# Sponsor Guide

DevOpsDays Dallas 2022

Thank you for sponsoring DevOpsDays Dallas 2022. This document is intended to provide guidance, key information, resource links, and instructions to help your team have the best experience possible. Please let us know what questions we can answer for you. We are looking forward to working with you at the event!

# Table of Contents

# Overview / Policies

All sponsors at DevOpsDays Dallas must comply with the event and venue policies. These are designed to ensure everyone has the best and safest experience possible at the event.

## Code of Conduct

https://devopsdays.org/events/2022-dallas/conduct

## COVID Policy

While we are making every attempt to hold an in-person event in 2022, we recognize that the ongoing pandemic may affect this plan, but we are not making any specific policy regarding attendance to this event at this time. The health and well-being of our attendees is of paramount importance, so we reserve the right to apply reasonable attendance requirements in accordance with **local** or federal guidance as the event draws closer if there are any changes. We also reserve the right to cancel completely, or change to a virtual event, if the in-person event cannot be held safely.

# Team Registration

Tickets are required for admission to DevOpsDays Dallas. As a sponsor, you get free tickets in accordance to sponsorship levels for your team to come and participate, man your table, etc. You should have received an email with an Eventbrite link to access your team's tickets to the event.

Please be sure each individual is registered with their own information so that they receive attendee communications and updates

# Venue Information

DevOpsDays Dallas will take place at the Plano Event Center.

The physical address is: **2000 East Spring Creek Parkway, Plano, TX 75074**
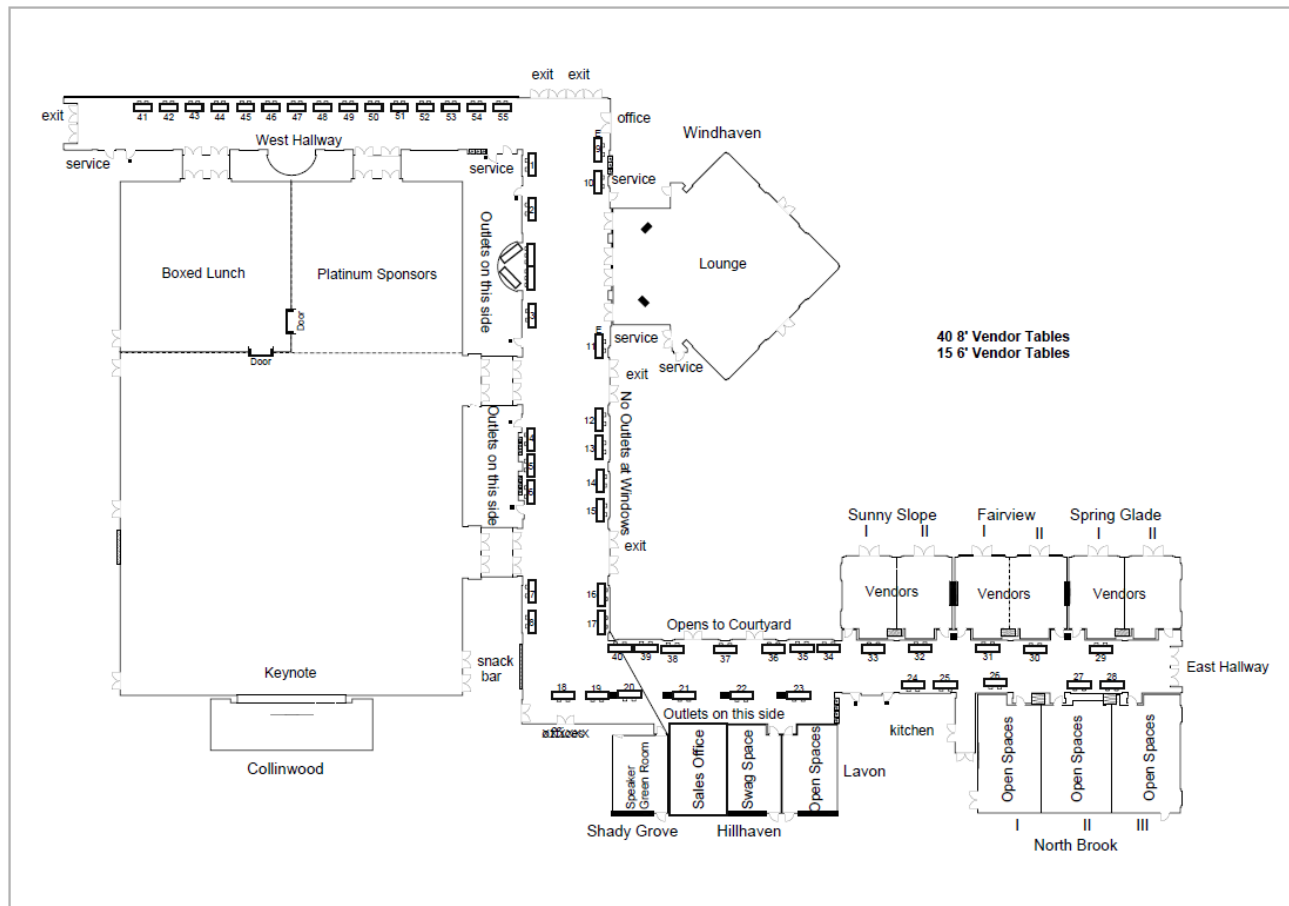
# Shipping

The Plano Event Center can accept shipments <mark>1 week out</mark> from the event date. We've added their shipping info here:

Shipments must be addressed as follows:

Company Name - <sponsor>
Company/Show Name - DevOpsDays Dallas
c/o Rachel Martin
Plano Event Center
2000 E. Spring Creek Parkway
Plano, Texas 75074

<mark>Please note Plano Event Center is not liable for the security of freight or the shipping of freight. Freight left on the premises more than 72 business hours following the close of the event may be disposed of. Client is responsible for packing and scheduling pick-ups of all freight.</mark>

# Venue Map

# Key Sponsor Activities During Event

There are certain key times to remember during the event:

🚨 <mark>**SUBJECT TO CHANGE**</mark> 🚨

## DAY 0 - (Aug 23ʳᵈ)

- Day 0 - 2:00pm to 6:00pm - Registration opens / **sponsor setup**

## DAY 1 - (Aug 24ᵗʰ)

- Day 1 - 8:00am - Registration opens / **sponsor setup**

- Day 1 - 10:55am - **Platinum** Sponsor Shout out / Pitch
  - (CapitalOne)

- Day 1 - 11:00am - **Gold** Sponsor Shout out / Pitch
  - (AppDynamics, xmatters, LaunchDarkly, LINEARB, Styra, Sleuth, Roost.ai, Spectro Cloud)

- Day 1 - 1:30pm - **Gold** Sponsor Shout out / Pitch
  - (Edge Data, cprime, spacelift, 42crunch, azul, nirmata, Red Hat, Bitdefender)

- Day 1 - 4:00pm - **Happy Hour setup**

- Day 1 - 7:00pm - **Happy Hour must be torn down by 7:00pm**

- Day 1 - 7:00pm - Close for Day

## DAY 2 - (Aug 25ᵗʰ)

- Day 2 - 8:00am – Open

- Day 2 - 11:00am - **Platinum** Sponsor Shout out / Pitch
  - (Splunk)

- Day 2 - 11:05am - **Gold** Sponsor Shout out / Pitch
  - (Trend Micro, CircleCI, nobl9, Octupus Deploy, Mattermost, Diamanti, Snyk, deepsource)

- Day 2 - 3:00pm - **Sponsors can begin teardown at will**

- Day 2 - 4:20pm - **Closing & Sponsor Giveaways (optional)**

# General Sponsor Activities

## Sponsor On-Stage "Shout Out" / Pitch

A benefit of sponsoring is to have the opportunity to have someone from your team come on stage in front of the unified audience and take 2 minutes to talk about whatever you want to talk about. That can be a pitch, a call out for something cool about your company, a reason to come by your table, etc.

Please review the schedule below and be sure to **have someone from your team by the main stage during the indicated timeframe** / gap in the schedule where you see your company name. Be aware that the conference schedule can 'drift' on the day as some events may run long. So, times on the schedule are **ideal / approximate.**

## Sponsor Giveaways / Drawings During Closing

A tradition at DevOpsDays is for sponsors to do giveaways on stage during the Closing session on Day 2. They typically will do entries at their table over the two days and then get up on the stage to do the drawing. If you are interested in participating, please let us know and we will add you to the list for the emcee to call one of your team members up during that session.

# Full Event Schedule Summary

**Color Keys:**

- Talk
- Ignite
- Open Space

## August 24, 2022

| Time | Session |
|---|---|
| 08:00 - 08:45 | Registration & Breakfast |
| 08:45 - 09:00 | Intro and Code of Conduct |
| 09:00 - 09:45 | Michael Coté - The Eternal Recurrence of DevOps |
| 09:45 - 10:15 | Thomas J. Sweet - Lessons learned on the path from Individual Contributor to CIO |
| 10:15 - 10:25 | Break |
| 10:25 - 10:55 | Paul Grizzaffi - Not Your Parents' Automation - Practical Application of Non-Traditional Automation |
| 10:55 - 11:30 | Sponsors |
| 11:30 - 12:00 | Chris Koehnecke - 5 Open Source Security Tools All Developers Should Know About |
| 12:00 - 12:45 | Lunch (catered) | Open Space - Overview |
| 12:45 - 13:30 | Ana Margarita Medina - The Evolution of GameDays |
| 13:30 - 13:50 | Sponsors |
| 13:50 - 14:20 | Jessica Clark - Inspiring the next generation of Technologists! |
| 14:20 - 14:30 | Open Space - Topic Proposals & Selection |
| 14:30 - 15:15 | Open Space Day 1 |
| 15:15 - 15:30 | Break |
| 15:30 - 16:15 | Matthew Brahms - Principles of Safety and Reliability Learned from US Navy Landing Signal Officers |
| 16:15 - 16:20 | Show & Tell what will be raffled on the 25th |
| 16:20 - 16:30 | Close Day & Logistics |
| 16:30 - 19:00 | Social Networking - Happy Hour |

## August 25, 2022

| Time | Session |
|---|---|
| 08:00 - 08:45 | Registration & Breakfast |
| 08:45 - 09:00 | Welcome |
| 09:00 - 09:45 | Andrew Clay Shafer, John Willis - Out of the Cyber Crisis - What Would Deming Do? |
| 09:45 - 10:15 | Nigel Thurlow - DevOps is Enterprise Wide |
| 10:15 - 10:30 | Break |
| 10:30 - 11:00 | Damien Burks - Automated S3 Blocking with AWS Macie & DataCop |
| 11:00 - 11:300 | Sponsors |
| 11:30 - 12:00 | Ignite Talks<br>Christa Meck - Emotional Damage! Strategies to Cope with Today's Chaos<br>James Thomas - Pipelines as Code with Dagger<br>Monica Miller - Trino: The Data Synthesizer<br>Eric Smalling - Look Mom - no Dockerfiles! Building Java and Go based container images without Dockerfiles<br>Tim Davis - Tag! You're It! |
| 12:00 - 12:45 | Lunch (catered) | Open Space - Overview |
| 12:45 - 13:30 | Patrick Debois - Devops 13 years and 130+ presentations later - my personal journey |
| 13:30 - 13:45 | Open Space - Topic Proposals & Selection |
| 13:45 - 14:30 | Keri Melich - The Reality of Reliability |
| 14:30 - 14:45 | Break |
| 14:45 - 15:30 | Open Space Day 2 |
| 15:30 - 16:15 | SPEAKER DISCUSSION PANEL |
| 16:15 - 16:20 | Organizers Recognition |
| 16:20 - 17:00 | Closing, Raffle Giveaway & Farewell |

# Specific Sponsorship Info by Level

## Platinum Sponsors

The Platinum sponsor room provide a small dedicated space to meet with attendees, do small scale presentations, etc.

**THERE WILL BE A SIGN ON THE TABLES INDICATING WHICH ONE YOU ARE ASSIGNED**

**Notes/rules:**
- Do not bring food/drinks - the venue prohibits outside food/drink
- There cannot be a table in front of the doors - you can put signs by the door opening, but nothing that might interfere with the walkways
- Nothing can be stuck / hung on the walls
- No external amplifiers or other loud audio

## Gold Sponsors

Each Gold sponsor has the ability to have a staffed display table during the full duration of both Days of the event.
- The table is a 8' x 30" rectangle and will have 2 chairs provided.
- Table setup is at 8:00am on Day 1
- Teardown starts at 3:00pm on Day 2
- There will be power strips provided
- Recommend using retractable banner type signage rather than a booth 'wall' display. Some booths are permitted but need to be coordinated with Sponsor organizer because space is limited
- You will need to provide your own table skirt

**THERE WILL BE A SIGN ON THE TABLES INDICATING WHICH ONE YOU ARE ASSIGNED**

**Notes/rules:**
- You cannot interfere with walkways or other sponsor spaces, so please do not bring very large displays, gear, or extra chairs from elsewhere in the venue
- No external amplifiers or other loud audio
- Nothing can be stuck/hung on any walls
- SWAG/giveaway items must adhere to the Code of Conduct

# Silver Sponsors

Each Silver sponsor has the ability to have a staffed display table during the full duration of both Days of the event.

- The table is a 6' x 30" rectangle and will have 2 chairs provided.
- Table setup is at 8:00am on Day 1
- Teardown starts at 3:00pm on Day 2
- There will be power strips provided
- Recommend using retractable banner type signage rather than a booth 'wall' display. Space is limited
- You will need to provide your own table skirt

**THERE WILL BE A SIGN ON THE TABLES INDICATING WHICH ONE YOU ARE ASSIGNED**

**Notes/rules:**
- You cannot interfere with walkways or other sponsor spaces, so please do not bring very large displays, gear, or extra chairs from elsewhere in the venue
- No external amplifiers or other loud audio
- Nothing can be stuck/hung on any walls
- SWAG/giveaway items must adhere to the Code of Conduct

# Resources

- **Sponsor FAQ:**
  **https://assets.devopsdays.org/events/2022/dallas/DevOpsDaysDallasSponsorFAQ2022.pdf**

- **Venue Website:**
  **https://www.planoeventcenter.org/**

- **Reference - Sponsor Prospectus:**
  **https://assets.devopsdays.org/events/2022/dallas/DevOpsDaysDallas2022Sponsorships.pdf**