DevOpsDays Boston 2020
Sponsor Kit
September 28 – 29

Table of Contents

Event Logistics Information

Date:
Conference: September 28 – 29
Load-In Date: September 27

Venue Location:
The Cyclorama at the Boston Center for the Arts
539 Tremont St, Boston, MA 02116

Further venue details: http://www.bcaonline.org/venues/cyclorama.html

PLEASE NOTE:
The BCA does not provide secure storage or accept shipments from Sponsors in advance of the conference.

What this Sponsor Kit Provides:
This packet aims to provide you with all the information you need to get organized for your participation in DevOpsDays Boston 2020. Please read it in its entirety to ensure that you understand all aspects of the conference, from load-in logistics to the venue opening and closing times, to the Speakers' Program, to the Code of Conduct, and beyond.

As a reminder, International DevOpsDays Conference rules prohibit the use of badge scanners at sponsor tables. You may, of course, collect business cards, and conduct "giveaways" as well if you so desire. You may NOT refer to these events as "raffles" and you may NOT charge a fee for anyone interested in participating in the giveaway.

Further key information follows - please read on!

This opening page provides an overview of the essential information we think you will want, but please do attend to the important details that follow.

Contacts

Email: boston@devopsdays.org
Please see the above email address for all pre-event contact.

Registration

Each sponsorship package includes a set number of tickets - two for gold sponsors, four for platinum sponsors. To register attendees for their included tickets, visit https://ti.to/devopsdaysbos/2020/with/b9qvktpzyas. Additional tickets can be purchased at a 20% discount at the main URL, https://ti.to/devopsdaysbos/2020, using the discount code **DODBOS_SponsorTwenty.**

Please register all attendees by September 11th. Attendees registered after the 11th will be okay to get in, but they will not have printed badges. Must be registered by 20th for entry.

To purchase additional conference passes, and also to provide your customers, prospective customers, and partners with a 20% off discount pass, you/they can use the promotional Code provided to you.

Sponsor Layout

Organizers will update the floor plan with assigned tables 2 weeks before the event.

Getting There

Public Transportation

The BCA is easily accessible by public transportation.

- MBTA Orange Line to Back Bay Station - Take the Clarendon Street exit and walk with

  traffic (Clarendon Street is one-way). Walk approximately 500 yards to Tremont Street.

  Take a left onto Tremont Street. The BCA is on the first block on the left.

- MBTA Green Line to Copley - Continue along Boylston Street with traffic (Boylston

  Street is one-way). Take a right onto Clarendon Street and walk approximately 750 yards to Tremont Street. Take a left onto Tremont Street. The BCA is on the first block on the left.

- MBTA Silver Line SL4 & SL5 - Exit at either East Berkeley Street or Union Park. Walk

towards Tremont Street by following the direction of traffic on either Berkeley or Union

Park. From Berkeley, turn left onto Tremont; from Union Park turn right onto Tremont.

- MBTA Bus #43 - Bus route 43 travels along Tremont Street between Ruggles, on the

  Orange line, and Park Street, on the Green and Red lines. Please ask the driver for the
  proper stop.

Parking

- On-street parking is very limited in the immediate area.

- Atelier 505 Parking Garage

  Located under the Calderwood Pavilion. Enter on Warren Ave, at the rear of the building.

- Garage @ 100 Clarendon Street

  Located on Clarendon Street between Stuart Street and Columbus Ave, just before Back
  Bay Station. Regular Evening Rate - $ 9 from 5pm until 7am the following morning -
  Seven days per week – No validation required Special BCA visitor parking rate: $17 All
  day Saturdays and Sundays – Visit the Calderwood Pavilion Box Office to have your
  ticket validated

- Corner of Shawmut and East Berkeley Streets

- Open Lots on Berkeley

Nearby Hotels

Chandler Inn Hotel

0.19 mi away at 26 Chandler Street, 3 Star

Hotel 140

0.34 mi away at 140 Clarendon Street, 3 Star

Loews Boston Hotel

0.35 mi away at 154 Berkeley Street, 5 Star

Boston Common Hotel Copley Square

0.36 mi away at 40 Trinity Place, 3 Star

Westin Copley Place

0.44 mi away at 10 Huntington Avenue, 4 Star

The Fairmont Copley Plaza

0.44 mi away at 138 Saint James Avenue, 5 Star

Copley Square Hotel

0.47 mi away at 47 Huntington Avenue, 4 Star

Boston Marriott Copley Place

0.47 mi away at 110 Huntington Avenue, 4 Star

Shipping Information

1) **Can I ship promotional materials directly to the conference location?**

   a) No. The BCA has no room to store anything on our behalf or that of our sponsors. Sponsor "load-in" will begin at ~4pm Sunday, Sept 22; they need to be finished and the venue vacated by 8pm that evening.

   b) Sponsors who need to ship materials ahead of time, please send to the hotel of your attending representatives. Email boston@devopsdays.org with any further questions.

What's included in my Sponsorship?

All sponsors will receive the tables/chairs described below and all tables will have access to power outlets. Anything needed to power tables (including extension cords, etc are the responsibility of the exhibitor)

Platinum sponsors will receive a 6ft x 2 1⁄2 ft table with 4 chairs. Gold sponsors receive a 4ft long table with 2 chairs.

Please see the DevOpsDays Boston website, https://devopsdays.org/events/2020-boston/welcome/ for more details and the chart below.

Packages	Gold	Platinum
Pricing	$6,000	$9,000
# of conference passes	2	4
Table Size	4' x 4'	6' x 2.5'
Company logo on digital signage	Medium	Large
Minutes on stage during conference	-	2
Additional, a la carte sponsorships	# Available	Cost
Evening Event	1	$12,500
Live Captioning	1	$8,000

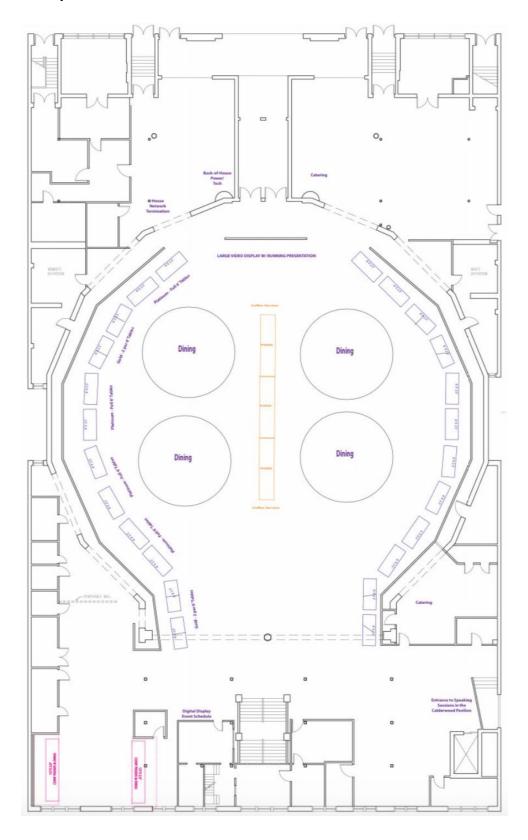|		
Media (photography, videography)	2	$5,000
Wi-Fi	1	$5,000
Badges & Lanyards	1	$3,500
Breaks	4	$2,000
Start-up Alley	4	$1,500

What to Expect When You Arrive:

The Boston Center for the Arts (BCA)/Cyclorama will be open for Sponsors to begin their "load-in" at 4pm on Sunday, September 27, 2020. To access the facility, please use the front door at 539 Tremont St. The building's legacy loading dock (in the back for those familiar) is no longer operational. You MUST enter and load-in through the front door / elevator.

Upon arrival, you can expect to see the Sponsor tables set up as indicated by the floorplan below - essentially arranged around the circumference of the Cyclorama "under the dome" in the center of the floor before you as you enter the building and walk up the stairs. Your table assignment will be provided to you in advance of your arrival at the venue by at least several weeks.

The load-in process MUST be completed by 8pm on Sunday, September 27. Should you need additional time to complete your table setup, the BCA's doors will be opening at 6am on Monday, September 28.

Floor plan:

The load-out process begins at 4pm on Wed, September 29, and must be completed by 8pm that evening.

What You Can Do with Your Space:

Each table will be situated roughly 3ft from the semi-circular white painted particle board wall behind it. You may attach posters or banners to this wall, but only via tacks and staples. NO ADHESIVE TAPE OR SIMILAR MATERIALS IS ALLOWED (house rules!).

You may also decorate your table as you see fit. Overlaying the white table cloth or replacing it entirely with one of your own is entirely acceptable. You may bring your own flat-panel display to augment your marketing presentation. Or you can rent one in advance from our AV vendor (see below in the AV section for details).

As a reminder, International DevOpsDays Conference rules prohibit the use of badge scanners at sponsor tables. You may, of course, collect business cards, and conduct "giveaways" as well if you so desire. You may NOT refer to these events as "raffles" and you may NOT charge a fee for anyone interested in participating in a giveaway.

The load-in process MUST be completed by 8pm on Sunday, September 27. Should you need additional time to complete your table setup, the BCA's doors will be opening at 6am on Monday, September 28.

AV

All additional A/V must be arranged in advance with Mass AV. Here is a link to their ordering form. All forms must be submitted by Sept 25, 2020.

https://drive.google.com/file/d/1J4HrLVXWi9jJaKBhi2oP58OijopXu_za/view?usp=sharing

DevOpsDays Boston 2020 Corporate HQ
3 Radcliff Rd
Tewksbury, MA 01876

info@massav.com phone - 800.423.7830

Promotion

Social

Twitter (feel free to use any of the options below)

Happy to partner w/ @devopsdaysbos Sept 28-29. Hear from [speaker Twitter handles] & more! Register now http://bit.ly/DEVOPSBOS20

We are supporting the #devopsdays community! Register today and stop our booth to meet our team Sept 28-29! http://bit.ly/DEVOPSBOS20

Don't miss @devopsdaysbos featuring talks from [speaker Twitter handles] and more! Sept 28-29 - Register now at http://bit.ly/DEVOPSBOS120 ! #DevOps #SRE

Interested in attending @devopsdaysbos? [Sponsor name] will have a table Sept 28-29. Come by and see what our experts have to say about [XYZ] Here's the link to register: http://bit.ly/DEVOPSBOS120 #devopsdays

In the #Boston area? Check out @devopsdaysbos Sept 28-29. Stop by the [Sponsor name] booth and say hi! http://bit.ly/DEVOPSBOS20

Sample Email

Subject Line: Join Us at DevOpsDays Boston

Hi There,

Are you planning to attend DevOpsDays Boston on Sept 28 – 29th? If so, we would love to see you. Get your swag on and stop by the [Sponsor Name] booth for live demos and to pick up a [new t-shirt]!

Don't miss out and register today!

https://ti.to/devopsdaysbos/2020

See you there!

Code of Conduct

Respect and empathy are core DevOps values. All sponsors and attendees are required to abide by the Code of Conduct listed on our website. If at any time a member of the organizing committee finds that any attendee (associated with a sponsor or not) has violated the Code of Conduct, the organizing committee has the sole discretion to take any appropriate action up to and including asking attendees to leave without a refund. Please ensure all marketing materials and swag are appropriate and in line with our Code of Conduct. Sponsors with handouts, prizes, or other swag that organizers find in violation of our Code of Conduct will be asked to remove those items immediately.

Frequently Asked Questions

1) **I hear attendees like t-shirts! Can you provide some guidance on what mix of t-shirt sizes would be appropriate?**

   Attendees were asked for t-shirt size during registration. Here's some guidance on the size distribution.

Size	Percentage
Men's Small	3.7%
Men's Medium	21.7%
Men's Large	27.0%
Men's XL	21.9%
Men's 2XL	7.0%
Men's 3XL	2.4%
Women's Small	4.3%
Women's Medium	7.2%
Women's L	2.7%
Women's XL	1.9%
Women's 3XL	0.3%

2) **What are the setup times for the conference?**

   a) Sunday, September 27 from 4PM to 8PM

   b) Monday, September 28 from 7AM to 8AM

c) Tuesday, September 29 from 7AM to 8AM

3) When is the breakdown?

Exhibitors may begin breaking down and packing up exhibits at 4PM on Tuesday, September 29 and should have everything packed up and removed by 8:00PM, Tuesday, September 29.

4) Can I leave my table set up overnight, is it safe?

Though there have never been any prior incidents of explicit theft, DevOpsDays Boston and the Venue are not responsible for the security of your items. You may leave promotional materials, but please bring technology such as laptops, mobile devices, and power adapters with you when you leave your booth for the day.

5) Will power be provided at the conference? Can I have a monitor on the table?

Exhibitors will have power available at their tables. If you need additional power, please email: boston@devopsdays.org with needs. You may set up a monitor on your table as well.