/serverless/ DAYS
Amsterdam
May 2020

One Day. One Track. One Community

Preliminary Sponsor Prospectus

The New Kingmakers

Steve O'Grady writes in **The New Kingmakers** that the most successful companies today are those that understand the strategic role that developers will play in their success or failure.

The Serverless paradigm enables organisations to ship features faster without compromising on security or availability. Small teams of developers have never been more productive and never had a bigger impact on their organisations. ServerlessDays events are attended by these developers pushing the boundaries of new technology to the advantage of the organisations they work for.

The best way to sum up the ServerlessDays community is to quote Steve Ballmer. **"Developers! Developers! Developers!"**

If you want to get in front of an audience of forward thinking developers, whether you're looking to promote your products & services or looking to hire, then ServerlessDays is the event for you.

2020

After a successful conference last year, ServerlessDays will be back in Amsterdam in May 2020!

ServerlessDays is a community-focused, single track, one-day event that moves away from the hype and focuses on the reality of serverless based solutions.

The day before the event we will have 3 full-day workshops, aiming to facilitate hands-on knowledge on conceptualizing, implementing and maintaining serverless solutions.
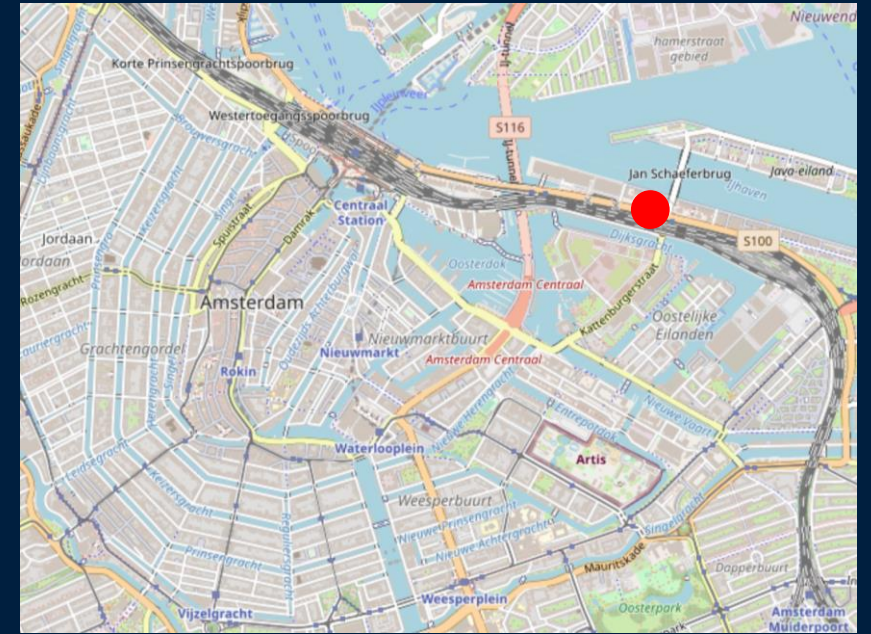
Attendees

We expect our attendees to fit into one of two categories:

1. Developers who are curious by nature, excited to explore new technologies and ways of doing things. The type of developer we see at serverless events works outside of their comfort zone and is often key to successfully introducing new technologies into an organisation.

2. Business stakeholders looking for new solutions to unsolved problems. As technology provides a business advantage, we see product managers, program directors, and CTOs attending, looking for something that can help drive their business forward.

Venue

Pakhuis de Zwijger is experienced with hosting tech conferences and can fit up to 300 people comfortably. It also provides a state-of-the-art AV system and catering, as well as a beautiful view of Amsterdam.

Sponsorship

We offer four tiers of sponsorship:

Tier	Slots	Price (€)
Platinum	3 Available	8000
Gold	5 Available	5000
Silver	8 Available	3000
Community	10 Available	1000

2019 Sponsors

Trivago	Nordcloud	Epsagon
AWS	Container Solutions	Schuberg Philis
Microsoft	MindCurv	IBM

Platinum

Booth space - first refusal on pick of booth space. Included will be 1 large table with tablecloth, plus 2 chairs. You can bring branding to fill the space behind the table, e.g. 3x banner stands. AV available as an extra. WIFI included.

Your **logo will get prominence** on stage, in the venue, on the website, and will be least 50% bigger than the other non-platinum sponsors logo.

Blog Post promoted by a tweet from the ServerlessDays Amsterdam account

Included on all emails to ServerlessDays Amsterdam attendees and network

A single email to all ServerlessDays attendees that have opted in to receive marketing emails, promoting yourself, a product or service.

You will also get 8 tickets with your sponsorship.
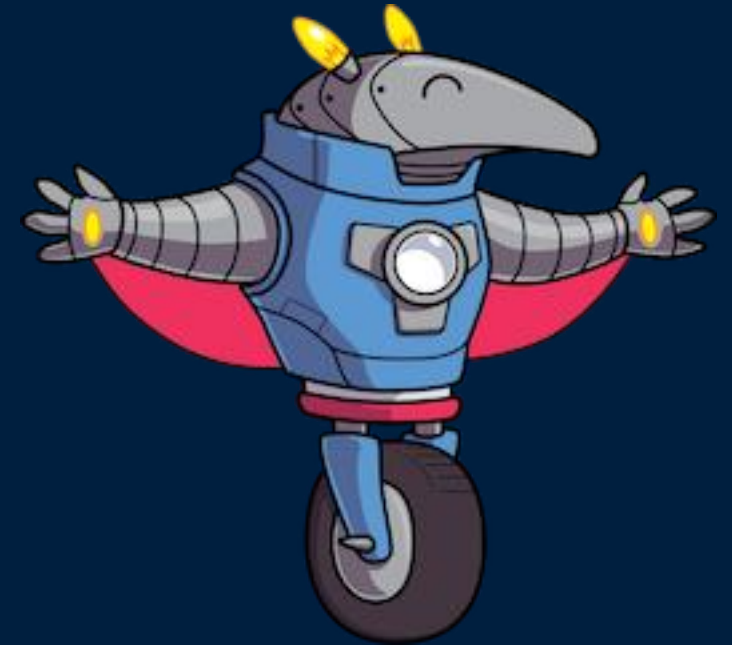
€ 8000

Excl. VAT

Gold

Booth space - Included will be 1 large table with tablecloth, plus 2 chairs. You can bring 2 banner stands. AV available as an extra. WIFI included.

Your logo will get promoted, in the venue, on stage, on the website, and you'll get a shout out on stage. Your logo will be larger than silver and community sponsor logos.

Included on all emails to ServerlessDays Amsterdam attendees and network.

An email shared with two other Gold Sponsors to all ServerlessDays attendees that have opted in to receive marketing emails promoting yourself, a product or service.

You will also get 6 tickets with your sponsorship.

€ 5000

Excl. VAT

Silver

Booth space - 1 x Poseur table + 1 x Pull up banner

Your logo will get promoted in the venue & on the website & stage. There will be signage through out the venue with your logo.

Shared email with other Silver sponsors to ServerlessDays Amsterdam database with logo

You will also get 4 tickets with your sponsorship.

€ 3000

Excl. VAT

Community

Logos on signage on stage, in the venue, on the website.

Shout outs on stage.

3 tickets with your sponsorship

€ 1000

Excl. VAT

Diversity & Inclusion

The singular aim of ServerlessDays is to grow the Serverless community. This is only achievable if we bring everyone with us and create an inclusive event.

With this in mind we have the following targets for ServerlessDays Amsterdam 2020.

- 50% speakers from underrepresented minorities
- Scholarship for 30% of tickets to under represented minorities including main event and workshops

We will be doing the following to improve inclusivity

- Physically accessible space with ramps and elevators that ensure access to all parts of the conference
- Live captioning for the hearing impaired and non-native English speakers

/serverless// DAYS

Contact

Please contact **Marc Duiker** at **amsterdam@serverlessdays.io** if you are interested in any of these sponsorship opportunities.

All prices quoted exclude VAT and any other applicable taxes.