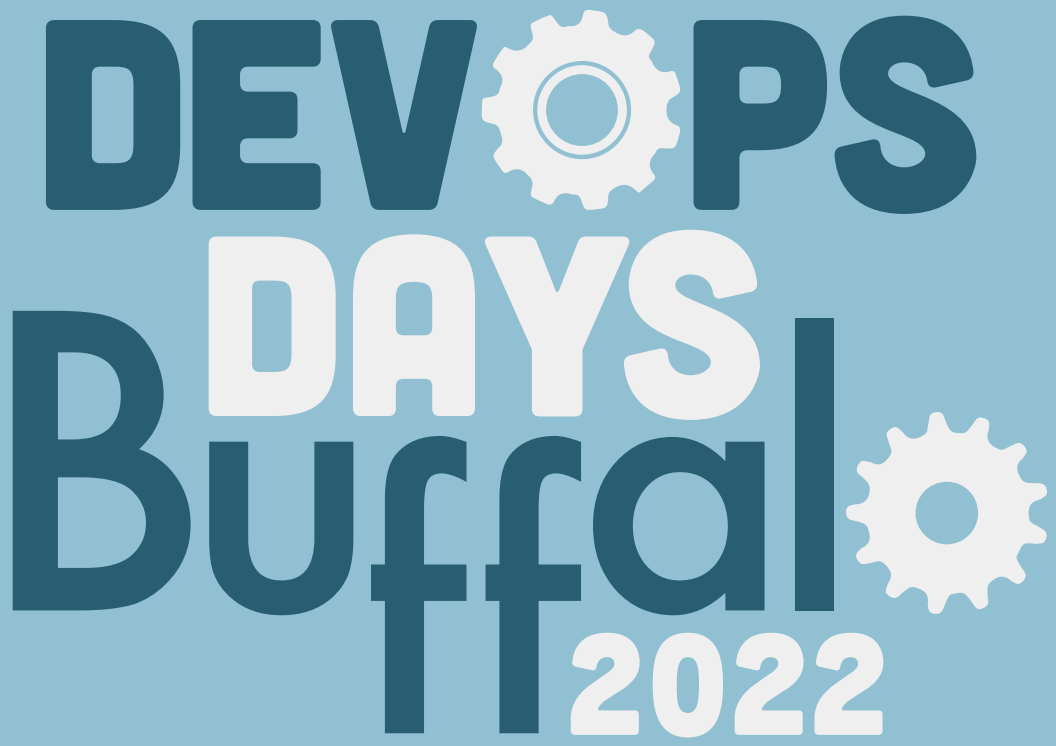

SPONSOR PROSPECTUS

devopsdays.org/buffalo

buffalo@devopsdays.org

SEPTEMBER 29 & 30

SENECA ONE TOWER

1 Seneca St

Buffalo, NY 14203

devopsdays.org/buffalo

buffalo@devopsdays.org

ABOUT THE EVENT

DevOps Days is a series of independently-organized events that aims to spread awareness and to share ideas within the DevOps realm around the globe.

DevOps Days Buffalo, or DODBUF, is a 100-150 attendee, non-profit, community-driven event that aims to assemble local tech practitioners in order to bring the global DevOps Days mission to this city. This conference will gather the highest quality professionals in the Buffalo tech community to discuss topics and exchange ideas regarding software development and IT operations (and everything in between). Throughout this time, attendees will have the opportunity to listen to a series of curated talks and ignites regarding automation, testing, security, organizational culture, and more. Additionally, they will be able to take part in group self-organized "open spaces" that will allow them to discuss any topic selected by the group, as a collective.

We invite you to participate in this local event in hopes of providing an environment to facilitate the exchange of new ideas surrounding the growing technology industry in Buffalo. By sponsoring this event, your company will become a recognized leader and supporter of the Buffalo DevOps community.

If you have any questions or wish to sponsor this event, please contact the organizers at buffalo@devopsdays.org.

PREVIOUS YEARS

2019

Buffalo's first DevOps Days in 2019 was a massive success! Here are our top 4 stats:

- **200** attendees registered and **90%** attended
- **13** metallic tier sponsors, **18** total sponsors
- Massive local support from 9 local sponsors
- Speakers traveled from VMWare, Red Hat, Google, and more!

2020

Our 2020 event was a scaled-back, single-day, virtual event to minimize the "Zoom fatigue" factor:

- **143** attendees registered and **~75%** attended
- **8** metallic tier sponsors, **10** total sponsors
- Featured Speakers from IBM and Microsoft!

2021

Our 2021 event was a unique, two day, hybrid event, held online and in-person at a drive-in theater allowing attendees to mingle according to their individual comfort level:

- **135** attendees registered and **~70%** attended
- **12** metallic tier sponsors, **15** total sponsors
- Featured Speakers from Red Hat and GitHub!

ABOUT OUR 2022 VENUE

After two years of pandemic conference planning, we are looking forward to returning to a more traditional event. To kick things off right, we wanted to select a venue that focused around tech and innovation, as well as highlight some of the exciting investment and development happenings across the Buffalo region. We wanted to find an option that felt closer to the action and that could help showcase the region's rebirth.

Built between 1969 and 1974, Seneca One tower in downtown Buffalo is one of the most iconic buildings in the city skyline. Formerly known as the Marine Midland Center, and later One HSBC Center, Seneca One is the tallest building in Buffalo at 40-floors and 529 Feet in height offering uninterrupted 360-degree skyline views of downtown Buffalo. Recently redeveloped by Douglas Development as a multi-use property that includes dining, professional, and residential spaces, Seneca One has become a destination for entrepreneurs, innovation, and technology in the heart of downtown Buffalo. Seneca One is conveniently located in proximity to a large selection of dining options, recreational activities offered by the Buffalo waterfront, lodging, sporting venues, and purveyors of libation.

The auditorium at Seneca One can support up to 250 individuals and is wheelchair accessible (including restrooms, gallery spaces, and dining). Service animals are welcome in the facility and live captioning will be available during the conference presentations.

For more information about Seneca One, please visit https://senecaonebuffalo.com/

buffalo@devopsdays.org

METALLIC SPONSORSHIP TIERS

GOLD

$6000

- 3 free tickets
- Logo on the website
- Special thanks in breaks
- Large table (8 - 10 ft) in the sponsor hall
- 5 minute talk slot

LIMIT 5

SILVER

$3000

- 2 free tickets
- Logo on the website
- Special thanks in breaks
- Shared table (8-10 ft) or half table (4-5 ft) in the sponsor hall
- 1 minute talk slot

LIMIT 5

BRONZE

$1000

- 1 free ticket
- Logo on the website
- Special thanks in breaks

LIMIT 10

ADDITIONAL SPONSORSHIP TIERS

CAPTIONING

$3000

- 2 free tickets
- Logo on the website
- Special thanks in breaks
- Shared table (8-10 ft) or half table (4-5 ft) in the sponsor hall
- 1 minute talk slot

LIMIT 1

BADGE

$1000

- 1 free ticket
- Logo on the website
- Special thanks in breaks

LIMIT 1

SNACK

$1000

- 1 free ticket
- Logo on the website
- Special thanks in breaks

LIMIT 1

For any questions about sponsorships or the conference in general, please contact the organizers at buffalo@devopsdays.org.

ANTI-HARRASMENT POLICY

DevOps Days is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race, or religion. We do not tolerate harassment of conference participants in any form. Sexual language and imagery is not appropriate for any conference venue, including talks. Conference participants violating these rules may be sanctioned or expelled from the conference without a refund at the discretion of the conference organizers.

Harassment includes offensive verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention. Participants asked to stop any harassing behavior are expected to comply immediately.

Exhibitors in the expo hall, sponsor or vendor booths, or similar activities are also subject to the anti-harassment policy. In particular, exhibitors should not use sexualized images, activities, or other material. Booth staff (including volunteers) should not use sexualized clothing/uniforms/costumes, or otherwise create a sexualized environment.

If a participant engages in harassing behavior, the conference organizers may take any action they deem appropriate, including warning the offender or expulsion from the conference with no refund.

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of conference staff immediately.

Conference staff can be identified by distinct staff badges. Conference staff will be happy to help participants contact hotel/venue security or local law enforcement, provide escorts, or otherwise assist those experiencing harassment to feel safe for the duration of the conference. We value your attendance.

We expect participants to adhere to the code of conduct at all conference venues and conference-related social events.

For the most up-to-date version of this policy, please refer to our website.

devopsdays.org/buffalo

buffalo@devopsdays.org

CODE OF CONDUCT

I. I am an attendee at DevOps Days, learning from and sharing with other DevOps Days attendees in an effort to better myself and my industry. I co-create the experience with fellow attendees. I am prepared to give my energy, presence and sensitivity to creating the best possible experience for myself and others.

II. I am coming to DevOps Days to interact with people. I understand that imagery and language which is suggestive or derogatory will offend and make people uncomfortable. I also understand that people may have boundaries and sensibilities different from my own. I will accept without question when informed that something is offensive or unacceptable in the context of the DevOps Days event.

III. I will never intentionally harass or offend another attendee regardless of gender, sexual orientation, disability, appearance, size, race or religion and will not abide another attendee being harassed or offended. If I am aware that anyone is uncomfortable or unsafe, I will notify those giving offense and the DevOps Days event organizers.

IV. If I am offended or harassed, I will inform people around me who make me feel safe and the event organizers. If I feel safe, at my discretion, I will inform those giving offense of the specific actions with the hope that the other party is well-intentioned and ignorant, but I am under no obligation to do so.

V. I understand that people are different and I attempt to be forgiving of others actions at the level of their sincere intent, but my priority is protecting my safety and the safety of others. I will act without hesitation or reservation until there are no question of the safety of all parties.

VI. I trust the DevOps Days organizers and attendees will co-create the best possible experience for everyone involved, as I will. I believe DevOps Days is about empowering people and I will not forget I am empowered to create a safe and nurturing environment. If I or any other attendee violates this aspect of the event, I expect the conference organizers to protect the attendees by direct action, including expelling those in violation and contacting the proper authorities

Our Anti-Harassment Policy and Code of Conduct can also be viewed on our event page, here.