

# Sponsor Guide

DevOpsDays Dallas 2023



Thank you for sponsoring DevOpsDays Dallas 2023. 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!

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# 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/2023-dallas/conduct>

## COVID Policy

While we are making every attempt to hold an in-person event in 2023, 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

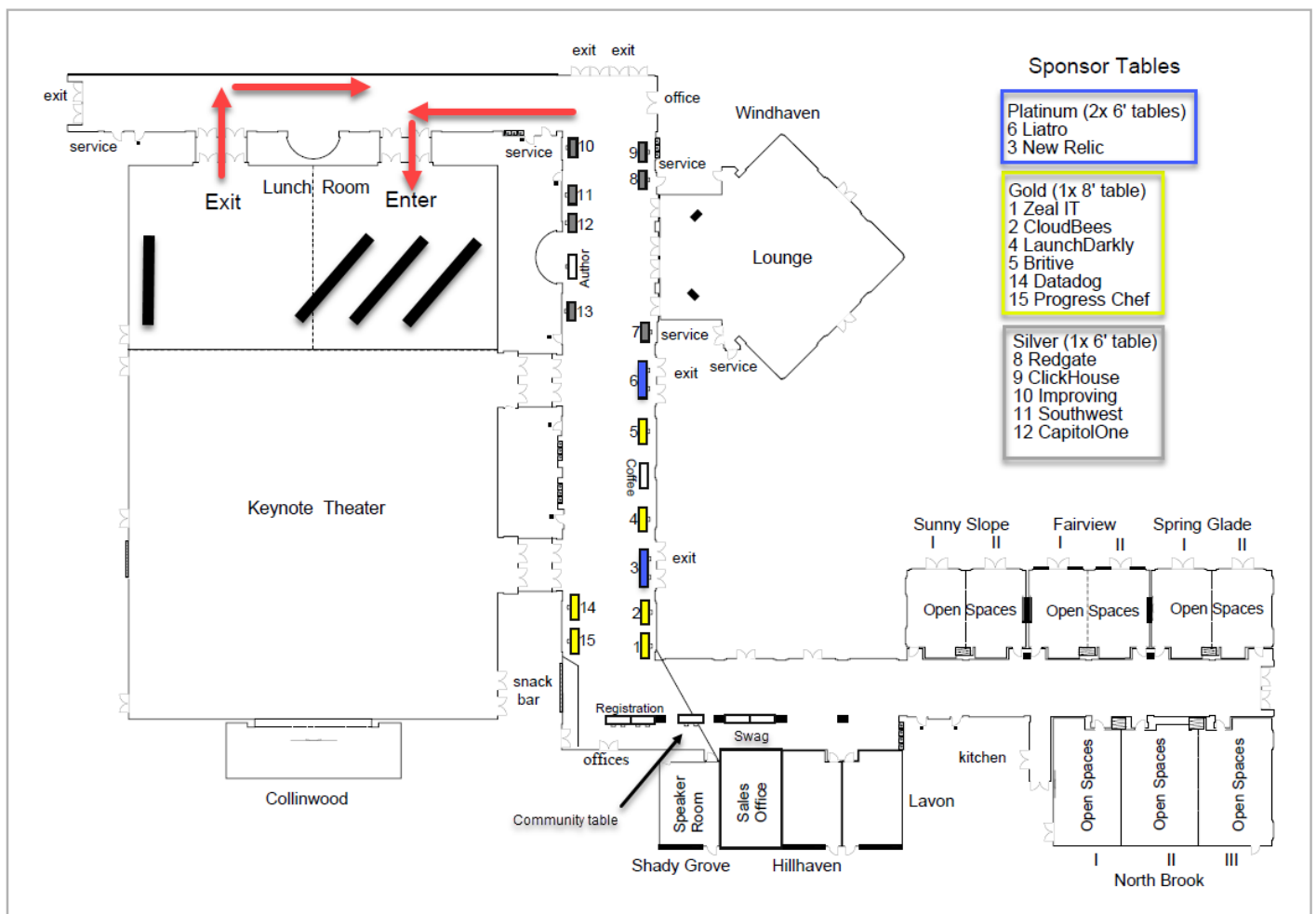
The Plano Event Center can accept shipments **1 week out** from the event date. We've added their shipping info here:

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.

# Venue Map



# Key Sponsor Activities During Event

There are certain key times to remember during the event:



**SUBJECT TO CHANGE**



## DAY 0 - (Aug 28<sup>th</sup>)

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

## DAY 1 - (Aug 29<sup>th</sup>)

- Day 1 - 8:00am - Registration opens / **sponsor setup**
- Day 1 – 11:00am - **Platinum** sponsor Shoutout / 10 minutes Pitch (short 5 slide deck)
  - (**Liatrio**)
- Day 1 - 1:30pm - **Gold** sponsors Shoutout / 2-minute Pitches (NO slides)
  - (**Zeal IT** | **CloudBees** | **LaunchDarkly**)
- Day 1 - 4:30pm - **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 30<sup>th</sup>)

- Day 2 - 8:00am – Open
- Day 2 - 11:00am - **Platinum** sponsor Shoutout / 10 minutes Pitch (short 5 slide deck)
  - (**New Relic**)
- Day 2 - 2:15pm - **Gold** sponsors Shoutout / 2-minute Pitches (NO slides)
  - (**britrive** | **Datadog** | **Progress Chef**)
- Day 2 - 3:00pm - **Sponsors can begin teardown at will**
- Day 2 - 4:20pm - **Closing & Sponsor Giveaways (optional)**

# General Sponsor Activities

## Sponsor On-Stage “Shoutout” / 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 10 minutes if you're a Platinum sponsor or 2 minutes if you're a Gold sponsor to talk about whatever you want to talk about related to your company. 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.

**NOTE:** Please have a preselected list of 10+ names for Day 2 giveaway to speed things along just in case the attendee is not present.

# Full Event Schedule Summary

## Color Keys:

Talk

Ignite

Open Space

## August 29, 2023

08:00 - 08:45	Registration & Breakfast	12:45 - 13:30	Farrah Campbell - Empowering Innovation: The significance of fostering community
08:45 - 09:00	Intro and Code of Conduct		
09:00 - 09:45	Anne Johnston - FinOps at Capital One: The Cost of Thriving in the Cloud and Turning Information into Action	13:30 - 13:50	Sponsors
		13:50 - 14:20	Lee Barnes - Continuous Performance Testing in DevOps
09:45 - 10:15	Brad Taylor - AI DevOps – How DevOps Makes AI/ML Better and Safe for Humans	14:20 - 14:30	Open Space - Topic Proposals & Selection
		14:30 - 15:15	Open Space Day 1
10:15 - 10:30	Break	15:15 - 15:30	Break
10:30 - 11:00	Paula Lipnick, Dr. Rajiv Shah - A Leadership Journey for Engineers	15:30 - 16:15	Tonya Guadiz - Keys to Becoming a Most Valuable Player on Your Team
11:00 - 11:30	Sponsors	16:15 - 16:20	Show & Tell what will be raffled on the 30th
11:30 - 12:00	Tyler McVety - Bringing Automation to the Masses and Resitant	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 30, 2023

08:00 - 08:45	Registration & Breakfast	12:00 - 12:45	Lunch (catered)   Open Space - Overview
08:45 - 09:00	Welcome	12:45 - 13:30	Dr. Tapabrata "Topo" Pal - Metric Mischief: An Amusing Adventure in the DevOps Universe
09:00 - 09:45	Noelle Russell - Conversational DevOps with Generative AI: Revolutionizing IT Operations	13:30 - 14:15	Ben Burbank, Tim Haagenon - DX Platform and Product Management: A Perfect Match
09:45 - 10:15	Seth Eliot - DevOps in the Cloud: Case Studies of Amazon.com teams and their resilient architectures	14:15 - 14:30	Sponsors
10:15 - 10:30	Break	14:30 - 14:45	Open Space - Topic Proposals & Selection
10:30 - 11:00	Don Bauer, Mike Noe - Don't Call It DevOps!	14:45 - 15:30	Break
11:00 - 11:30	Sponsors	15:30 - 16:15	Open Space Day 2
11:30 - 12:00	Ignite Talks Karl Katzke - Why and How to hire Junior Engineers James Thomas - A Few Tips to Smooth Out a Backstage Roll Out Aly Ibrahim - Stereotyping IaC John Paul Herold - Remote Work & The Desubstantiation Effect Laura Santamaria - Make It Stick: DevOps culture and systems science	16:15 - 16:20	Organizers Recognition
		16:20 - 17:00	Closing, Raffle Giveaway & Farewell

# Specific Sponsorship Info by Level

## Platinum Sponsors

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

- The table is a (2) 6' x 30" rectangle and will have 4 chairs provided.
- Table setup is at 8:00am on Day 1, or after 2:00pm the day before.
- 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
- All tables will have cloth skirts provided by the venue, unless you wish to bring your own.

## 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, or after 2:00pm the day before.
- 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.
- All tables will have cloth skirts provided by the venue, unless you wish to bring your own.

## 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, or after 2:00pm the day before.
- 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.
- All tables will have cloth skirts provided by the venue, unless you wish to bring your own.

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

**Notes/rules for ALL Sponsor Levels:**

- 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.
- 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/2023/dallas/DevOpsDaysDallasSponsorFAQ2023.pdf>
- **Venue Website:**  
<https://www.planoeventcenter.org/>
- **Reference - Sponsor Prospectus:**  
<https://assets.devopsdays.org/events/2023/dallas/DevOpsDays Dallas 2023 Prospectus.pdf>