

Thank you for sponsoring DevOpsDays Chicago 2017. The organizing committee is excited and happy to welcome you as sponsors. This event could not exist without your support!

## Sponsor Information

### Contact

Email: [sponsorships@devopsdayschi.org](mailto:sponsorships@devopsdayschi.org)

Please use the above email address for all pre-event contact. One of the organizers will respond promptly.

### Important Dates

August 28: Last day to notify us about pitch person availability.

September 1: Last day to order A/V equipment.

September 4: Last day to register for the event and get badge with name on it.

September 8: First day the venue will accept packages for the event.

September 12 - 13: DevOpsDays Chicago 2017!

### Registration

All attendees, including sponsor exhibitors, are required to register for this event and wear the conference badge while in conference space. All sponsors should have received a coupon code that can be used to register your attendees. If you did not receive this code, please contact [sponsorships@devopsdayschi.org](mailto:sponsorships@devopsdayschi.org).

### Ticket Donations

Please notify the conference organizers if you will not be using all of your allotted tickets. We will donate unused tickets to underrepresented and marginalized groups in technology through local organizations including [Write/Speak/Code](#), [Tech While Black](#), [Chicago Women Developers](#), and [Blacks In Technology](#). If you have a preference, please let us know. Any help and support would be greatly appreciated.

### 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 that attendee 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.

## Venue

Holiday Inn Chicago Mart Plaza

14th Floor

350 West Mart Center Drive

Chicago, IL 60654

312-836-5000

<http://www.martplaza.com/>



## Shipping

### To the Event

Please address your boxes and materials to:

**Holiday Inn Chicago Mart Plaza**  
**350 West Mart Center Drive**  
**14th Floor - Inside Delivery**  
**Chicago, IL 60654**

Please make sure the following information is also on the box:

**Attn: Laura Lemus**  
**DevOpsDays Chicago - <Company Name>**  
**September 12, 2017**  
**Mansion House**

Items can arrive any time after **September 7**. If you would like confirmation on the arrival of your packages, please contact Laura Lemus at 312-529-1123.

### From the Event

After the conclusion of the conference, please have prepared a pre-paid UPS or FEDEX postage label for any items that you need shipped back.

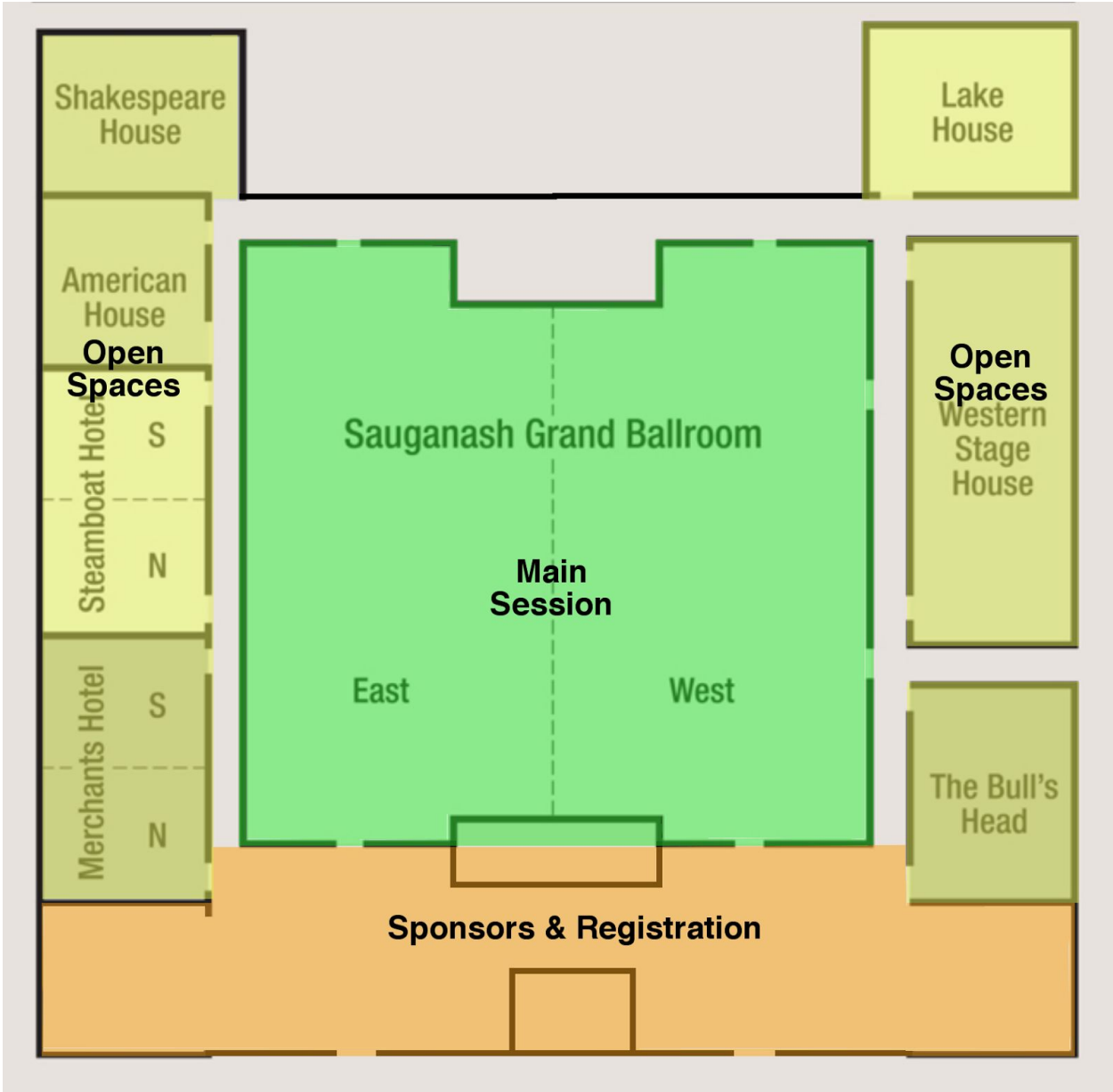
## Internet

Sponsors will have access to the same free wireless access points as the attendees. No hardwire ethernet connections will be available. We strongly encourage local demos as we will be unable to guarantee speed or function. Login details will be give on the day of the conference.

## Logo for Banners and Slideshow

We will be using the provided logos as shown on the conference website. If you would like any changes made please contact [sponsorships@devopsdayschi.org](mailto:sponsorships@devopsdayschi.org).

Floor Plan



We'll provide table assignments by August 25.

## Gold Sponsors

Sponsors will be located in the foyer of the main ballroom (see the floor plan above). Coffee and snacks will be served in the sponsor area.

### Table

- Total “booth” space will be an 8' x 6' area.
- Gold sponsors will be provided a 72" x 30" table with a black tablecloth, two chairs, and a power strip.
- Setup will start at **7:00am on Tuesday, September 12.**
- Doors open at 8:00am for attendees; talks start at 9:00am.
- Teardown must be complete by **5:45pm on Wednesday, September 13.**

### A/V Equipment

A/V equipment can be shipped to the venue or, if you are local, brought in by your registered attendees. A/V equipment can also be rented from the venue. Please email Laura Lemus at [llemus@martplaza.com](mailto:llemus@martplaza.com) to rent equipment.

### Pricing

- 32" tabletop monitor: \$240/day
- 42" monitor w/ mobile floor stand: \$400/day

**All requests must be made by September 1 to ensure availability.**

## Sponsor Pitch

Each Gold Sponsor will have one minute to address the main hall and the streaming audience during scheduled blocks between talks. Please ensure that the content of your pitch adheres to the [Code of Conduct](#).

This is a simple verbal pitch. No slides, banners, or other materials. We will display your company logo on the main screen during your pitch.

If your pitch person has any availability constraints (e.g., only be available on the second day), please let us know by **Monday, August 28**.

	<b>Tuesday, September 12</b>	<b>Wednesday, September 13</b>
<b>After first presentation</b> ~9:45am	Pitch 1 Pitch 2 Pitch 3 Pitch 4	Pitch 13 Pitch 14 Pitch 15 Pitch 16
<b>After third presentation</b> ~11:10am	Pitch 5 Pitch 6 Pitch 7 Pitch 8	Pitch 17 Pitch 18 Pitch 19 Pitch 20
<b>After ignites</b> ~1:30pm	Pitch 9 Pitch 10 Pitch 11 Pitch 12	Pitch 21 Pitch 22 Pitch 23 Pitch 24

## Silver Sponsors

Sponsors will be located in the foyer of the main ballroom (see the floor plan above). Coffee and snacks will be served in the sponsor area.

Each sponsor will be provided half of a table on which to place printed materials, sticker, shirts, and other swag. Please refer to the Shipping section above. If you are not sending any representatives to attend, one of the DevOpsDays Chicago Organizers or Volunteers will organize your swag on the table to the best of their artistic ability.

### Table

- Silver sponsors will be provided **half** of a 72" x 30" table with black tablecloth and a power strip.
- Setup will start at **7:00am on Tuesday, September 12.**
- Doors open at 8:00am for attendees; talks start at 9:00am.
- Teardown should be complete by **5:45pm on Wednesday, September 13.**

## Other FAQs

### How many people will be attending the conference?

We are expecting between 400-475 people at the conference.

### What are the demographics of the attendees?

DevOpsDays conferences typically attract software, operations, infosec, QA, and build engineers, as well as architects and technology managers. These folks are attending to learn and to share learnings about the DevOps movement. They most appreciate sponsors who engage with them with that in mind.

### Will sponsors get an email list of attendees?

No. The current attendee list can be found on the registration page, but we will not be sending out a formalized list.

### Do we get a dedicated email blast?

No.

### When can we pick our booth spot?

Booths are not selectable. Our team will assign your table.

### Can we bring 1m roll-up as our back wall?

Whatever you bring must fit behind or on your table. This conference is not about the booth!

### Will there be a company sign at our booth?

You must bring your own signage, and all signage must either fit on your table or behind it.

### How many scanners (and which type) do we get?

None. This is not your typical conference. The booth is a place to interact with people during breaks. ***We have seen that sponsors benefit the most when they bring engineers to the conference, attend talks, and actively participate in open space sessions with the other attendees.*** You are responsible to collect any info you want in person. One option is to have a raffle with business cards or filled out cards. Popular raffle prizes include GoPro camera, drone, Lego set, iPad, Raspberry Pi set, Amazon Echo, Oculus Rift, etc. However, if the attendee is not local, it may be best to ship the prize to the winner.

### Can we do a giveaway on stage?

Yes. If you want to do a giveaway, you will need to collect your own information (e.g. business cards, entry slips, etc.) for whatever drawing mechanism you want to use. After the ignites on the second day, we will give you a short time slot on stage for your giveaway activity. Just let us know.