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**
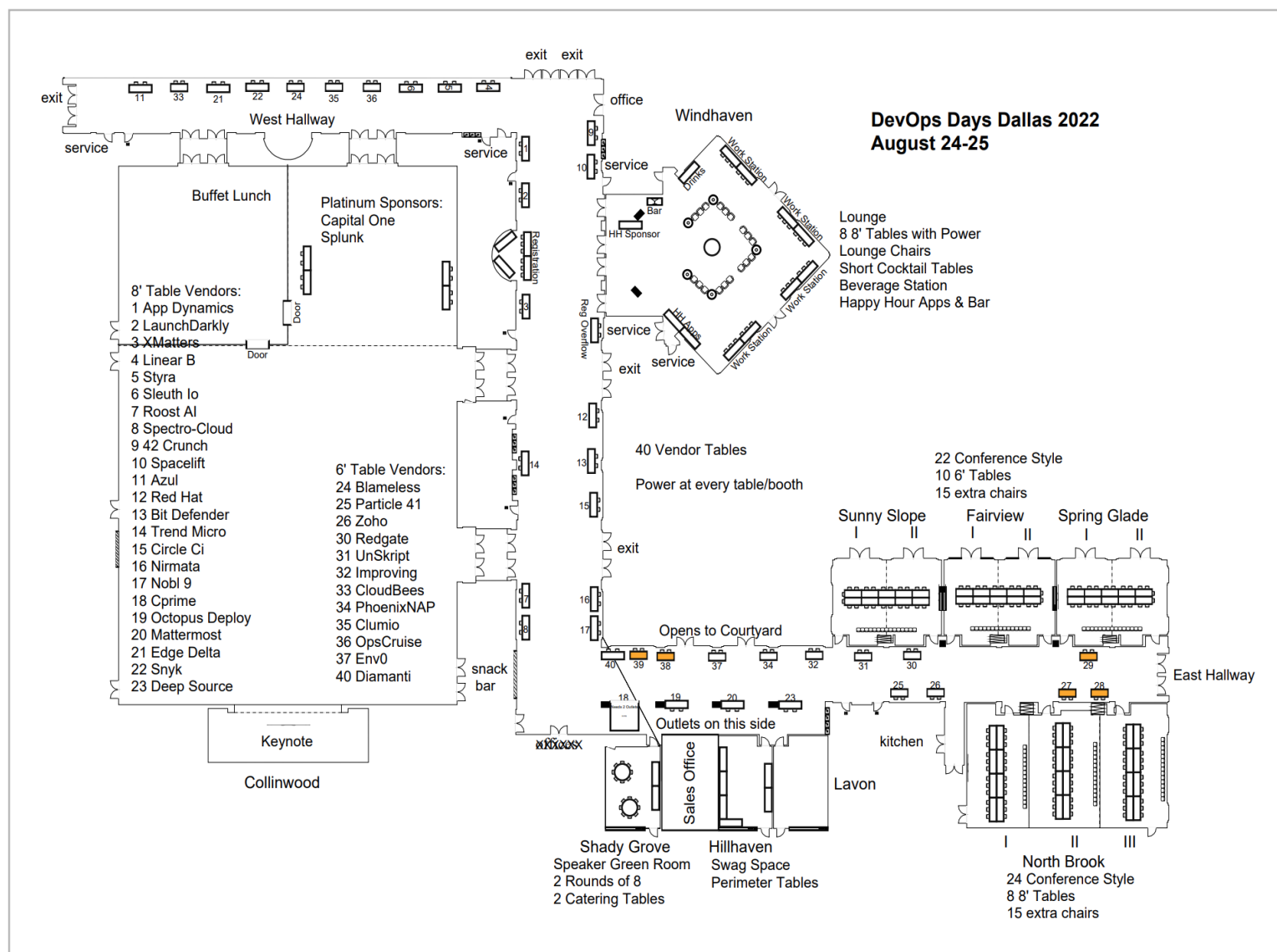
Shipping

The Plano Event Center can accept shipments **1 week out** 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

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.

DevOps Days Dallas 2022
August 24-25

West Hallway

Buffet Lunch

Platinum Sponsors:
Capital One
Splunk

8' Table Vendors:
1 App Dynamics
2 LaunchDarkly
3 XMatters
4 Linear B
5 Styra
6 Sleuth Io
7 Roost AI
8 Spectro-Cloud
9 42 Crunch
10 Spacelift
11 Azul
12 Red Hat
13 Bit Defender
14 Trend Micro
15 Circle Ci
16 Nirmata
17 Nobl 9
18 Cprime
19 Octopus Deploy
20 Mattermost
21 Edge Delta
22 Snyk
23 Deep Source

6' Table Vendors:
24 Blameless
25 Particle 41
26 Zoho
30 Redgate
31 UnSkript
32 Improving
33 CloudBees
34 PhoenixNAP
35 Clumio
36 OpsCruise
37 Env0
40 Diamanti

Registration
Reg Overflow

Door
Door

office
exit exit

Windhaven

Drinks
Bar
HH Sponsor
Work Station
Work Station
Work Station
Work Station

Lounge
8 8' Tables with Power
Lounge Chairs
Short Cocktail Tables
Beverage Station
Happy Hour Apps & Bar

service
service
exit
service

40 Vendor Tables
Power at every table/booth

22 Conference Style
10 6' Tables
15 extra chairs

Sunny Slope   Fairview   Spring Glade
I   II   I   II   I   II

exit

Opens to Courtyard

40 39 38   37   34 32   31 30   29

East Hallway

snack bar

18   19   20   23   25 26   27 28

Outlets on this side

Sales Office

kitchen
Lavon

Keynote
Collinwood

Shady Grove
Speaker Green Room
2 Rounds of 8
2 Catering Tables

Hillhaven
Swag Space
Perimeter Tables

North Brook
I   II   III
24 Conference Style
8 8' Tables
15 extra chairs

Key Sponsor Activities During Event

There are certain key times to remember during the event:

🚨 **SUBJECT TO CHANGE** 🚨

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:

<table>
<tr><td>Talk</td></tr>
<tr><td>Ignite</td></tr>
<tr><td>Open Space</td></tr>
</table>

August 24, 2022

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

August 25, 2022

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