



**The conference that brings development
and operations together.**

DEVOPSDAYS RALEIGH 2021 – SPONSOR INFORMATION

DATE:
APRIL 8, 2021
THURSDAY

LOCATION:
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 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.

In 2019, our third year,
we completely sold out
with over 500 attendees
and had a waitlist of
over 50 additional,
hopeful participants!

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. 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 McKimmon Center is located just 13 miles from RDU International Airport and Research Triangle Park (RTP), the largest research park in the country. TMC is also conveniently located just 4 miles from downtown Raleigh, 20 miles from downtown Durham, and 26 miles from Chapel Hill.

A HANDFUL OF ATTENDING COMPANIES INCLUDE:

Avanade
BB&T

Charles Schwab
Cisco

Dell
Fidelity Investments

IBM
Lenovo

McKesson
Red Hat

SAS



Starbucks

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Toshiba

TriaCard

Verizon

Who's Been to DevOpsDays Raleigh Before?

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, improving their skills and advance their organization's capabilities.

- | | | |
|--|---|--|
| ✓ App Development (including Managers) | ✓ IT Architect/DevOps Analyst/Risk Manager | ✓ Software Engineer |
| ✓ Application Architect/Developer/Manager | ✓ Lead CDS Developer | ✓ Solutions Architect/Consultant |
| ✓ Business Analyst | ✓ Net Developer | ✓ System Administrator/Analyst/Engineer |
| ✓ Business Intelligence Architect | ✓ Network Engineer | ✓ Technical Leader/Product Owner/Project Manager/Solutions Architect |
| ✓ Cloud Architect | ✓ Platform Engineer | ✓ Test Engineer |
| ✓ Community Architect | ✓ Programmer | ✓ Web Developer |
| ✓ Data Scientist | ✓ Project Manager (for DevOps/LMS/Delivery) | |
| ✓ Delivery Engineer | ✓ QA Engineer | |
| ✓ Development Advocate/Leader/Manager | ✓ Release Coordinator | |
| ✓ DevOps Engineer (Advanced, Lead, and Managing) | ✓ Sales Engineer | |
| ✓ Helpdesk Manager | ✓ ScrumMaster | |
| ✓ HIE Engineer | ✓ Security Architect | |
| | ✓ Security Engineer | |
| | ✓ Software Architect | |

DevOpsDays Raleigh has a "decision maker" attendance of near 40%. This number includes C-Suite Executives as well as managers, directors and company leaders.



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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
- Hands-On Workshops
- Estimated 500 DevOps Professionals (limitations depend on COVID restrictions and protocols)
- Ignite Sessions
- Leaders and experts in the DevOps community
- Open Spaces Session

DevOps 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 concurrently with Open Spaces 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. Workshops should NOT be a pitch, but an educational experience with demonstrations or hands-on activities for attendees.

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 lessons learned are preferred. We try to choose a mix of DevOps technical and cultural aspects.

Ignites:

Presenters get 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!

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 \$1500	Gold \$2500	Platinum \$4000
<p>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. <i>Sometimes</i> company affiliation is on the badges, and sometimes it's not.</p> <p>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."</p>		2	3
		✓	✓
		✓	✓
		✓	✓
		✓	✓
3 Minute Pitch to Full Audience			✓

A FEW OF OUR PREVIOUS DEVOPS DAYS RALEIGH SPONSORS:



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*Have another idea of how you can provide a memorable experience for our attendees?
Contact Kyle Anderson at 919.816.1726 or kyle.anderson@cprime.com*



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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!	\$500
Lanyard sponsor – Let's be honest, you keep these in your office forever and they will too!	\$750
Swag bag sponsor – Make a long lasting impression with branded bags for attendees to take home!	\$1,000
Breakfast Sponsor (<u>Limit 1</u>) – Guarantee that everyone is full and ready for a day of professional development!	\$1,500
Lunch Sponsor (<u>Limit 2</u>) – We're halfway through the day, time to refuel everyone! (Additional perks included)	\$3,000
Refreshments and Snacks (<u>Limit 1</u>) – Everyone's favorite time of the day, so become their favorite sponsor!	\$500
Happy Hour – Conference is over, now let's toast! Provide an opportunity for everyone to mingle and unwind after Day 1!	TBD by Sponsor and Organizers

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DEVOPSDAYS RALEIGH 2021 – SPONSORSHIP AGREEMENT

Company Name: _____

Street Address: _____

City, State, Zip: _____

Phone: _____

Contact Name and title: _____

Contact Email: _____

Contact Phone: _____

Sponsor Level

- ☐ Platinum Sponsor \$4,000
- ☐ Gold Sponsor \$2,500
- ☐ Silver Sponsor \$1,000
- ☐ A La Carte Choice: _____

Total cost of sponsorship: _____

Company Representative Signature: _____

Company Representative Name: _____

For more information and questions, please contact: kyle.anderson@cprime.com.

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DEVOPSDAYS RALEIGH 2021 – CANCELLATION POLICY & AGREEMENT

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 45 days before the event
- 50% if cancellation notice is received 46-90 days before the event
- 20% if cancellation notice is received 91+ days before the event

Company Representative Signature: _____

Company Representative Name: _____

For more information and questions regarding our cancellation policy, please contact:

Kyle Anderson at kyle.anderson@cprime.com.

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