DevOpsDays Houston 2021

Event Website: https://devopsdays.org/houston
Event Dates: April 21-22, 2021
Event Venue: Houston - CityCentre - Norris Conference Centers
Email: houston@devopsdays.org

Sponsorship Prospectus

Join us for the 2nd annual DevOpsDays conference in Houston!

Conference Overview

Houston is the 4th largest city in the US, and is home to a thriving business economy with a very diverse set of industries: from energy to health care and research to high-technology. In fact, around 80 Fortune 500 companies have their headquarters in Houston. This event will allow you to connect with a diverse set of stakeholders all in one place.

The DevOpsDays Houston inaugural event in 2019 was attended by ~200 elite DevOps stakeholders, from engineers to CTOs. 100% of our 2019 sponsors said they would love to sponsor again, and 90% of the attendees thought the conference was a good use of their time.
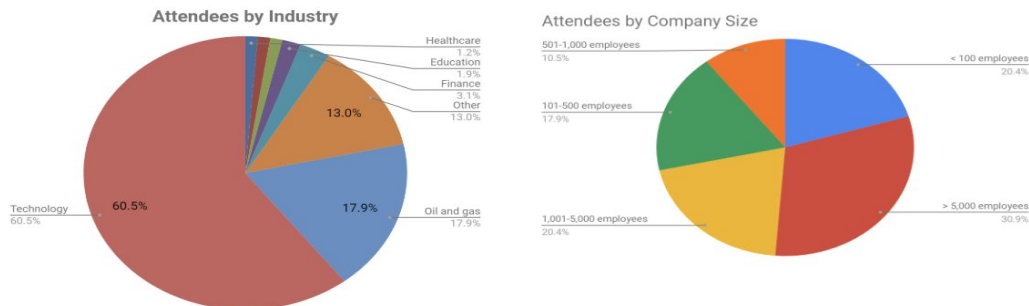
In 2021, we're hoping for 400 attendees.

COVID-19 Concerns

The conference will take place live and in-person. The Norris Conference Centers have taken measures to make their venue as safe as possible, and the DevOpsDays Houston organizing committee takes safety seriously. The committee will monitor and adhere to local guidelines on handling of the COVID-19 virus. In the event, the conference must switch to a virtual format, we will make that decision public by no later than March 1, 2021.

Attendees at a Glance

Around 200 people attended the conference in 2019 (not including sponsors): they represented 92 different companies from a wide range of industries and sizes. 35% of attendees were decision-making stakeholders: managers, directors or company executives.

Sponsoring DevOpsDays Houston 2021

DevOpsDays is a self-organizing conference that depends on sponsorships. We do not have vendor booths, sell product presentations, or distribute attendee contact lists. Sponsors have the opportunity to have short elevator pitches during the program and will get recognition on the website and social media before, during and after the event. Sponsors are encouraged to represent themselves by actively participating and engaging with the attendees as peers. Any attendee also has the opportunity to demo products/projects as part of an open space session.

Standard Sponsorships

Standard Packages	Bronze	Silver (Limit 4 †)	Gold (Limit 15 †)	Platinum (Limit 4)
Pricing	$1,500	$3,000	$5,000	$8,000
Included tickets	1	2	3	4
Logo on event website	✔	✔	✔	✔
Logo on room signage	Small	Small	Medium	Large

Logo on all email communication			✔	✔
Logo on shared slide, rotating during breaks		✔	✔	
Logo on dedicated slide				✔
Shared (half of) 6' table		✔		
Full 6' table			✔	✔
Choice of table location				✔
5 minute pitch to full audience				✔

†Table space is limited

Facilities

DevOpsDays Houston 2021 will be happening in the same facility as the 2019 event: Norris Conference Center at Town and Country. However, our sponsor room in 2021 will be bigger and brighter than in 2019.

As a Platinum or Gold sponsor, you will be allocated your own 6' table and two chairs. As a Silver sponsor, you will be sharing a 6' table with another sponsor. WiFi will be provided free of charge, but there will be no wired connections.

A-la-carte Sponsorships

A few a-la-carte sponsorships are available:

- **Speaker's Dinner Sponsor** ($2,500) - Limit 1 - Package includes:
    - Company Signage at the Speaker's Dinner
    - Opportunity for 2 minute talk at Speaker's Dinner
    - 1 ticket
- **Breakfast sponso**r ($1,000) - Limit 2. Package includes:

- ○ Signage at breakfast
- ○ 1 ticket
- **Lunch sponsor** ($1,000) - Limit 1. Package includes:
  - ○ Signage at lunch
  - ○ 1 ticket
- **Workshop sponsor** ($1,500) - . Package includes:
  - ○ Signage at Workshop
  - ○ 1 ticket