SPONSORING KIT

2025

WHY DEVOPSDAYS ZURICH?

ABOUT DEVOPSDAYS

DevOpsDays Zurich is an event organized by enthusiasts for enthusiasts. Focusing on knowledge, networking and a connecting atmospheric vibe, the conference attracts speakers from all over the world and participants with skills ranging from the hands-on developer to experienced senior managers. As part of the <u>worldwide DevOpsDays family</u>, our event if a non-profit conference solely organized by volunteers.

YOUR IMPACT

As ticket prices are affordable for all participants, the conference is heavily funded and supported by yourselves, the sponsors.

As a sponsor, you offer visible support and connection to the worldwide DevOps community, while exposing your company as a frontrunner in new technology trends.

CENTRAL LOCATION

DevOpsDays Zurich will take place again in the Alte Kaserne in Winterthur. Located in the heart of the old town, only 20 minutes by train from Zurich Central Station and 15 minutes from Zurich Airport, the charming location offers an ideal atmosphere for this great community conference.

CLOSER TO THE COMMUNITY

Thanks to our "Sponsor Bingo" you will have more visitors at your booth, as participants will collect stamps on a Bingo card at your booths: Your time to engage!
Three lucky participants will win a high quality prize offered by the conference organizers at the end of the conference.

SPONSORING PACKAGES

This year we have again clustered the available packages into **Gold**, **Silver** and **Bronze** offerings, an **Evening Event** package and a set of **Food and Beverage** sponsorships. Whether you are looking for talent, aim to promote your company, tools & services, or want to support the event without a booth – we have the right package for you.

We are looking forward to the DevOpsDays 2025 in Winterthur and meeting you as a sponsor.

Become a sponsor and support the DevOpsDays in Zurich!

DEVOPSDAYS 2025 INFORMATION

when
March 12 & 13, 2025

where
Alte Kaserne
Kulturzentrum
Technikumstrasse 8
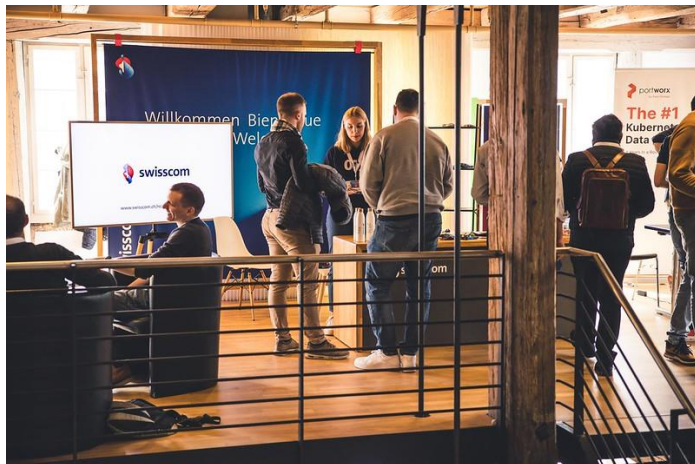8400 Winterthur
Switzerland

expected # attendees
250

contact
organizer@devopsdays.ch

more impressions from previous years
flickr | vimeo

social media
#DevOpsZH

DEVOPSDAYS 2025 SPONSOR PACKAGES

GOLD SPONSOR

Are you looking for maximum visibility and exposure as sponsor of DevOpsDays Zurich?

Then we recommend the Gold package including a booth space in the main hall, 1-minute pitch at the event, participation in sponsor bingo, and premium position on our websites and social media.

SILVER SPONSOR

Do you want to present your products & services and engage with the crowd at DevOpsDays Zurich?

Your best choice is the Silver package including a booth space in the foyer of the venue that you can use at your discretion, participation in the sponsor bingo, and coverage on our websites and social media.

BRONZE SPONSOR

You want support DevOpsDays Zurich, but you don't need a booth at the event?

Choose the Bronze package and be mentioned on our websites, social media and during the event on our projector screens.

EVENING EVENT SPONSOR

Do you want a stage at the evening event and support the leisure part of DevOpsDays Zurich?

Sponsoring the evening event comes with a prominent place for your logo, a 1-minute pitch at the evening event, and coverage on our websites and social media.

COFFEE, MEAL OR SNACK SPONSOR

How about supporting the culinary side of DevOpsDays Zurich?

Become the Coffee, Meal or Snack Sponsor and bring your branded coffee cups and napkins. The package includes a 1-minute pitch at the event plus coverage on our websites and social media.

DEVOPSDAYS 2025 SPONSOR PACKAGES

	Gold	Silver	Bronze	Evening Event	Coffee	Meals	Snacks
Social media & websites	x	x	x	x	x	x	x
Logo in emails	x	x	x	x	x	x	x
Logo shown during event[1]	x	x	x	x	x	x	x
Booth (9sqm) main room[2]	x						
Booth (9sqm) foyer/1st floor[2]		x					
Sponsor pitches (1min)[3]	x			x	x	x	x
Sponsoring Bingo	x	x					
Logo shown at Evening Event				x			
Logo on A4 table displays @ lunch						x	
Logo on coffee cups[4]					x		
Logo on snacks[4,5]							x
# Tickets included	4	4	1	2	2	2	2
# Available Packages	5	3	unlimited	1	1	1	1
Price in CHF (excl.: 8.1% VAT)	8'000	5'000	750	4'000	4'000	4'000	4'000

[1] Company logo will be in slide rotation on video projectors during breaks

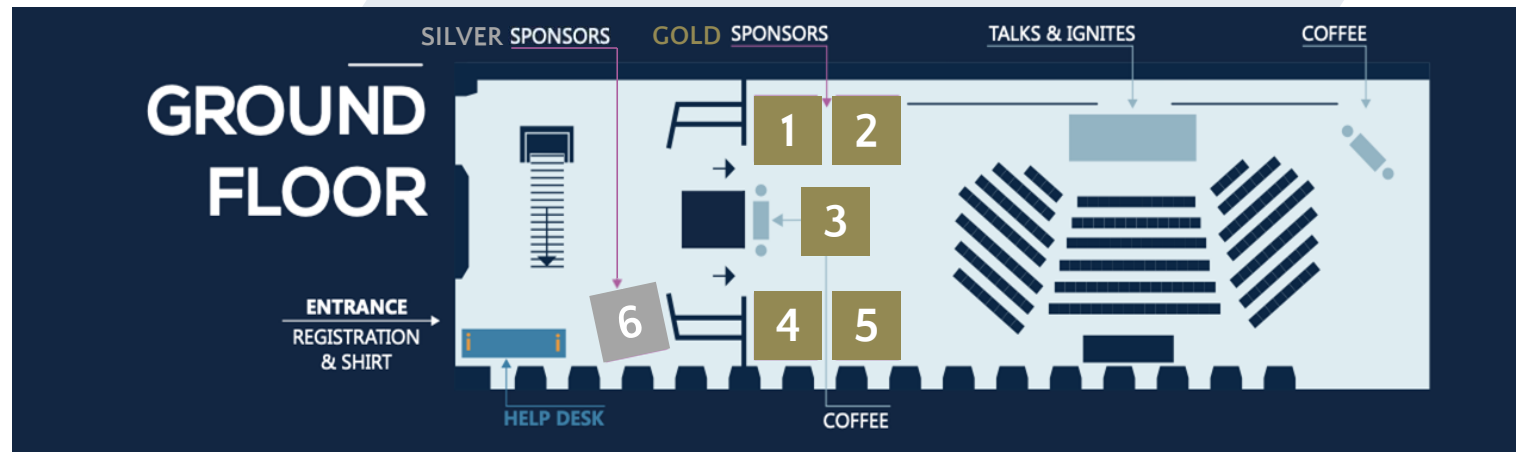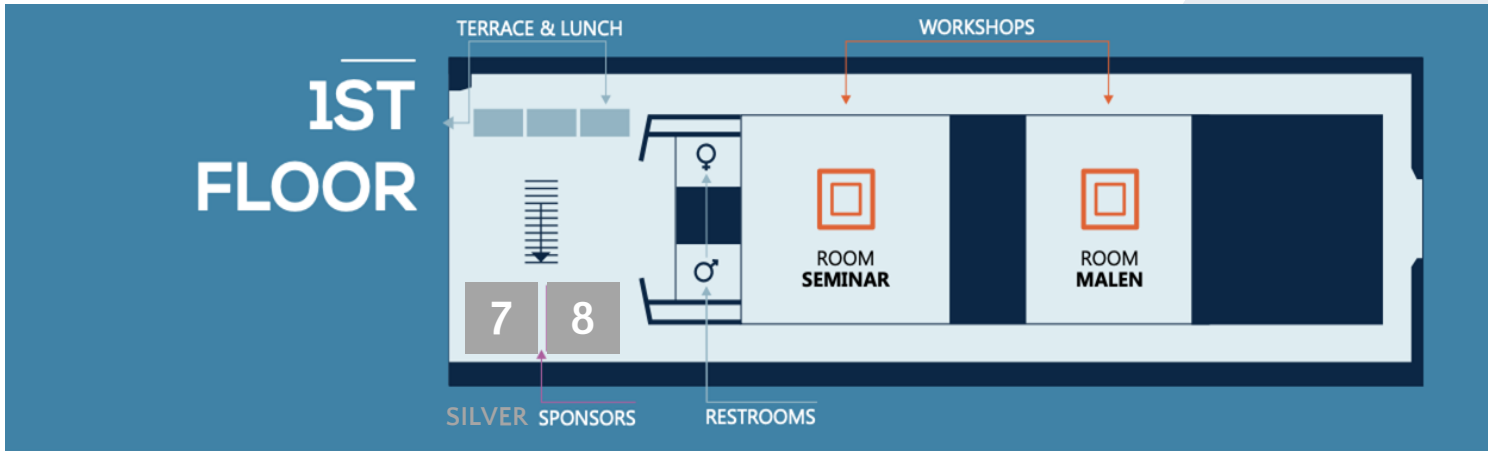[2] Gold/Silver sponsors may choose their preferred booth location on first come, first serve basis

[3] Sponsor pitches take place on day 1 or 2 on main stage in front of full audience. (Exception "Evening event": pitch takes place at the Evening Event venue on day 1)

[4] Snacks and coffee are served during breaks on day 1 & 2 of the conference

[5] Snacks are included/provided by organizers/venue. Sponsor needs to send 1000 stickers (max. 5cm x 10cm) with company logo to organizers (costs are not included in package).

DEVOPSDAYS 2025 FLOOR PLANS

As a sponsor, do I get a speaker slot?

No. We do not sell conference speaking slots, but you are welcome to participate in the <u>call for proposals</u> like everyone else.

What are the requirements for my logo

For including your company logo into our communication, we need you to send us your company logo with at least 300dpi, plus a link to the website we should link to. **Please send us your logo with (or shortly after sending) the sponsorship agreement, so we can include it early.**

Can I get more tickets than my package offers?

If you require further tickets, ensure to buy them online via <u>our ticket page</u> as early as possible, as we sell out early. **We do not hold back additional tickets for sponsors.**

What are the demographics of the attendees?

We only collect a minimum of data of our attendees while registration, so **we only have limited insights**. According to feedback surveys (not representative), the majority of attendees are development, operations, quality, or security practitioners. Management roles make roughly 20% of the audience.

What do I need to know about my booth?

Gold and Silver sponsors will get a **3m x 3m** (9sqm) booth, which comes with a **table, two chairs, power outlet and wifi**. (More/less tables/chairs on request). We do not provide or convey TV screens, so you have to bring/rent them on your own.

Do not change or expand your booth without the written agreement of the organizers. Do not provide any food or beverages which compete with our event caterer.

<u>Gold sponsors only</u>: Your booth is in the same room as the conference main stage. **We urge you to not perform any client talks while speakers conduct their talks on the main stage**, in order to avoid any disturbing noise for the audience.

As a sponsor, do I get a list of attendees?

Not from us. We don't ever distribute attendee contact information. If you wish to collect leads, you will have to talk directly to participants 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.

Is there a "Swag Bag" for conference participants?

No. As organizers we try to create the conference as sustainable as possible. We have therefore decided not to offer "Swag Bags" at the event (as we did in previous years). **However, you are free to hand out giveaways at your booth on your behalf to the participants.**

What is a Sponsor Bingo?

On-site booth ("Gold" and "Silver" package level) sponsors will participate in a prize draw organized by us. Attendees will get a "Sponsor Bingo" card at the registration desk, which they can use to collect stamps (provided by us) at each sponsor booth. A completed "Sponsor Bingo" card is entitled to participate in **a high quality prize raffle conducted by us at the end of the conference.**

What are the payment options?

We accept bank transfers only. If this is not working for you for some reason, please contact the organizers so we can find an alternative solution.

Who should we 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 necessarily a place where pure marketing and just trying to collect leads is as effective as engaging with the attendees with demos and technically knowledgeable people.

What behaviour is expected from our sponsors?

Sponsors are expected to follow our event's Code of Conduct. Please refrain from performing activities disruptive to the event or activities, which are noisy and disrupt conference talks or activities.

How are sponsors selected?

In general we apply a first come, first serve principle. The start of the sponsorship campaign will be announced to all individuals, who have subscribed to our sponsor mailing list on our website.

Over the past years, we have been in a fortunate position to work with great companies who supported the event via sponsorships, or employee engagement in the organizer team. To show our gratitude to these companies, we'll inform them slightly earlier about the start of the new sponsorship campaign.

Get yourself into a pole position, too: sign any sponsor package this year, and benefit from earlier information next year.

How does the one-minute pitch work?

Certain sponsors are given a one-minute slot on the main stage or the evening event to introduce themselves and their company to the full audience. The specific schedule will be communicated to you in advance, and you are expected to be ready at the given time to deliver the pitch. You can't use slides during the pitch, but we'll have your company logo on the projector screens, during the pitch.

Can we ship booth related stuff ahead?

Yes, you may do so. Please inform us what you would like to send, and we will provide the necessary details.

BECOME A SPONSOR NOW

2025

Contact us at organizer@devopsdays.ch or reach out to us on one of our social media accounts