

Supported by global
DevOpsDays.Org

Sponsorship Prospectus

DevOpsDays Kerala 2024

September 28, 2024
Le Méridien Kochi, Kerala





What is DevOpsDays?

DevOpsDays Kerala is part of the worldwide series of events. In this inaugural edition, we commit to bring together more than 500 DevOps practitioners from India region to God's Own Country - Kerala.

DevOpsDays Kerala 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 Kerala 2024, scheduled on September 28, 2024, is an excellent opportunity for partners to showcase their support to the DevOps community.



DevOpsDays is a Global Technical Event

Support DevOpsDays Kerala and be part of a global movement! Connect with industry leaders, share innovative ideas, and drive the future of DevOps.

Join us in fostering collaboration and excellence in the tech community!



Support the development and progress
of DevOps community in Kerala

devopsdayskerala.in



DevOpsDays Kerala



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 tickets at an affordable rate, we make it possible for newcomers to the field to attend and let them learn about DevOps and solutions from our speakers and sponsors.





DevOpsDays Kerala 2024 will feature Keynotes, Lightning Talks and Open Spaces covering everything DevOps and Cloud Native, including

- DevSecOps
- DevOps in the Enterprise
- Gen AI and DevOps
- Site Reliability Engineering (SRE)
- Serverless/NoOps
- Building Culture and Collaboration
- Infrastructure as Code (IaC) & Automation
- Performance Engineering
- Microservices & Containerization
- Observability & Performance Monitoring
- Mental Health, Stress, and Burnout
- CI/CD
- Public, Private, and Hybrid Cloud
- Cost Optimization



ORGANIZERS



Humble Devassy Chiramal

VMware

Staff Engineer



Sreejith Anujan

Red Hat

Senior Consultant



Dhaneesh T Nair

SalesCode

Co-Founder and Technology Head



Dipu Devarajan

KnownHost

Support Supervisor





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.

e-Mail: sponsorship-2024@devopsdayskerala.in

DevOpsDays Kerala 2024
devopsdayskerala.in

600 Attendees

35+ Speakers

3 Tracks

- Cloud
- AI/ML
- SRE
- Automation

28 Sep, 2024

Register Now

Supported by **devopsdays.org**



Sponsorship Tiers

Diamond

Platinum

Gold

Silver

Bronze



Sponsor pricing and benefits

BENEFITS	 Diamond (10K USD)	 Platinum (8K USD)	 Gold (6K USD)	 Silver (4K USD)	 Bronze (2K USD)
Booth*	12m2	8m2	6m2	4m2	2m2
Company Branding on Website, Venue and Lanyards	✓	✓	✓	✓	✓
Reference in social media	✓	✓	✓	✓	✓
Highlight during Keynote	✓	✓	✓	✓	
Logo on video replays	✓	✓			
Video promo during breaks	5 minutes	3 minutes	1 minute		
Discount code for your guests (30%)	20 Tickets	15 Tickets	10 Tickets	8 Tickets	4 Tickets
Complimentary Tickets	10	8	6	4	2



Sponsorship perks

Company Branding on website, venue and lanyards

All sponsors have their logo (with link) displayed on our website. We communicate your support on the venue and your logo is included in the lanyards.

Reference in social media

Your company logo will be placed in all our social media flyers and posts.

Booth

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

Highlight during keynote

Your company logo will be highlighted during the keynote sessions.

Scanner App

Select tiers receive scanner App which can be used to scan the attendee QR codes.





Sponsorship perks

Logo on video replays

Diamond and Platinum tiers' logo will be statically placed on all video replays, which will be shared post the event.

Discount Code for your guests (30%)

Based on your sponsorship level, you will get a fixed number of tickets at 30% discount, which you may offer to your guests or employees.

Complimentary tickets

All tiers get complimentary tickets based their sponsorship level.

Video Promo during breaks

Select tiers receive additional video promotions during tea breaks and lunch time.





More ways to show your support!

- ✓ Recording / WIFI Sponsor
- ✓ Reception Sponsor
- ✓ Lanyard Sponsor
- ✓ T Shirt Sponsor
- ✓ Speaker Lounge Sponsor
- ✓ Coffee Sponsor
- ✓ Diversity Ticket Sponsorship
- ✓ Your own Idea : Contact Us





The Venue

LE MÉRIDIEN KOCHI

DevOpsDays Kerala 2024 will be held at LE MERIDIEN located in Kochi.

The hotel situated in the vicinity of Ernakulam, Kerala, offers close proximity to several key attractions and areas of interest, including Fort Kochi, Lakeshore Hospital, and Kochi's bustling industrial districts

- Excellent access via highway, public transport and Cochin International Airport
- 1000+ seating capacity in the keynote hall.
- State-of-the-art presentation technology.
- High-quality catering
- Free parking





The Venue



IMPORTANT DATES

	DATE	DAYS UNTIL EVENT
CFP OPENS	22nd June, 2024	98
CFP CLOSES	22nd July, 2024	69
CFP NOTIFICATIONS	15th August, 2024	44
SCHEDULE ANNOUNCED	17th August, 2024	42
FEES & LOGO ASSETS DUE	03rd September, 2024	25
EVENT START	28th September, 2024	Live!





Sponsor FAQ

When and where is the event?

DevOpsDays Kerala will be held 28th September at the Le Meridien Kochi, Kerala.

What are the behavior expectations of sponsors?

Sponsors are expected to follow our event's [Code of 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?

Select sponsorship tiers are provided "Scanner App" if attendees visit their booth . 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 with attendee's consent. 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 – Sponsored talks & activities

Do we get any sponsored talks?

No, but you are welcome to submit a talk proposal for consideration via <https://talks.devopsdays.org/devopsdays-kerala-2024/>.

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.



COMMUNITY ORGANIZED
DEVOPSDAYS.ORG SUPPORTED

SHOW YOUR SUPPORT

Sponsoring DevOpsDays Kerala offers unparalleled networking opportunities with top tech professionals and enhances your brand's presence in the DevOps community.

Your support is crucial in making DevOpsDays Kerala 2024 a resounding success!

CONTACT

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SOCIAL MEDIA HANDLES

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