

DevOpsDays Chicago

Date

August 10-11, 2027

Venue

Isadore and Sadie Dorin Forum
@ UIC
725 West Roosevelt Road
Chicago, IL 60608

Attendees

Our last in-person event had nearly 400 professionals in software development, QA, infoSec, operations, leadership, and infrastructure

Why Sponsor?

Recruit talent, demo new products, generate brand awareness, distribute stickers, meet DevOps influencers

All Tickets Include:

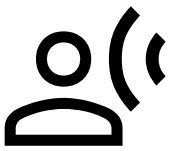
- Conference registration
- Breakfast, lunch, snacks, & beverages
- Swag
- Conference wi-fi

Website: https://devopsdays.org/events/2027-chicago/welcome/

Sponsorship: sponsorships@devopsdayschi.org

Sponsorship Pricing
DevOpsDays Chicago 2027

	Platinum (Limit 2)	Gold	Bronze
Tickets Included	6	4	2
Logo on website	*	*	*
Logo on marketing material	*	*	*
Logo on slides at breaks	*	*	*
Logo on participant emails	*	*	*
Logo on banner at registration	*	*	*
Shout out from emcees	*	*	*
Logo featured on slide at breaks			*
Dedicated logo slide at breaks	*	*	
Dedicated table in sponsor area	*	*	
1 minute pitch between talks (includes live stream audience)		*	
5 minute pitch between talks (includes live stream audience)	*		
Price	$15,000	$9,000	$2,000



Live Transcription
$3,000
(Limit 2)

Your logo by the screen where talks are transcribed



Lanyard
$7,000
(Limit 2)

Your logo and colors around every attendee's credentials



Transportation
$4,000
(Limit 1)

Your logo and colors next to Uber and Lyft transportation credit.



Coffee Break
$3,000
(Limit 2)

Your logo and colors next to the coffee and snack table.

Platinum and Gold sponsorships
paid before January 31st, 2027 receive a $1000 discount.

Bronze sponsorship paid before January 31st, 2027 receives a $500 discount.

DevOpsDays is a worldwide series of technical conferences covering topics of software development, IT infrastructure operations, and the intersection between them. Topics include automation, testing, security, and organizational culture.

Talks

Four 30 min presentations each morning set the tone for the day, plus tech talks in the afternoon. Topics range from DevOps for databases to managing with empathy. Talks are live transcribed, recorded, and shared with the community.

Ignites

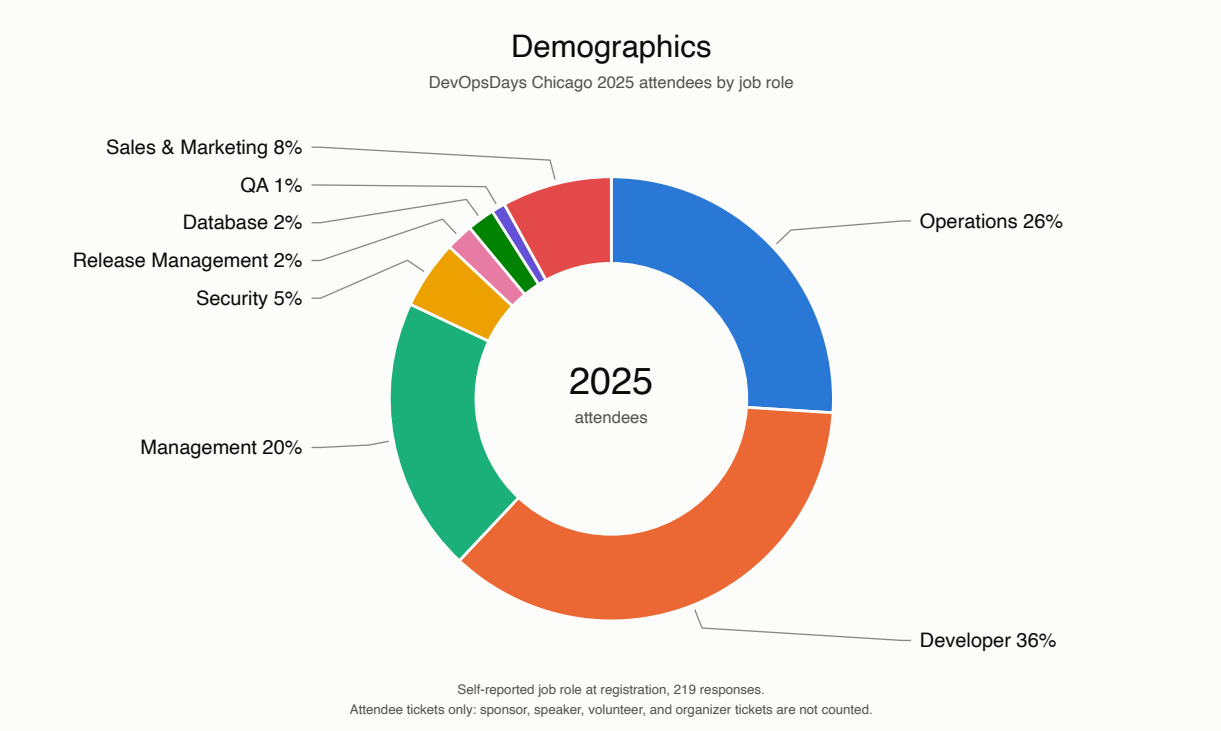
Ten five-minute talks, five each day after lunch. These five short talks feature 20 slides that auto-advance. Funny, poignant, insightful, and just right.

Open Spaces

Prepare to be surprised. Participants suggest, self-organize, and lead these break-out style meetings immediately after the Ignite talks. The organizers facilitate the rooms and timing to fit each suggestion, but the content is completely participant-driven.

Accessibility

The organizers of DevOpsDays Chicago believe that the community is stronger when all can participate, therefore we are dedicated to making the 2027 event as accessible as possible, including captioning for morning talks and an accessible venue at the UIC Forum. If you have any questions about any specific accommodation you may need in order to attend, please email organizers@devopsdayschi.org.



Can I sponsor a talk?

DevOpsDays does not sell conference speaking slots. Sponsors' employees are welcome to submit talk proposals.

Can I get a discount for sponsoring multiple DevOpsDays events?

Sorry, no. DevOpsDays events are independently organized, so no multi-city sponsorships are available. We're working against budget schedules.

Can I commit to sponsorship now but pay closer to the event?

Yes. But, we cannot list sponsors on the website or grant any other benefits until your sponsorship fees are paid in full. Because sponsorships are all first-come, first-served we cannot guarantee availability

Can I get a list of attendee contact information?

No. We cannot send out emails on behalf of sponsors and will not share contact information or lists of attendees. Sponsors will have logos in all conference emails to participants.

What are the attendee demographics?

DevOpsDays conferences typically attract software engineers, operations, infosec, QA, DevOps, and MLOps engineers, as well as architects and technology managers. From voluntary attendee data, 20% had management level titles and 36% had developer roles.

Do we get lead scanners?

No. This is not your typical conference. The booth is a place to interact with people during breaks. Sponsors benefit most when they actively participate. You are responsible for collecting any information in person. We recommend a raffle and a business card draw. We set aside time at the end of the day to announce raffle winners.

Who should staff our booth?

If your goal is recruiting, consider sending engineering managers. If you are a vendor, send sales engineers or technical marketing. All sponsor attendees must have their own badges. DevOpsDays are about quality, not quantity - it's about active participation!

Can I hand out swag?

Yes! Stickers and t-shirts are always popular. Remember, everything must fit behind your booth space and adhere to the Code of Conduct. We will send out shipping information one month before the event.

What is the booth setup?

Booths are typically tables with a black tablecloth and a shared power strip. Platinum & Gold sponsors get a full table and 2 chairs. We recommend bringing/shipping: signage, handouts, pop-up banners, giveaways, and displays. Everything you bring must fit behind the booth.

How are booths assigned?

Booths are assigned accordingly to sponsor level, prioritized by when payment is received. We will try to accommodate any requests.

We're in! What's next?

You cannot receive any sponsor benefits before submitting payment. After payment is arranged, send us your logo (hi-res, preferably .eps or .ai) for the website and promotions.

One month before the event you will receive a sponsor letter with details about: dates and timing, shipping information, tickets for employees, venue logistics, booth parameters, floor plans, booth assignments, Gold and Platinum sponsor pitch schedules, A/V equipment rentals, set up timing, and tear down timing.

Who organizes DevOpsDays Chicago?

Your DevOpsDays Chicago organizers are Chicago-based technology folks who volunteer their time for this event.

For more info, contact us at:
sponsorships@devopsdayschi.org

Sponsor Contract

This agreement is between the Organizers of the DevOpsDays Chicago Event (hereafter “DevOpsDays Chicago”) and the organization identified at the bottom of this document. This agreement provides the terms and conditions for sponsors of DevOpsDays Chicago 2027 held August 10-11, 2027 in Chicago, Illinois.

Description of benefits and sponsor obligations:

Complimentary registration. Platinum sponsors will receive six (6) complimentary general conference registration valued at $1500 USD. Gold sponsors will receive four (4) complimentary general conference registration valued at $1000 USD. Bronze sponsors will receive two (2) complimentary general conference registration valued at $500 USD. All sponsors must be registered attendees and display the conference badge inside the event.

Exhibit space. Platinum & Gold sponsors are entitled to a booth space to display company marketing materials, provide demos and to allow conference participants to interact with company representatives.

Logo in marketing materials, banners, and email. Sponsor logos will be included in organizing emails. Slides at the event will include sponsor logos.

Website listing. All sponsors may have their company logo and link to their company site posted on the DevOpsDays Chicago Event web page.

Promotional Presentation. Platinum sponsor may present for 5 minutes on the topic of their choice. Gold sponsors may present for 1 minute on the topic of their choice. Normally, the presentation takes place before or after one of the talks. Presentation order will be communicated by organizers before the event.

Sponsorship cost. Platinum sponsorships are priced at $15,000 USD. Gold sponsorships are priced at $9,000 USD. Bronze sponsorships are priced at $2,000 USD. Other "specialty" sponsorships will be decided in writing with organizers and will receive customized contracts as required.

Sponsor payment. Sponsor benefits are rendered when payment is received. Sponsorship fees are non-refundable with the exception of unforeseen circumstances that force a cancellation of the entire event.

Code of Conduct. All sponsor attendees and sponsor marketing materials must adhere to the event Code of Conduct. If an attendee violates the Code of Conduct, the organizers may request for the attendee to leave. If the organizers determine any marketing materials violate the Code of Conduct, the sponsor will be asked to remove them immediately. All sponsors are responsible for adhering to venue rules regarding security, food and beverage, displays, conduct and safety.

Intellectual property. Any conference content, including but not limited to photos, videos, slides, or papers are considered property of DevOpsDays Chicago and shall not be posted or disseminated by Sponsor without express written approval of DevOpsDays Chicago.

Indemnification. Both DevOpsDays Chicago and Sponsor (the "Indemnifying Party”) shall indemnify the other party (the "Indemnified Party”) against and save each other harmless from any and all suits, proceedings at law or in equity, claims, liabilities, damages, costs, payments and expenses, including reasonable attorney's fees, asserted against or incurred by the Indemnified Party, arising out of or in connection with the negligence or willful misconduct of the Indemnifying Party in the performance of this Agreement including, but not limited to, any claim for damages to property or injuries to persons, to the extent that such damages or injuries shall have been caused by, or shall have resulted from the willful or negligent acts or omissions of the Indemnifying Party, or its employees or agents.

Complete agreement. This Agreement contains the entire understanding between the parties with respect to the conference sponsorship benefits and obligations and supersedes all prior oral and written understandings, arrangements and agreements between the parties.

Sponsor

Company: _____ Date: _____

Signatory Name: _____ Signature: _____

DevOpsDays Chicago

Signatory Name: _____ Signature: _____