

2020

EVENT DETAILS

Dates:

Tuesday, September 1 -
Wednesday, September 2

Venue:

UIC Forum
725 West Roosevelt Rd
Chicago, IL 60608

Website:

[Devopsdays.org/chicago](https://devopsdays.org/chicago)

Demographics:

550+ professionals in
software development,
QA, InfoSec, operations,
leadership, and
engineering

Contact:

chicago-sponsors@devopsdays.org



DevOps Days

Chicago 2020

All tickets include:

conference entry,
breakfast, lunch, snacks,
swag, and access to the
Day 1 evening event

Why sponsor:

Recruit talent, generate
brand awareness,
distribute stickers,
support the local
DevOps community

2020 EVENT FORMAT

DevOpsDays is a worldwide series of community-led events covering topics of software development, IT infrastructure operations, and the intersection between them. Sponsors support the local event and build the community.



Talks Ignites & Tech Talks

Four 30min presentations each morning set the tone for the day. Topics range from DevOps for databases to managing with empathy. After lunch, Ignite speakers present short talks with 20 slides that auto-advance. Funny, poignant, insightful, and just right.

Gold and Silver sponsor logos are shown before and after talks and during breaks. All talks are live transcribed, recorded, and shared with the community. Banners with sponsor logos stand by the main stage.

Breaks and Community Engagement

Lunch and snacks are served in the main sponsor expo area.

In 2019 participants filled in "passports" to encourage participants to visit booths.



Open Spaces

Participants suggest, self-organize, and lead break-out style meetings immediately after Ignite talks. Sponsors are encouraged to join in and connect with local practitioners.

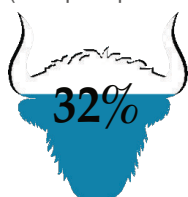


All participants, speakers, sponsors, and volunteers at our conference are required to follow the DevOps Days Code of Conduct (also available online at: www.devopsdays.org/chicago/conduct).

2019 DEMOGRAPHICS

Participants' roles included:

(multiple options were allowed)



Ops



Dev



Management



Security

What do you hope to get out of DevOpsDays Chicago?

★ "Greater connection to the Chicago DevOps community"

★ "A better understanding of DevOps and how it relates to infrastructure."

★ "Meet other DevOps SRE engineers in the Chicago Area - Learn what local companies are doing"

★ "that warm fuzzy feeling from hanging out with other devops believers; possibly some karaoke."

Job Titles of Participants

Director - IT Operations
SVP Of Engineering
Systems Administrator
Senior Consultant
Head of IT Security
QA Analyst III

Vice President of Technology
Principal Cloud Architect
Developer Advocate
DevOps/SRE Lead
Software Engineer

Participants' organizations included:

ServerCentral Turing Group
Walgreens
Motorola Solutions
JP Morgan Chase
GrubHub
Morningstar

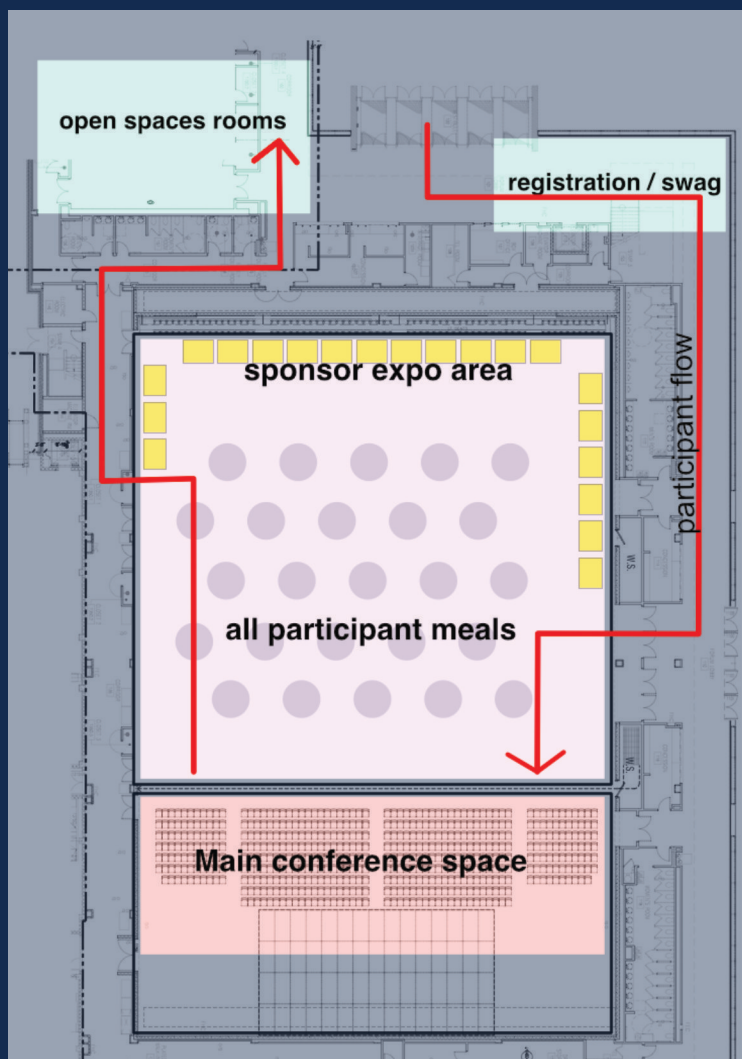
Braintree
Atlassian
Northwestern University
Motorola Solutions
OneMain Financial
Journera

We're working on more meaningful demographics. Let us know if there are stats you'd like to see in the future.

2020

SPONSORSHIPS
























Level	Cost	Tickets
Gold	\$8,000	4
Silver	\$5,000	2
Bronze	\$2,000	1
Community	-	5



example
2020
venue
layout and
floorplan*

* subject to change.
Organizers will share
final sponsor booth
selection 1 month
before event start.

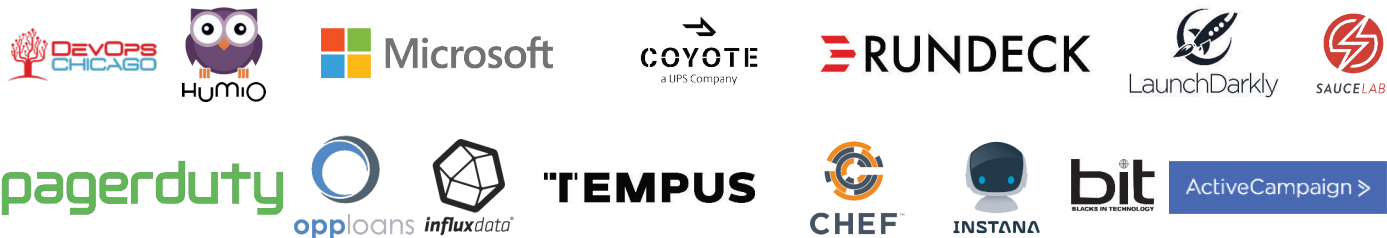
2020 SPONSORSHIPS

THE GOODS	GOLD	SILVER	BRONZE	COMMUNITY
Price	\$8,000	\$5,000	\$2,000	Free
Tickets included*	4	2	1	
Logo on website				
Social media shout-out				
Logo on marketing materials				
Logo on slides at breaks				
Logo on participant emails				
Booth space in sponsor area (with chair)				
Logo on banner in sponsor area				
Logo on banner at evening event				
Shout out from MCs at kickoff and again at breaks				
Dedicated logo slide at breaks				
Dedicated sponsor booth (full table & 2 chairs)				
1 min. pitch between talks throughout both days				

*all sponsors participants must be registered and ticketed to attend. We offer sponsors 20% off all additional registrations.

Unique sponsorships available - see next page

Past Sponsors Include:





2020 ADDITIONAL OPPORTUNITIES

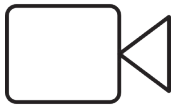
All sponsor will have their logo displayed on the DevOpsDays Chicago website, a tweet before the conference, and a thank you during the conference. All sponsors get 20% discount on tickets. We may have flexibilities with extra sponsorships, so just ask!
Email us: chicago-sponsors@devopsdays.org

Evening Event



Price: \$15,000 Prime booth location at Day 1 evening event
Available: 1 Options to customize activities, drinks, food, & more

Video



Price: \$7,000 Have logo to each talk video
Available: 1 Logo on slides at each break and emcee shout-out

Transportation



Price: \$3,000 Custom Lyft code for participants to & from event
Available: 1 Logo on slides at each break and emcee shout-out

Live Transcription



Price: \$2,000 Logo on slides at each break
Available: 1 Emcee shout-out

Lanyards



Price: \$4,500 Custom logo on all participant lanyards
Available: 1 Logo on slides at each break

Lunch



Price: \$6,000 Prime booth location for 1 day of lunch
Available: 2 1 min pitch before lunch

2020 SPONSOR FAQS



Can I sponsor a talk?

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

Can I get a discount for sponsoring multiple DevOpsDays?

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 registration information?

No. We do not send out emails on behalf of sponsors and will not share contact information or lists of participants.

Sponsors will have logos in all conference emails to participants.

What are the event demographics?

DevOpsDays conferences typically attract software, operations, infosec, QA, and build engineers, as well as architects and technology managers. From voluntary participant data, 22% had VP or director level titles, 17% had senior level titles, and over 85% had technical roles.

Who organizes DevOpsDays Chicago?

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

Contact us to get started!
chicago-sponsors@devopsdays.org



Your fearless 2019 organizers

2020 SPONSOR FAQS



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 on Day 2 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 participants 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 power strip. Silver sponsors get half of the table and 1 chair. 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 sponsor pitch schedules, a/v equipment rentals, set up timing, and teardown timing.

Email us any questions: chicago-sponsors@devopsdays.org

2020 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 2020 held September 1-2, 2020 in Chicago, Illinois.

Description of benefits and sponsor obligations:

Complimentary registration. Gold sponsors will receive four (4) complimentary general conference registration valued at \$1,000 USD. Silver sponsors will receive three (2) complimentary general conference registration valued at \$500. Bronze sponsors will receive one (1) complimentary general conference registration valued at \$250. All sponsors must be ticketed participants and display the conference badge at all times at the event.

Exhibit space. Gold and Silver sponsors may receive booth space to display company marketing materials, provide demos, and allow conference participants to interact with company representatives. Booth size and layout are at the sole discretion of organizers. Previous years' booth layouts will not influence this year's event.

Logo in marketing materials, banners, and email. Sponsor logos will be included in pre- and post-event emails to participants. Slides and banners at the event will include sponsor logos according to sponsorship level.

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. Gold sponsors may "pitch" for 1 minute on the topic of their choice either on Day 1 or Day 2 between talks. Presentation order will be communicated by organizers before Day 1 the event. Sponsorship will never entitle a sponsor to a paid speaking slot or event presentation/talk.

Sponsorship cost. Gold sponsorships are priced at \$8,000 USD. Silver sponsorships are priced at \$5,000. Bronze sponsorships are priced at \$2,000. Other "specialty" sponsorships will be decided in writing with organizers and will receive explicit sponsorship inclusions and price. Organizers are not able to negotiate on sponsorship prices and benefits. Previous years' offerings are not applicable.

Sponsor payment. Sponsors agree to pay the full sponsorship fee by Monday, August 3, 2020. Sponsorship fees are non-refundable with the exception of unforeseen circumstances that force a cancellation of the entire event.

Code of Conduct. All sponsor participants and sponsor marketing materials must adhere to the event Code of Conduct. If an attendee violates the Code of Conduct, the organizers may request that the participant to leave. If the organizers determine any marketing materials violate the Code of Conduct, the sponsor will be asked to remove items immediately.

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.

Sponsorship Type: _____

Sponsor Company Name: _____ Date: _____

Signatory (full printed name): _____ Signature: _____

Signatory (full printed name): _____ Signature: _____