



# Sponsorship Opportunities

September 23<sup>rd</sup> - 24<sup>th</sup> 2025

Imperial College London

SW7 2AZ

## About DevOpsDays London

DevOpsDays London is a highly respected and well-attended conference for professionals in the DevOps industry. The event brings together thought leaders, practitioners, and industry experts to share their knowledge and experiences, exploring the latest trends and technologies in the field.

This year we expect 300-400 attendees.

## Cost of Sponsorship

The below table highlights the cost of sponsoring our conference. Additional tickets can be purchased at a discounted rate at all sponsorship levels. Accessibility sponsorship helps us to cover the costs of live captioning and sign interpreters. Outreach sponsorship will cover the cost of 25 tickets for people from under represented groups.

Package	Number Available	Price Inc VAT	Tickets included	Stand	1 Minute Pitch
Standard Sponsorship	14	£9,000	3	Included	Yes
Evening Event	2	£9,000	0	No	No
Accessibility Sponsor	1	£4,800	0	No	No
Childcare Sponsor	1	£4,800	0	No	No
Outreach Sponsor	3	£4,800	0	No	No
Logo only	20	£1,500	1	No	No

<https://devopsdays.org/events/2025-london>

[sponsors@devopsdays.london](mailto:sponsors@devopsdays.london)

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## Benefits of Sponsorship

By sponsoring DevOpsDays London, your company will have the chance to position itself as a thought leader and innovator in the DevOps industry. This is a unique opportunity to gain valuable exposure and establish your brand as a trusted and respected player in the market.

Not only can you showcase your products and services to a highly targeted and engaged audience, but you'll also have the chance to participate in discussions and interactive sessions, and to network with attendees during the conference breaks.

This is a great opportunity to build relationships with key players in the DevOps community and to stay up to date on the latest trends and technologies in the field.

Sponsoring DevOpsDays London will expose your brand to practitioners, managers, and executives from companies of all sizes and industries including retail, banking, manufacturing, medical technology, education, government, and consulting. By supporting DevOpsDays you will:

- Increase awareness of your brand with decision makers and practitioners at organisations large and small.
- Engage with new customers for your products and services.
- Discover what features and products potential customers may be looking for.
- Complement your current and future sales campaigns.
- Promote your vacancies to a community of practitioners.
- Enhance your profile within the DevOps, Cloud Native and SRE communities.

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## FAQs

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

DevOpsDays London will be held on 23rd and 24th September 2025 at the Alexander Fleming Building at Imperial College London, SW7 2AZ

### 2. What are the payment options?

We can accept payments via bank transfer (preferred) or credit card. Sponsorship is not confirmed until payment is received, and as such, no sponsor benefits – such as the logo on the website – will be available until we have received the full payment.

### 3. When do I need to pay?

If the event is more than 30 days away, the payment terms are net 30 from the date mentioned on the invoice. If closer than that then immediate payment is required.

### 4. What are the behaviour expectations for sponsors?

Sponsors are expected to follow our Code of Conduct. Stands and advertising should not be sexualised. Activities that are disruptive to the event will not be tolerated.

### 5. How do I contact you about becoming a sponsor?

Fill in [this form](#) if you've already decided. Thank you! If you have questions that are not answered here, please email [sponsors@devopsdays.london](mailto:sponsors@devopsdays.london).

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## 6. What does the stand space include?

All stands come with a table, 2 chairs and a power supply. Conference WiFi is freely available to use. TV screen rental is available for an extra fee. Stand location is set by the organisers based on the venue layout.

## 7. Do we get badge scanners or contact info for attendees?

No. As a community-organised and attendee-driven conference, ensuring attendee privacy is important to get the quality of attendees and contributions we need. You are free to gather contact info via your sponsor table from those who wish to opt in. Our badges do not have barcodes on them.

## 8. Can we do giveaways or raffles?

Yes. Any raffle prize draws or giveaways will be done during afternoon breaks on both days. We will give you a short time slot for your giveaway activity. Just let us know.

## 9. Can we ship items to the venue?

Yes. Please note that it is your responsibility to remove all the material you came to the conference with by the close of the event or arrange collection in a timely manner. The venue will only accept shipments of supplies and materials for the event on the day before the event: 22<sup>nd</sup> September 2025.

## 10. What kind of swag should I bring?

It's up to you, but the organisers of DevOpsDays events prefer sustainable items. If you need ideas, please ask us.

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11. Are there any deals for sponsoring multiple 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.

12. What does my sponsor ticket let me access?

DevOpsDays London is a community event, and we consider our sponsors part of the community. As such we don't differentiate between sponsors and attendees. Your tickets allow you full access to participate in the event and we encourage sponsors to attend the talks and open spaces as this will allow you to better engage with attendees.

13. Do any of the sponsorship tiers include a speaking slot?

DevOpsDays events don't include paid-for speaking slots, only the one-minute audience address slots as part of the standard sponsorship. Evening event sponsors will have the opportunity to advertise and talk to guests at the evening event. You are welcome to submit to our CFP: submissions are assessed anonymously, and we have had sponsors speak in the past by following this route.

14. How many people do you expect to attend?

We expect around 300 - 400 attendees this year. Our 2024 event had 404 attendees.

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## 15. Who makes up the typical audience?

Our attendees tend to skew toward the more technical roles, with a lower number of managerial, product, and design people also attending. In the past we have had attendees from a variety of company sizes, including several large companies attending across both public and private sectors including Microsoft, Ministry of Justice, The Financial Times, Oracle, Pivotal, Skyscanner, The Trade Desk, NHS Digital, DAZN, Google, and Credit Suisse.

## 16. What opportunities are there to interact with attendees?

We're an intimate, community-focussed event with limited sponsor and attendee numbers. The sponsor hall is also where food is served and where attendees will be during breaks. To encourage more interactions, we run a raffle for attendees: every attendee will receive a card to collect stamps from the sponsors. We will provide the stamps and prizes. While you can't exchange stamps for attendee details, this will provide you with a good opportunity to engage with attendees. We encourage you to fully participate in the conference, attending talks and open spaces alongside the attendees you want to reach. You're even welcome to propose your own open space topics.

## 17. Logos on printed materials

In order to ensure that your logos are on our printed materials at conference we require payment a month in advance of the conference date.

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