

/serverless/ **DAYS**

Amsterdam

May 8th 2020

One Day. One Track. One Community

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

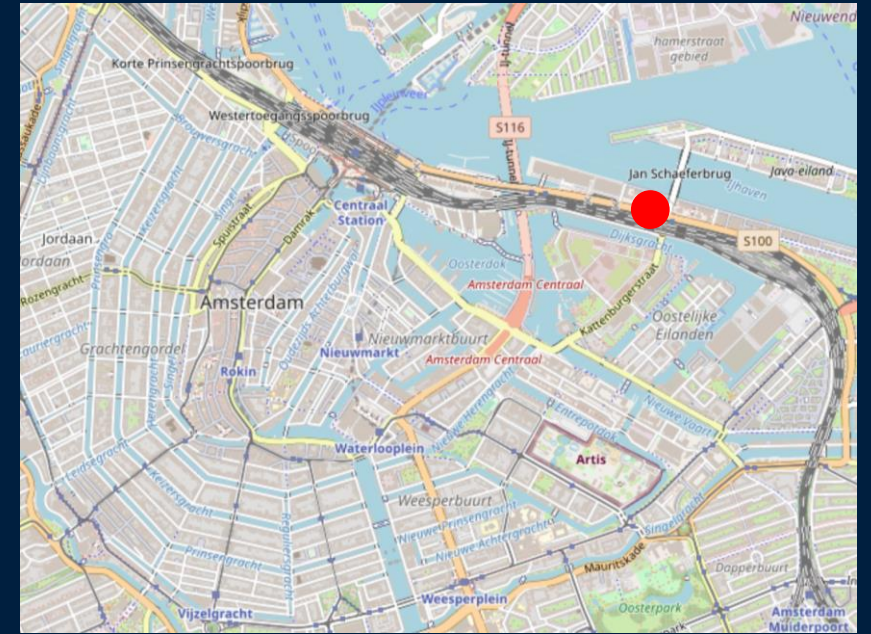
We expect our attendees to fit into one of two categories:

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.



Timeline

Jan 10 th 2020	ServerlessDays Amsterdam Announcement! Website Launch CFP Opens
Feb 23 rd 2020	Tickets go on Sale CFP Closes
Mar 1 st 2020	Speakers Notified
Mar 7 th 2020	Speaker Announcement
May 7 th 2020	Workshops
May 8 th 2020	ServerlessDay!



Sponsorship

We offer four tiers of sponsorship:

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



2019 Sponsors

Trivago
AWS
Microsoft

Nordcloud
Container Solutions
MindCurv

Epsagon
Schuberg Philis
IBM

Gold

Booth space - Included will be 1 large table with tablecloth, plus 2 chairs. You can bring 2 banner stands. 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.

You will also get 6 tickets with your sponsorship.



€ 5000

Excl. VAT

Silver

Booth space - 1 x 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.

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



Contact

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

If you have alternative sponsorship opportunities in mind please reach out.

All prices quoted exclude VAT and any other applicable taxes.

