should be non-sexualized. Do not perform activities disruptive to the event or large/noisy events that disrupt conference talks or activities.

Sponsors get stage time and giveaways and meal sponsorships commensurate with their sponsorship level. Sponsors who attempt to co-opt any of these to get visibility at the expense of the sponsors who are supposed to be getting it may be subject to revocation of sponsorship and asked to leave.

22. Is there a room block reserved for us at the hotel?

No, there is no designated conference hotel. But if you are traveling to attend this event, the Plano Event Center is approximately a 45-minute drive from the DFW Airport via President George Bush Turnpike (East). Here is a list of hotels and their distance from the hotel to the vicinity of the Plano Event Center for your convenience: **click here**.