The conference that brings development and operations together.

DevOpsDays Raleigh 2024 – Sponsor Information

Date:
April 10–11, 2024
(Wednesday & Thursday)

Location:
The McKimmon Conference and Training Center
1101 Gorman Street
Raleigh, NC 27606

About DevOpsDays

DevOpsDays is a technical conference for developers, system administrators and anyone else, whether expert or beginner, involved in technology. With technology and responsibilities crossing over expertises, DevOps is a movement that rapidly spread through the technical community along with the adoption of Agile techniques. DevOpsDays take place all over the world as self-organized events which community members who are passionate about their work attend. Presentations in the format of keynotes, ignites, workshops and open spaces is unique to this event. It is highly interactive and invigorating for attendees.

Why Sponsor DevOpsDays Raleigh

Our first year back in person in 2022 had more than 300 attendees. There were 400 attendees in 2023, and we expect 500 for 2024.

Raleigh is one of the fastest growing locations in the tech community. With many companies in the technology industry headquartered or planning to move their operations here, it's a beacon for DevOps. This is your company's chance to meet these people, gain their attention, and interact with people who are or will become leaders in the DevOps community. The McKimmon Center is located just 13 miles from RDU International Airport and Research Triangle Park (RTP), the largest research park in the country. It is also conveniently located just four miles from downtown Raleigh, 20 miles from downtown Durham, and 26 miles from Chapel Hill.

A Shortlist of Year Over Year Attending Companies Include:

Avanade	Dell	SAS	Dude Solutions	Citrix
BB&T	Fidelity	CloudBees	NetApp	Bandwidth
Charles Schwab	IBM	Toshiba	Starbucks	
Cisco	Lenovo	Trial Card	Microsoft	
	AWS	Verizon	NC State	
	Red Hat	Epic Games	NC DOT	

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Who's Been to DevOpsDays Raleigh Before?

This audience believes development, operations and every specialty involved in the pipeline should work closely together to make each other's lives easier. Therefore, there are a wide variety of professionals who attend, and all add value to explore DevOpsDays to network, collaborate, and engage with their peers. They also learn more about DevOps, improving their skills and advance their organization's capabilities.

- ✔ App Development (including Managers)
- ✔ Application Architect/Developer/Manager
- ✔ Business Analyst
- ✔ Business Intelligence Architect
- ✔ Cloud Architect
- ✔ Community Architect
- ✔ Data Scientist
- ✔ Database Admins
- ✔ Delivery Engineer
- ✔ Development Advocate/Leader/Manager
- ✔ DevOps Engineer (Advanced,

- Lead, and Managing)
- ✔ Helpdesk Manager
- ✔ HIE Engineer
- ✔ IT Architect/DevOps Analyst/Risk Manager
- ✔ Lead CDS Developer
- ✔ Net Developer
- ✔ Network Engineer
- ✔ Platform Engineer
- ✔ Programmer
- ✔ Project Manager (for DevOps/LMS/Delivery)
- ✔ QA Engineer
- ✔ Release Coordinator

- ✔ Sales Engineer
- ✔ ScrumMaster
- ✔ Security Architect
- ✔ Security Engineer
- ✔ Software Architect
- ✔ Software Engineer
- ✔ Solutions Architect/Consultant
- ✔ System Administrator/Analyst/Engineer
- ✔ Technical Leader/Product Owner/Project Manager/Solutions Architect
- ✔ Test Engineer
- ✔ Web Developer

**DevOpsDays Raleigh has a "decision maker" attendance of nearly 40%

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DevOpsDays Raleigh Highlights:

- ➢ Diverse keynote presentations from DevOps experts and thought leaders – previous speakers include John Willis, Jayne Groll, Nathen Harvey, Ken Mugrage, and many other DevOps community leaders
- ➢ Estimated 500 DevOps professionals attending
- ➢ Ignite sessions
- ➢ Leaders and experts in the DevOps community
- ➢ Open spaces sessions & Hands-on workshops

Keynotes:

Keynote presentations are approximately 25 minutes in length. From previous years' feedback, the audience likes presentations which are entertaining, but also give them something learned to apply for their future projects. Case studies, how-to's, and failed lessons are preferred.

Ignites:

Presenters have 20 slides which automatically advance every 15 seconds. The result is a fast and fun presentation which lasts just 5 minutes. If you want to see a few examples of the format, you can find a few at http://igniteshow.com/. Make sure to visit our ignite karaoke where conference attendees can volunteer to participate. We provide them with 5 slides that automatically advance every 10 seconds – improvise!

Workshops:

If your company is interested in hosting a workshop to last approximately 90 minutes with a 15-minute break, please submit that in the propose a talk section of the website. These will take place concurrent with open space and/or keynote sessions. Workshops will be chosen based on merit and expected interest level from attendees. It is not required to be a paying sponsor to submit for a workshop session, and workshop presenters are not chosen because their company is a sponsor. Submissions for all talks close December 31, 2024.

Open Spaces:

Most DevOpsDays events are a combination of curated talks and self-organized conversations. The self-organized content is known as "open spaces." Open spaces give attendees the opportunity to talk about anything they'd like; for instance, a person might suggest a topic they want to learn about, or one they feel like they can help others with. The topics range widely from highly technical, to pure culture, to board games for networking.

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ALL INCLUSIVE SPONSOR PACKAGES

Benefits	Silver $2,000	Gold $5,000	Platinum $7,500	Diamond $12,500
Included Tickets	2	5	7	10
Table Space (6-foot table w/ power strip and table cloth)		✔	✔	✔
Bag insert in attendee bag	✔	✔	✔	✔
Logo on Website, Main Room Signage & Email Communication	✔	✔	✔	✔
Logo on the attendee passport game		✔	✔	✔
3 Minute Pitch to Full Audience			✔	✔
Logo on Lanyards				✔
Logo on Conference Bag				✔
Stand Up Banner at Happy Hour				✔

A reminder from DevOpsDays.org: "DevOpsDays does not ever distribute attendee contact information. Do not expect badge scanning of any sort. Most events don't even collect information about job title. *Sometimes* company affiliation is on the badges, and sometimes it's not.

If you want to collect leads, you'll have to talk directly with individuals and request their contact info. Vendors also often raffle off prizes ranging from large Lego sets to tablets and other desirable items, collecting contact info in the process."

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ADDITIONAL SPONSORSHIP OPTIONS

a la carte Opportunities (available without package purchase)	
Bag inserts – *Provide coupons, promo offers and more for attendees to share with their team!*	$1,000
Lanyard sponsor – *Let's be honest, you keep these in your office forever and they will too!*	$2,500
Swag bag sponsor – *(Limit 3) Make an impression with branded bags for attendees to take home!*	$3,500
Breakfast Sponsor *(Limit 2)* **–** *Guarantee that everyone is full and ready for a day of professional development!*	$4,500
Refreshments and Snacks *(Limit 1)* – *Everyone's favorite time of the day, so become their favorite sponsor!*	$5,000
Lunch Sponsor *(Limit 1)* **–** *We're halfway through the day, time to refuel everyone!* *(Additional perks included)*	$6,500
Happy Hour – *Let's toast! Provide an opportunity for everyone to mingle and unwind after Day 1!*	TBD by Sponsor and Organizers

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Pivotal · redhat · sumologic · aws · dynatrace

HAYS Recruiting experts worldwide — Powered by Veredus · MESOSPHERE

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CloudBees · GitLab

Extron · Sonatype · TRIANGLE TESTING & AUTOMATION

Deutsche Bank

Spreedly · DZone · DevOps INSTITUTE

DevOpsDays Raleigh 2024 – Sponsorship Agreement

Please fill out and return the Sponsorship Agreement along with the logo you'd like us to use on the website and in print materials. Signature signifies you have read and accepted the Cancellation Policy.

Company Name: _____

Street Address: _____   Contact Email: _____

City, State, Zip: _____   Contact Phone: _____

Contact Name: _____   Company Twitter: _____

Professional Title: _____   Company URL: _____

Sponsor Level
- o Diamond Sponsor $12,500
- o Platinum Sponsor $7,500

- o Gold Sponsor $5,000
- o Silver Sponsor $2,000

- o A La Carte Choice and Price: _____

Total cost of sponsorship: _____

Company Representative Signature: _____

Monitors can be added at an additional cost. You will need to request and pay for them by March 29. Limited availability. If you would like to secure your monitor now, please indicate below and we will send you a separate payment link.

- o 50" for $115
- o 32" for $90
- o 24" for $85

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DevOpsDays Raleigh 2024 – Cancellation Policy

Cancellation Policy: Sponsors may cancel participation in the event and/or terminate the agreement by giving written notice to the organizers of the event. Exhibitor is liable for the following amounts:

- 100% if cancellation notice received less than 60 days before the event
- 50% if cancellation notice is received 61-120 days before the event
- 20% if cancellation notice is received 121+ days before the event

For more information and questions regarding our sponsorships, please contact raleigh@devopsdays.org.