

Sponsorship Prospectus

Devopsdays Belgium 2024,
15th Anniversary Edition
September 4-5, Antwerp





Learn from each other to create a better community

Antwerp is where it all began. In 2009 the idea for the first devopsdays event was born there, but the actual event was in Ghent. In 2014, Belgium hosted the celebration of 5 years of devopsdays. In 2016 the team organized a regular event, and in 2019 global devopsdays organizers came together to celebrate the series' 10 years celebration.

This year marks the **15th anniversary** of devopsdays, and we're looking forward to get the band back together in **Antwerp**.

Two days filled with inspiring sessions on socio-technical topics and networking, 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 Belgium 2024, scheduled from **September 4 to September 5, 2024**, is an excellent opportunity for partners who want to showcase their support to the DevOps community.



Sponsorship Tiers

We are happy to offer the following tiers for the 2024 edition of devopsdays Belgium. Reach out to us at belgium@devopsdays.org and we will get back to you as soon as possible.

Please note that all slots are available on a first-come, first-serve basis (with a payment term of NET30, if the event date is more than 30 days away, and NET15 if the event date is less than 30 days away). Once we have sold the space, it will become unavailable.

	Bronze	Silver	Gold	Platinum
Price	1.500	3.000	6.000	9.500
Logo on website	x	x	x	x
Logo on emails	x	x	x	x
Logo in rotation on screens at the venue	x	x	x	x
Standing table		x		
Booth			x	x
1 minute pitch			1x	2x
Swag Table	x	x	x	x
Included tickets	1	2	4	6
Packages of this type	No limit	8	8	4



Booth Space

Gold and Platinum receive some of our heavily sought-after booth spaces. These spaces include a private table, power outlets, and enough room for signage, marketing material and your all-important swag.

To ensure your booth is never empty, we provide you with several tickets for your colleagues.

Up to 10 additional tickets are available upon request at a 25% discounted fee. Single day tickets are also available in the event you want to split up a ticket between two colleagues for each of the event days. Tickets can be used by different people on different days.

Gold booth space is sized at 140 cm x 70 cm. Silver booth space is a standing table, sized at 45 cm in diameter



Sponsorship Benefits

PLATINUM SPONSOR

The exclusive Platinum sponsorship connects our sponsor and their brand to all the general social events that are hosted by devopsdays organization. This includes our cornerstone event: the social dinner. 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 two pitches you will receive during both days, and six tickets for your colleagues to attend the conference. Our platinum sponsor is invited to bring two self-standing beach banners which will be displayed outdoors during the evening social event. Please note, we will provide a 140 cmx70 cm table for Platinum sponsors as the booth space. There are only 4 Platinum Sponsor packages available.

GOLD SPONSOR

Gold sponsors are entitled to a dedicated booth space with a table of 140 cmx70 cm. During the vent, this tier is given one pitch slot on stage which will be guided by our organizers. Four tickets are included in the gold sponsorship package. There are only 8 Gold Sponsor packages available.

SILVER SPONSOR

Silver sponsors will be given a standing table around which they are allowed to place a roll up banner with the dimensions of 85x206 cm. Two tickets are included in the silver sponsorship package. There are only 8 Silver Sponsor packages available.

BRONZE SPONSOR

We provide this sponsor package option to the companies which do not need a dedicated space in the venet, but would like to have their logo shown on the screens during the day. This is a good opportunity to support the event with a lower fee. One ticket is included in the bronze sponsorship package. There is no limit to the amount of bronze sponsorship packages.



Sponsorship FAQ

1. WHEN AND WHERE IS THE EVENT? Devopsdays Belgium will be held on **September 4-5**, at [Koningin Elizabeth Zaal](#) in **Antwerp**.

2. WHAT ARE THE PAYMENT OPTIONS?

We can accept payments via bank transfer (preferred) or credit card. All sponsors must make payments within 30 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, ticket redemption codes, etc.) is received.

3. WHEN DO I NEED TO PAY?

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.

4. 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.

5. WHAT ARE THE BEHAVIOR EXPECTATIONS OF SPONSORS?

Sponsors are expected to follow our event's Code of Conduct (<https://devopsdays.org/belgium/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.

6. HOW BIG IS OUR BOOTH SPACE?

There are 2 types of booths available, booths and tables.

- Platinum and gold sponsors get a 140 x 9=70 cm table
- Silver sponsors get a 45cm in diameter high standing table

All booths come with a power strip and 2 chairs. Conference wifi is available to use.

7. CAN WE BRING IN ROLL-UP BANNERS AS OUR BACK WALL?

Whatever you bring must fit behind or on your table. Keep in mind, this conference is not about the booth!

8. 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.

9. DO WE GET ANY SPONSORED TALKS?

No, but you are welcome to submit a talk proposal for consideration. See <https://talks.devopsdays.org/devopsdays-ghent-2024/cfp> for more information.



10. WHAT DOES THE ONE MINUTE PITCH CONSIST OF?

Certain sponsors are given a specific scheduled one 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. 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 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 where doing pure marketing and just trying to gather leads is as effective as engaging with the attendees with demos and technically knowledgeable people.

12. 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

13. 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.

14. CAN WE DO A GIVEAWAY ON STAGE?

Yes; we offer space to do 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) for whatever drawing mechanism you want to use at your table or via other means. At the closing session we will give you a short time slot on stage for your giveaway activity. Just let us know.

15. CAN I COORDINATE MY OWN EVENTS INSIDE/ALONGSIDE DEVOPSDAYS BELGIUM?

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 during lunch or after our happy hour, but please discuss it with us well ahead of time.

16. 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.



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 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.

18. 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.

19. CAN I BUY EXTRA TICKETS?

Yes. Once you have completed your payment, we will send you a unique code to register up to 10 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 belgium@devopsdays.org.

20. 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 out your promo materials. In addition there will be swag tables made available in the conference area. Feel free to make your promo materials available there, whether or not you have a booth space.

21. 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.

22. 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.

23. CAN WE SHIP STUFF AHEAD?

Yes, you can. Please get in touch with us to make arrangements.

24. 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.

