DevOpsDays Raleigh 2018 – Sponsor Information

Date: September 10-11, 2018

Location: McKimmon Conference and Training Center
             1101 Gorman Street
             Raleigh, NC 27606
             919.515.2277

About DevOps Days

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 spaces, DevOps is a movement that has 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. The format of presentations, Ignites and Open Spaces is unique to this event. It is highly interactive and invigorating for attendees.

Why Sponsor DevOpsDays Raleigh

Raleigh is one of the fastest growing locations for DevOps. With many companies in the technology industry headquartered here, and more with plans to move their operations here, it's a beacon for DevOps. For the first two years of DevOpsDays Raleigh, more than 250 DevOps experts, professionals and community members attended each year, and we expect even more attendees at the third annual DevOpsDays Raleigh. This is your company's chance to meet these people, gain their attention and interact with people who will become leaders in the DevOps community.

The conference that brings development and operations together.

Attendee Job Titles

This audience will be one that believes development and operations should work closely together to make each other's lives easier. Therefore, there are a wide variety of professionals who will attend, but all will add value in exploring DevOpsDays to network, collaborate and engage with their peers. They will also learn more about DevOps, improve skills and advance their organization's capabilities.

- CIO/CTO
- IT Manager/Director
- System Admin
- IT Operations Staff
- Release Engineer
- Configuration Manager
- Web Developer

- Programmer
- Application Developer
- ScrumMaster
- Software Manager
- Team Lead
- IT Project Manager
- Program Manager

- Product Owner
- Product Manager
- Automation Engineer
- Site Reliability Engineer
- Network Engineer

DevOpsDays Raleigh Highlights:

- 8 diverse keynote presentations from DevOps experts and thought leaders
- 250+ DevOps Professionals
- 10 Ignite Sessions
- More than 20 Open Spaces Sessions
- Leaders and experts in the DevOps community
- Venue is 13 miles from RDU Airport and RTP, the largest research park in the country; 4 miles from downtown Raleigh; 20 miles from downtown Durham; 26 miles from Chapel Hill

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, selecting "workshop." These will take place on day one or day two of the conference, concurrent with Open Spaces 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.

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Sponsor Packages

Benefits	Silver $1000	Gold $3000	Platinum $5000
Included Tickets	2	2	3
Table Space		✔	✔
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			✔
A la Carte Opportunities (See Below)			

A la carte opportunities (also available without sponsorship purchase):

- Cocktail hour - $3,000
- Logo on conference bag - $2000
- Lanyard sponsor - $500
- Bag inserts - $250
- Other opportunities available upon request

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."

DevOpsDays Raleigh 2017 – Sponsorship Form

Company Name: _____

Street Address: _____

City, State, Zip: _____

Phone: _____

Contact Name and title: _____

Contact Email: _____

Contact Phone: _____

Sponsor Level

☐ Platinum Sponsor $5,000
☐ Gold Sponsor $3,000
☐ Silver Sponsor $1,000
☐ A La Carte

Total cost of sponsorship: _____

Company Representative Signature: _____

Company Representative Name: _____

For more information and questions, please contact: kanderson@aspeinc.com or organizers-raleigh-2018@devopsdays.org.

Thank you for being a DevOpsDays Raleigh 2018 sponsor! Below is additional information including deadlines and a complete checklist for sponsors and exhibitors.

- ☐ Sponsor information form submitted (this is done if you've signed a sponsor agreement)
- ☐ Company logo submitted (200x200 pixel .png format and .eps format if available)
- ☐ Payment made
- ☐ **August 31, 2018** – Attendee information submitted using your sponsor promotion code via Eventbrite or to kanderson@aspeinc.com. Must include name, title, company, email, phone number, shirt size and any dietary restrictions.
  - o Platinum sponsors get 3
  - o Gold sponsors get 2
  - o Silver sponsors get 2
- ☐ **No later than August 31, 2018** – Bag Inserts delivered (shipping information below)
- ☐ September 5, 2018 – Booth location map will be distributed to all sponsors
- ☐ September 5, 2018 – Name and contact information of company representative speaking (platinum sponsors only) submitted to kanderson@aspeinc.com.
- ☐ **September 6-7, 2018 -** Booth and conference collateral delivered – SEE ADDITIONAL INFORMATION BELOW
- ☐ Giveaway item for Passport Program or private giveaway to be announced at the end of the conference, September 11, 2018.

IMPORTANT!!!   Shipping and setup information

Delivery Shipping:

Booth, collateral, cases and boxes **must be delivered between September 6-7, 2018.** If your booth arrives on a palette or is crated, please contact Kyle Anderson immediately.

Please make sure your boxes and containers are clearly labeled with your company name. Many companies use bright colored labels with the company name and logo, as well as which box it is of the total (ex: box 1 of 5). Shipping labels need to include the following information:

> Attn: Carmen Dunn
> DEVOPS DAYS RALEIGH CONFERENCE 9/10/2018 – 9/11/2018
> c/o NC State University McKimmon Center
> Name of Sponsor (i.e. Your Company Name)
> 1101 Gorman Street
> Raleigh, NC 27695

Booth Setup:

Booth setup will begin at 7:00am on September 10. Booths and exhibits must be set up no later than 7:45am on day one of the show. Please be sure the person picking up the materials knows how many items were shipped.

All shipments are delivered to the mailroom in the service hallway. Participants are responsible for picking them up and delivering them to their booths. The front desk representative will direct vendors to the mailroom area if needed.

Shipping after the show:

All items must be removed at the end of the show. Breakdown time will begin after closing remarks on September 11, 2018. If you need to ship your items, please have pre-printed labels so that you can attach proper label(s) to your boxed up items. Items will be picked up the day after the conference. You are responsible for scheduling a pickup for companies other than FedEx Ground or UPS.

Bag Insert Requirements

All bag inserts must be delivered **no later than August 31, 2018.** Inserts can be informational flyers, small promotional items, etc. Items may not exceed 8x11x2 inches in size. Please also be conscientious to keep your insert a minimum weight. If you'd like to confirm receipt, please send Kyle tracking information when your inserts are shipped. Inserts can be shipped to:

> Attn: Kyle Anderson
> DevOpsDays Raleigh
> c/o ASPE Training
> 114 Edinburgh S. Drive, Suite 200
> Cary, NC 27511

Contacts

Please send any forms, requests or questions to Kyle Anderson. He is the main point of contact for sponsors for the conference. You can reach him at the office at kanderson@aspeinc.com, 919.816.1726 or on his cell the day of the event at 828.279.9963.