

# devopsdays **AMSTERDAM**

sponsorship prospectus 2020







Over the past half-decade, devopsdays Amsterdam has brought together more than two-thousand DevOps practitioners from nearly two dozen countries.

From a day filled with hands-on workshops to inspiring sessions on social engineering, we offer a finely curated program, centered around a simple and straightforward goal: learn from each other to create a better community.

We are confident that devopsdays Amsterdam 2020, scheduled to take place from June 17th to the 19th 2020 is an excellent opportunity for partners who want to showcase their company's product.

## COMMUNITY

Devopsdays Amsterdam is unlike many tech events: we are self-organizing and not profit-oriented. By keeping our ticket prices low, we make it possible for both professionals and enthusiasts to attend.

The patronage of partners like you helps us produce the kind of event our community deserves. To make this worthwhile for you, we offer many perks.

## EXPOSURE

Leading up to the conference, your logo, as well as a link to your company's website (or product!) displays on our website. We also tweet your support via our Twitter account @devopsams and include your logo in all email newsletters.

During the event, we give you a shout-out and showcase your logo on our signage. Additionally, available for Gold and Exclusive tiers, we provide an opportunity to pitch your service to our audience: for one minute, the stage is yours!

Moreover, our BBQ-tier sponsor connects their name to our main culinary track and addresses our audience for a full minute while everyone enjoys delicious food.

## BOOTH SPACE

Silver \*, Gold, and Exclusive tier sponsors (BBQ, Beer, and Pre-Event) receive some of our heavily sought-after booth space (sized at a beautiful 2 x 3 meters). These spaces include a private table, power outlets, and enough room for signage, giveaways, gender-specific t-shirts, and other wearables.

To help ensure your booth is never empty, we provide you with ample tickets for your colleagues.

Additional tickets are available upon request at a heavily discounted fee.

\* Note that Silver level sponsors only receive a high (small) standing table, rather than the full table offered in other levels.





## EXCLUSIVE TIER: FOOD TRUCK SPONSOR

Offer our attendees some delicious local appetizers during the event with your own Food Truck. Napkins, plates, and cups with your logo\* will provide you the exposure you're looking for.

## EXCLUSIVE TIER: GAMES SPONSOR

Who doesn't like games, especially the old-school Arcade ones? You could be the exclusive provider of some old fashion, retro Arcade cabinets with Pacman, Space Invaders, and much more. We will show your logo with these highly sought retro Arcade gaming cabinets.

## EXCLUSIVE TIER: BBQ SPONSOR

The annual BBQ has been a cornerstone of the past seven devopsdays Amsterdam. Our culinary track caters to all diets and palates and is, possibly, the best way to experience the hallway track and mingle with fellow attendees, speakers, and sponsors.

This tier, since limited to only one, provides a delicious opportunity to bring point attention to your brand during your extra pitch.



## EXCLUSIVE TIER: PRE-EVENT SPONSOR

Kick off the 2020 edition of devopsdays Amsterdam by becoming our pre-event sponsor. In the past, we provided pub quizzes with raffles, giveaways, and lots of attendee networking. Everyone is looking forward to discovering where this year's fantastic pre-event party is going to be.

As this tier is limited to only one, it provides you with an opportunity to showcase your services before all the others: your one minute of fame is part of the pre-event social gathering!

## EXCLUSIVE TIER: RECHARGE SPONSOR

Help our attendees stay connected and recharge their devices with our charging lockers. Last year the charging lockers were a definite audience favorite. Since it is your logo that is on the charging lockers, it's positively clear that it is your company providing everyone with an opportunity to keep tweeting, connecting, and not running into a flat battery situation. Sounds electrifying, doesn't it?

## EXCLUSIVE TIER: T-SHIRT SPONSOR

Devopsdays wouldn't be a devopsdays without a fancy T-shirt for our attendees. Make sure to promote your company by sponsoring the t-shirts for the attendees.

Your logo will be printed on the T-shirt together with the logo of devopsdays Amsterdam.



## EXCLUSIVE TIER: BEER SPONSOR

Over the past four years, we have served four different DevHops Limited Edition brews. Our beers are attendee-favorites and are a crafty way of getting your logo into everyone's hands by getting it onto every, single, beer label\*.

Limited to one slot, this tier provides an opportunity for showcasing your services before our other sponsors get to do so: your sixty seconds are part of the pre-event social gathering!

## EXCLUSIVE TIER: COFFEE TRUCK

Give our attendees the gift of alertness with a cup of freshly brewed joe, java, or a beautifully designed latte. We help you in getting your logo on each cup\* and make sure our audience knows what you have been brewing up during your one-minute pitch.

## EXCLUSIVE TIER: LANYARD SPONSOR

A badge with one's name and company identity isn't complete without a beautiful lanyard. The lanyard gives the finishing touch, especially with your logo on it.

\* Please be advised, we retain full creative control over the napkins, plates, cups, lanyard, and label design, but rest assured: we work with you to create something that works for both of us.

Becoming a sponsor is easy: email us at [amsterdam@devopsdays.org](mailto:amsterdam@devopsdays.org), and you'll receive the information you need as soon as possible.

Please reach out to us if you have any questions, need something clarified, or have a crazy idea and want to go wild. We work together with you to craft a package that fits your budget and needs.



## SPONSORSHIP TIERS

We are happy to offer the following tiers for the 2020 edition of devopsdays Amsterdam.

All packages below are available to sponsors during the conference on June 18th and 19th 2020 only, and not during the workshop days.

Please note that all slots are available at a first come, first serve basis (with a payment term of NET30 ). Old exclusive slots are unavailable to other sponsors.

## EXCLUSIVE TIER PACKAGES

	Bronze 10 x	Silver 8 x	Gold 8 x	Pre-event	T-shirt	Lanyard	Foodtruck 4 x	Recharge stations	Arcade Games	Coffee	Waterbottle package	BBQ	Beer
	€ 1K	€ 3K	€ 6K	€ 7.5K	€ 7.5K	€ 5K	€ 3.5K	€ 3K	€ 5K	€ 8.5K	€ 7.5K	€ 10K	€ 10K
Logo on website	•	•	•	•	•	•	•	•	•	•	•	•	•
Logo in emails	•	•	•	•	•	•	•	•	•	•	•	•	•
Logo on bottle											•		•
Logo on coffee cups										•			
Logo on napkins							•						
Logo on plates							•						
Logo shown during BBQ												•	
1 included ticket	•					•							
2 included tickets		•					•	•	•				
3 included ticket			•	•	•					•	•	•	•
1 High small standing table		•											
Sponsor boot			•									•	•
1 minute pitch				•	•				•	•	•	•	•
Additional 1 minute pitch									•			•	•
Swag Table Goodie	•	•	•	•	•	•	•	•	•	•		•	•

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## SPONSORSHIP FAQ

### 1. DO SPONSORSHIP PACKAGES INCLUDE A TALK?

No, but you are welcome to submit a talk proposal for consideration. See [devopsdays.org/events/2019-amsterdam/propose/](https://devopsdays.org/events/2019-amsterdam/propose/) for more information.

### 2. WHOM SHOULD I SEND TO THE CONFERENCE?

The past five years have shown a clear trend towards staffing booths with technologists who can interact with our attendees during the event and do not have to dodge technical questions.

### 3. WHAT ARE THE DEMOGRAPHICS OF THE ATTENDEES?

Our attendees are generally towards the medium and senior-level of the spectrum, though we are proud to host a forward-thinking group of techies in more junior roles. In surveys, attendees identify as working in operations and IT engineering, with a small percentage indicating management or C-level positions.

### 4. WHAT ARE THE PAYMENT OPTIONS?

We can accept payments via bank transfer (preferred) or credit card (fees are to be paid by you). All payments must be made within thirty days to avoid cancellation of the contract.

### 5. HOW DO WE REGISTER OUR SPONSOR TICKETS?

Once your payment has completed, we send you a unique code to register the number of tickets associated with your tier.

### 6. DO YOU HAVE A CODE OF CONDUCT?

Yes, find it at [devopsdays.org/events/2020-amsterdam/conduct/](https://devopsdays.org/events/2020-amsterdam/conduct/).

The organization is dedicated to providing a great experience to all groups attending the event and thus requires everyone, including sponsors, to take note of and adhere to these guidelines.

### 7. CAN WE SHIP STUFF AHEAD?

Yes, you can. Please contact us to make arrangements. Our partner, Schuberg Philis, is happy to store your swag and promotional materials until the conference. Please contact us for instructions on where to send your package(s) and how to correctly address them. Note that shipments must be

received by June 20, 2019. Additionally, prior approval is required to avoid rejection of the package(s) on delivery.

### 8. WHAT KIND OF SWAG SHOULD I PUT ON THE TABLE?

The choice is yours to make, but we, the organizers from Devopsdays prefer sustainable goodies. If you need help, please don't hesitate to ask us.

### 9. HOW CAN I BE MORE SUSTAINABLE WHEN IT COMES TO SWAG?

Yes, we love sustainability! And If you want to take a role in that, we can only love you for it. If you want to give out swag, but also want to be sustainable, maybe consider discount codes for an event, or coupons for online shopping.

### 10. IS IT POSSIBLE TO DONATE MONEY TO CHARITY INSTEAD OF PUTTING SWAG IN THE BAG?

Yes, yes, yes! We would love to encourage you to do that. We will make sure that you will be noticed with such an amazing gift.

### 11. DO I COMMUNICATE WHO OUR BOOTH STAFF WILL BE??

Yes you do, we need to know which colleagues will be manning your booth in regards to the ticket registration.

### 12. HOW DO WE GET OUR STUFF BACK?

Please make sure that at the end of the event that all of your stuff is packed into boxes and labeled with a shipping address. Contact us for making arrangements with regards to shipment.

### 13. IS THERE A DIFFERENT WAY TO REACH OUT TO YOU BESIDES EMAIL?

Yes, there is. We have a slack channel available throughout the year. Please join us at [devopsdaysamsterdam.slack.com](https://devopsdaysamsterdam.slack.com).

If you have a question that is not answered above, or find anything that is unclear, please contact us at [amsterdam@devopsdays.org](mailto:amsterdam@devopsdays.org).





