Sponsorship prospectus 2023

Devopsdays Eindhoven

October 11 – 12 2023

What is Devopsdays?

Devopsdays Eindhoven is part of the worldwide series of events. After a successful first year, we're back to bring together more than 300 devops practitioners from the Benelux for the second year.

Devopsdays Eindhoven is not profit-oriented and is run by self-organizing volunteers from the local area. We cover topics at the intersection of technology and organizational culture.

We are confident that devopsdays Eindhoven 2023, scheduled on October 11 and October 12, 2023, is an excellent opportunity for partners to showcase their support to the DevOps community.

For and *by* the devops community

From a day filled with hands-on workshops to inspiring sessions and open spaces on socio-technical topics, we offer a finely curated program centered around a simple goal: learn from each other to create a better community.

By keeping our ticket prices low, we make it possible for newcomers to the field to attend and let them learn about devops and solutions from our speakers and sponsors.

Sponsoring

Our sponsors are a vital part of the event. By sponsoring, you position your brand as a supporter of the local devops community.

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.

Whether your sponsorship goal is recruitment, product usage or brand mind-share, we'll help you gain the right kind and amount of visibility through one of our sponsorship packages. We have multiple tiers available in this prospectus, each designed to create meaningful and authentic connection with attendees.

Becoming a Sponsor

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.

Ready to order, however? Fill out the form at https://sponsor-ehv.devops.foundation when you've decided with what tier to support Devopsdays Eindhoven.

Devopsdays Amsterdam

This organization also organizes devopsdays Amsterdam.

We offer a 15% discount to sponsors who sponsor both events at the same sponsorship level.

If you'd like to sponsor both events, but would like different tiers in each, please contact us and we'd be happy to work with you.

Please note that this discount is only redeemable until June 1st, 2023.

For further details please reach out to us.

Sponsorship Tiers

Bronze
Our bronze tier is ideal for those that want to support devopsdays on a budget. Ideal for startups and small businesses, this tier gives you visibility and presence at the event.

Silver
Our silver sponsorship is the perfect step up for those that want more than the Bronze tier perks. A small high-standing table in the upstairs mezzanine area provides you with a great home base for interacting with attendees during breaks and Open Spaces.

Gold
Our Gold standard for sponsorship and our most popular tier due to the larger booth area downstairs and the 1-minute pitch. Snap up one of these before they sell out!

Sponsorship Tiers

Exclusive Tier - Recharge
Help our attendees stay connected and recharge their devices with our charging lockers. Your branding 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. We will make sure the charging stations are located in a high traffic area.

Exclusive Tier - Lanyard
A badge isn't complete with a beautiful lanyard with your branding on it. This tier is Ideal for sponsors that want visibility, but don't have the local presence to attend the event.

Sponsorship Tiers

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.

Exclusive Tier - Lunch
This exclusive tier provides your prominent sponsor branding on our catered lunch for one of the conference days. Branding includes the conference staff wearing a t-shirt you bring during lunch, looping slide-deck with your logo, videos or other marketing assets of your choice (playing on screens in the lunch area, during lunch only), and a high-standing table in the lunch area (during lunch only) for you to showcase your brand and mingle with the audience. Additionally, this tier gives you a 1-minute pitch on the main conference stage. We encourage you to bring self-standing beach banners and other marketing assets (subject to approval), to place in the lunch area during lunch.

Sponsorship Tiers

Exclusive Tier - Beer
In addition to all Gold-level perks, this tier includes your logo on our exclusive DevHops beer, a locally sourced, limited-edition beer. This attendee-favorite is a crafty way of getting your logo into everyone's hands. Naturally, you can also take home two cases after the event. We'd also like to invite you to join the speaker dinner. This tier gives you an additional 1-minute pitch on the main conference stage.

Exclusive Tier - Social Event
The event's social event is the cornerstone of our socializing and networking opportunities. In addition to all Gold-level perks, this delicious tier provides your branding during the social event, including the conference staff wearing a t-shirt you bring and a dedicated screen in the food area showing a rotating, looping slide-deck with your logo, videos or other marketing assets of your choice (during the social event only). We'd also like to invite you to join the speaker dinner. We encourage you to bring self-standing beach banners or similar marketing assets, to place in the BBQ area during the social event. This tier gives you an additional 1-minute pitch on the main sta

Sponsor pricing and benefits

	Bronze	Silver	Gold	~~Recharge~~	~~Lanyard~~	Lunch	~~Beer~~	Social
Price (ex. VAT/BTW)	€1500	€3500	€6500	€3500	€4500	€3000 per day €5000 for both days	€8000	€8000
Your exclusive branding on				charge lockers	lanyard	Screens during lunch and staff wearing your shirts	DevHops bottle label, beer coasters	Screens during lunch and staff wearing your shirts
Logo on website, email, social media and plenary opening and closing	✓	✓	✓	✓	✓	✓	✓	✓
Explicit mention by emcees during plenary opening and closing	-	-	✓	-	-	-	✓	✓
Sponsor Booth: Small high-standing table	-	in the upstairs mezzanine area	-	-	-	in the lunch area during one day only	-	-
Sponsor Booth: Large table in the downstairs common area	-	-	✓	-	-	-	✓	✓
1-minute on-stage pitch	-	-	1	-	-	1	2	2
Number of tickets	1	2	4	2	2	2	4	6
Speaker Dinner Tickets	-	-	-	-	-	-	1	2
Packages in this tier	6	4	7	1	1	2 one each day	1	1

Sponsorship perks

Logo on website, emails and social media
All sponsors have their logo (with link) displayed on our website. We communicate your support on our social media channels and your logo is included in our email campaigns. During the event, we include your logo in the plenary event opening and closing, as well as on some signage and screens throughout the venue.

Mention during plenary opening and closing
Select tiers receive will receive a mention during plenary opening and closing by one of our emcees.

Booth Space
Select tiers receive some of our heavily sought-after booth space. This includes a private table, nearby power outlets and enough room for signage, marketing material and swag!

We offer two types of booths. Gold booth space is sized at 180 cm x 90 cm, located in the common area downstairs. Silver booth space is a standing table, sized at 45 cm in diameter, located in the upper mezzanine area (with additional activations for the audience) for Silver sponsors and in the lunch area downstairs for Lunch sponsors (during lunch only).

Sponsorship perks

1-minute on-stage pitch
Select tiers include a scheduled 1-minute elevator pitch during plenary moments in the schedule. For one minute, the stage is yours! The specific schedule will be communicated to you in advance.

Conference Tickets
Each tier includes a number of complementary conference tickets. Additional tickets are available upon request at a discounted fee. Tickets can be used by different people on different days.

Speaker Dinner
Select tiers include coveted entrance to the speaker dinner, allowing you to interact with our roster of speakers directly. We recommend sending your engineers to represent your company.

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 Wi-Fi throughout the campus

- State-of-the-art presentation technology

- A full-service auditorium seating nearly 300 people

- High-quality catering

- Free parking

Sponsor FAQ

When and where is the event?
devopsdays Eindhoven will be held 11-12 October at the High Tech Campus in Eindhoven.

What are the behavior expectations of sponsors?
Sponsors are expected to follow our event's Code of Conduct (https://devopsdays.org/eindhoven/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.

Who should I send to the conference?
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 staff 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 where doing pure marketing and just trying to gather leads is as effective as engaging with the attendees with demos and technically knowledgeable people.

Sponsor FAQ - Attendees

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 as in operations and IT engineering, with a small percentage indicating management or C-level position.

Do we get contact info of attendees?
No. As a community organized and 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 your company's communications.

Do you work with badge scanners?
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 a tablet or computer.

Sponsor FAQ - Financial

Can I reserve a sponsor slot?
We cannot hold sponsorship slots; they are sold on a first come first served basis. You reserve your slot by signing the sponsorship agreement. Sponsorship is not confirmed until payment is received, and as such, no sponsor benefits will be available until payment is complete.

What are the payment options?
We can accept payments via bank transfer (preferred) or credit card (fees paid by sponsor).

Wat are the payment terms?
If the event is more than 30 days away, the payment terms are NET30, from the date mentioned on the invoice. If the event is less than 30 days away, the payment terms are NET15, from the date mentioned on the invoice. If the event is less than 15 days away, the payment terms are immediate. All sponsors must make payments within these terms to avoid the cancellation of the contract.

Sponsor FAQ - Extras

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.

Can I buy extra tickets?
Yes. Once you have completed your payment, we will send you a unique code to register up to 5 additional tickets for your company at 25% off. Or if you'd prefer an invoice and buy tickets that way reach out to us at eindhoven@devopsdays.org

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 an umbrella brand we use to put on the events, but there is no fiscal relationship between individual events. Therefore, we don't have any ability to combine sales with other events.

Sponsor FAQ – Booths and signage

How are booths assigned?
Booths are assigned by the organizers based on the room layout of the venue. You will receive your booth number by email 2 weeks before the event.

Can we rent TV Screens?
TV screen (55") rental is available upon request (2 weeks before the event at the latest) for €349 ex. VAT.

Can we bring in our own booth, signage or roll-up banners to dress our booth space?
Whatever you bring must fit behind or on your table. Keep in mind, this conference is not about the booth!
However, if you sponsor lunch or the social event, please contact us to determine appropriate additional signage!

Sponsor FAQ – Sponsored talks & activities

Do we get any sponsored talks?
No, but you are welcome to submit a talk proposal for consideration via https://devopsdays.org/events/2023-Eindhoven. Additionally, we want to emphasize that all attendees, including sponsors, can propose Open Space topics, so long as it's not a sales or product pitch. Our most satisfied sponsors think of a relevant and interesting topic, pitch it, and have an engineer on staff attend that Open Space discussion.

Can I coordinate my own events inside/alongside devopsdays Eindhoven?
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 events during lunch or after our happy hour, but please discuss it with us well ahead of time.

Sponsor FAQ – Swag

Can we do a giveaway on stage?
Yes; we perform raffle drawings and giveaways at the end both Day 1 and 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). At the closing session we will give you a short time slot on stage for your giveaway activity. Just let us know.

What about a swag bag for attendees or a swag table to put promo materials?
If you have a sponsorship tier that includes a booth, that is the perfect place to hand your promo materials. In addition, there will be shared swag tables made available in the conference area. Please note that we prefer sustainable swag.

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.

Sponsor FAQ – Branding and shipping

Design Sign-off
Please note that we retain complete creative control over all co-branded designs, but rest assured: we will work with you to create something that works for all of us.

Can we ship stuff ahead?
Yes, you can. Please get in touch with us to make arrangements (email: eindhoven@devopsdays.org).

How do we get our stuff back?
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.