

2020

EVENT DETAILS

Date:

Tuesday, September 1

Venue:

The Internet!

interactive video
experience and Slack

Website:

devopsdays.org/chicago

Demographics:

550+ professionals in
software development,
QA, InfoSec, operations,
leadership, and
engineering

Contact:

chicago-sponsors@devopsdays.org



DevOps Days

Chicago 2020

All sponsors get:

Your logo on the website,
logo in participant emails,
logo on screen with
emcees, and social media
shout outs

Why sponsor:

Interact with industry
professionals in one of
the few 2020 events for
the global DevOps
community!

2019 DEMOGRAPHICS

Participants' roles included:

(multiple options were allowed)



Ops



Dev



Management



Security

What do you hope to get out of DevOpsDays Chicago?

★ "Greater connection to the Chicago DevOps community"

★ "A better understanding of DevOps and how it relates to infrastructure."

★ "Meet other DevOps SRE engineers in the Chicago Area - Learn what local companies are doing"

★ "that warm fuzzy feeling from hanging out with other devops believers; possibly some karaoke."

Job Titles of Participants

Director - IT Operations
SVP Of Engineering
Systems Administrator
Senior Consultant
Head of IT Security
QA Analyst III

Vice President of Technology
Principal Cloud Architect
Developer Advocate
DevOps/SRE Lead
Software Engineer

Participants' organizations included:


















ServerCentral Turing Group
Walgreens
Motorola Solutions
JP Morgan Chase
GrubHub
Morningstar

Braintree
Atlassian
Northwestern University
Motorola Solutions
OneMain Financial
Journera

We're working on more meaningful demographics. Let us know if there are stats you'd like to see in the future.

2020 SPONSORSHIPS



THE GOODS	GOLD	SILVER	BRONZE	COMMUNITY*
Price	\$5,000	\$2,000	\$1,000	Free
Logo on website				
Logo on participant emails				
Logo as custom Slack emoji				
Recorded 3 min. pitch to play during a break				
Branded Slack channel where participants are pre-joined				
3 pre-written Slack messages in main Slack channel				
Branded Slack channel for participants to manually join				
1 pre-written Slack message in main Slack channel				
3 social media shout-outs before and during event				
1 social media shout-out before and during event				

***Community = user groups and non-profits only**

Live Captioning - \$1500

Your logo on a dedicated slide on transitions during a break

Branded Slack channel participants can manually join

Logo on website

1 social media shout-out during event



Contact us! chicago-sponsors@devopsdays.org

2020 SPONSOR FAQS

Can I sponsor a talk?

No. We do not send out emails on behalf of sponsors and will not share contact information or lists of participants.

Sponsors will have logos in all conference emails to participants.

Can I get a list of attendees and/or registration information?

Absolutely not. DevOpsDays does not sell conference speaking slots; sponsors' employees are welcome to submit talk proposals.

Can I commit to sponsorship now but pay closer to the event?

Yes. But, we cannot list sponsors or grant any benefits until your sponsorship fees are paid in full. Because sponsorships are all first- come, first-served we cannot guarantee availability.

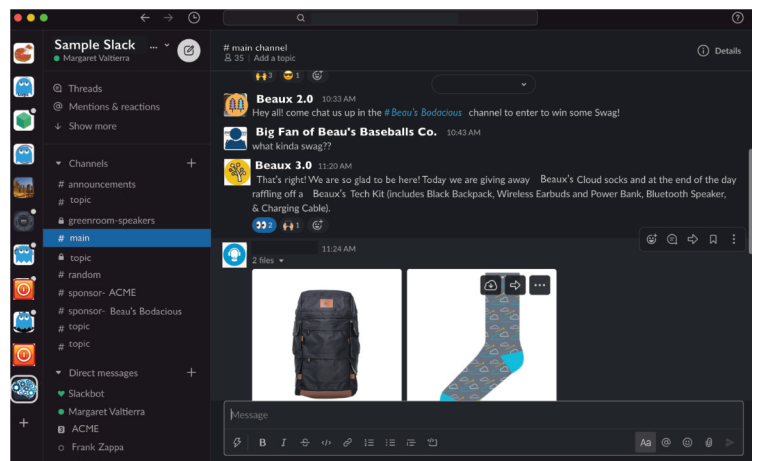
How can we get participant attention? Can we do giveaways?

Gold and Silver sponsors will have their own Slack channel branded "#sponsor - SPONSOR-NAME". Participants will be auto-joined to Gold sponsor channels. We recommend sponsors host games, conduct polls, and post links for swag giveaways in their channel. To encourage participants to engage in sponsor channels, Organizers will post a sponsored message in the main Slack channel (number of messages depends on sponsor level. All messages must be provided in advance).

Sample Slack

Sponsor channel with 1 message in the main channel.

Promote your brand and encourage participants to engage.



We're in! What's next?

You cannot receive any sponsor benefits before submitting payment. payment is arranged, send us your logo (hi-res, preferably .eps or .ai) for the website and promotions.

One month before the event you will receive a sponsor letter with details about: venue logistics, Gold sponsor pitches, and day of communications.

2020 SPONSOR CONTRACT

This agreement is between the Organizers of the DevOpsDays Chicago Event (hereafter "DevOpsDays Chicago") and the organization identified at the bottom of this document. This agreement provides the terms and conditions for sponsors of DevOpsDays Chicago 2020 held September 1, 2020 in Chicago, Illinois.

Description of benefits and sponsor obligations:

Logo in marketing materials and email. Sponsor logos will be included in pre-and post-event emails to participants. Slides at the event will include sponsor logos according to sponsorship level.

Website listing. All sponsors may have their company logo and link to their company site posted on the DevOpsDays Chicago Event web page.

Promotional Presentation. Gold sponsors may send a pre-recorded "pitch" for 3 minutes on the topic of their choice between talks when there is a break. Presentation order will be communicated by organizers the event.

Sponsorship will never entitle a sponsor to a paid speaking slot or event presentation/talk.

Sponsorship cost. Gold sponsorships are priced at \$5,000 USD. Silver sponsorships are priced at \$2,000.

Bronze sponsorships are priced at \$1,000. Live captioning sponsorship is priced at \$1,500. Organizers are not able to

negotiate on sponsorship prices and benefits. Previous years' offerings are not applicable.

Sponsor payment. Sponsors agree to pay the full sponsorship fee by Monday, August 3, 2020.

Sponsorship fees are non-refundable with the exception of unforeseen circumstances that force a cancellation of the entire event.

Code of Conduct. All sponsor participants and sponsor marketing materials must adhere to the event Code of Conduct. If an attendee violates the Code of Conduct, the organizers may request that the participant to leave. If the organizers determine any marketing materials violate the Code of Conduct, the sponsor will be asked to remove items immediately.

Intellectual property. Any conference content, including but not limited to photos, videos, slides, or papers are considered property of DevOpsDays Chicago and shall not be posted or disseminated by Sponsor without express written approval of DevOpsDays Chicago.

Indemnification. Both DevOpsDays Chicago and Sponsor (the "Indemnifying Party") shall indemnify the other party (the "Indemnified Party") against and save each other harmless from any and all suits, proceedings at law or in equity, claims, liabilities, damages, costs, payments and expenses, including reasonable attorney's fees, asserted against or incurred by the Indemnified Party, arising out of or in connection with the negligence or willful misconduct of the Indemnifying Party in the performance of this Agreement including, but not limited to, any claim for damages to property or injuries to persons, to the extent that such damages or injuries shall have been caused by, or shall have resulted from the willful or negligent acts or omissions of the Indemnifying Party, or its employees or agents.

Complete agreement. This Agreement contains the entire understanding between the parties with respect to the conference sponsorship benefits and obligations and supersedes all prior oral and written understandings, arrangements and agreements between the parties.

Sponsor

Sponsorship Type: ☐ Gold ☐ Silver ☐ Bronze ☐ Live Captioning

Sponsor Company Name: _____ Date: _____

Signatory (full printed name): _____ Signature: _____

DevOpsDays Chicago

Signatory (full printed name): _____ Signature: _____