DevOpsDays Rome, October 5 and 6 2012

We are currently organizing the fourth edition of Dev OpsDays Europe, this time the event will take place in Rome, Italy.

DevOpsDays are community-driven events for people interested in helping develop and spread the ideas that have become the devops movement.

The term "devops" originated at the first DevOpsDays event in Ghent, Belgium in 2009.

DevOpsDays format

This year's Italy conference will follow the standard 2-day DevOpsDays format.

Invited presentations and attendee submitted 5-minute ignite talks will take place in the mornings. Afternoons will follow the popular self-organizing Open Space format (http://devopsdays.org/pages/open-space-format/).

During the afternoons we dedicate one of the tracks to 10 minute "lightning demos" (time is strictly enforced). All attendees and sponsors are free to self organize ad-hoc sessions to continue a demo (as long as they are not disturbing other sessions) and "hackathons" have been known to break out.

All of the invited presentations and the Ignite talks are recorded and available for viewing by the public soon after the event. Logistics permitting, the same content will be live streamed as it happens.

Friday 5

The morning program is currently being determined.

The afternoon will follow the Open Space format.

There will be a separate Friday evening social event at a nearby venue. This will be an opportunity for participants to interact in a casual environment that is conductive to networking and recruiting.

Saturday 6

The morning program is currently being determined. The afternoon will follow the Open Space format.

Conference follow-ups

The event will be recorded, and we encourage open space participants to share and publish the result of their work.

Videos and ignite slides will be published online as soon as possible. All materials, including blog articles and reference to the event, will be linked from the devopsdays.org website.

Participants

We will have space for approximately 250 participants.

If you are interested in knowing more about the profile of the attendees, you can have a look at the 2011 attendee list:
http://devopsday-goteborg-2011.eventbrite.com//?ref=etckt

Location and venue

The event will be held at the Casa Viatore, right in the center of Rome (http://www.casaviatore.it/).

Content

Since DevOpsDays are community events, we look to our community to provide us guidance on which presentations to select.

The guidance we have received from the community can be summarized as:
- a good mixture of business, process, tools and integration oriented subjects
- prefer actual war stories over conceptual only talks
- promote 'new' content over recycled content
- promote exploring 'new' topics over rehashing established topics
- avoid talks that are vendor pitches in disguise or where in order for the content to be useful you would have to purchase a license or service

We keep the selection process as open as possible. Sponsors do not influence what is chosen by the organizing committee and being a sponsor does not increase the likelihood that your topic will be selected.

Sponsoring

This year our host sponsor for DevOpsDays Rome will be IBM. They will be providing the facilities on the choosen location.

The organizing committee still needs supporting sponsors to help us cover the rest of the costs for the event. These include:
- awesome and unique t-shirts for attendees to wear proudly
- breakfast for both days
- Evening events for all attendees
- covering miscellaneous costs including organizers travel costs
- video production

Conference Sponsorship

We are offering 2 levels of sponsorship this year: Silver and Gold.

Silver DevOpsDays Rome 2012 sponsorship costs 1000€. As a sponsor you will be entitled to the following advantages:
- logo and mention on the website and in official communication
- opportunity to provide short sponsor pitch to the full audience[1]
- 2 sponsor tickets guaranteed

Gold DevOpsDays Rome 2012 sponsorship costs 2500€. As a Gold sponsor you will be entitled for the following advantages:
- logo and mention on the website and in official communication
- opportunity to provide short sponsor pitch to the full audience[1]
- table space for presenting your company and distributing materials
- 5 sponsor tickets guaranteed

Please note that feedback from previous conferences is that sponsors are best served by sending technical staff to join the discussion. We love marketing, sales, and recruiters just as much, but this is a technical conference and attendees respond best to technical conversations and fellow practitioners.
Also note that we don't give away participant emails or personal details.

Contact details

You want to be a sponsor? Great!

All you have to do is send us a mail at organizers-italy-2012@devopsdays.org with the following information:
- company name & address
- company website
- your contact name

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[1] Sponsors are given the opportunity to address the full conference audience between one of the morning sessions. These presentations can be a maximum of 2 minutes in length. Think of this as an informal 'elevator pitch' where you are given an opportunity to make an impression on the audience. Based on feedback from previous events, sponsors who get the best reaction are those who keep their pitch short and casual in nature while providing a useful piece of information for the audience (tip: ask someone on your technical team what they would want to hear about your company).

- your job title
- your email

In addition, please supply a quality copy of your logo for our website. Ideally this will be a vector image but a high resolution bitmap is also acceptable.

http://devopsdays.org/events/2012-italy/sponsor/

Your logo will be associated with the event on our website as soon as your payment is processed!