DevOpsDays Houston 2024 Event Website:

https://devopsdays.org/houston
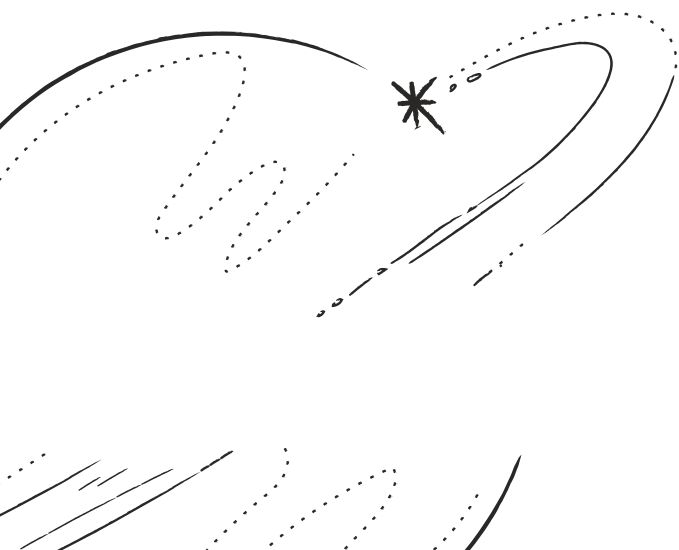Event Dates: June 4–5, 2024
Event Venue: Norris Conference Center, 816
Town & Country, #210, Houston, TX 77024
Email: houston@devopsdays.org

Sponsorship Prospectus

Join us for the 4th annual DevOpsDays
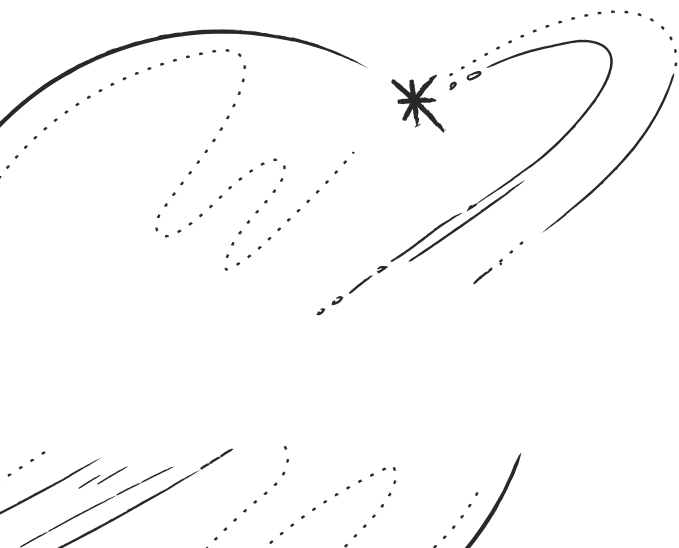conference in Houston!

Conference Overview

Houston is the 4th largest city in the US and is home to a thriving business economy with a very diverse set of industries: from energy to health care and research to high technology. In fact, around 80 Fortune 500 companies have their headquarters in Houston. This event will allow you to connect with a diverse set of stakeholders all in one place.
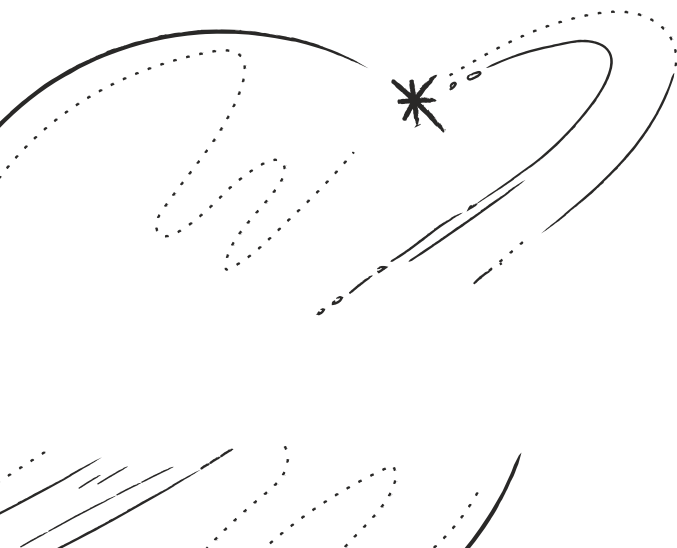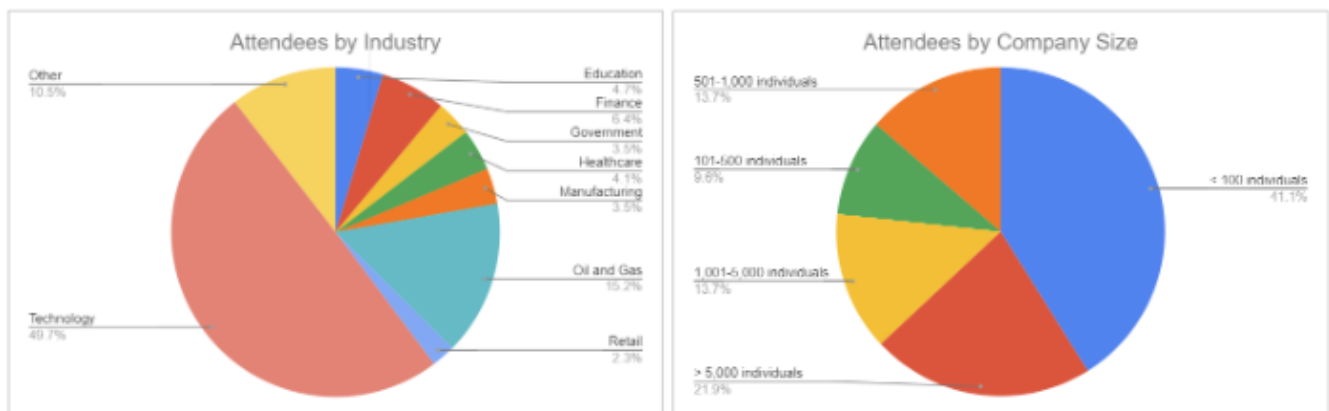
The DevOpsDays Houston inaugural event in 2019 was attended by ~200 elite DevOps stakeholders, from engineers to CTOs. 100% of our 2022 sponsors said they would recommend sponsoring, and 90% of the attendees thought the conference was a good use of their time.

In 2024, we're targeting 300 attendees.

Attendees at a Glance

Across the years we have had around 200 people attend the conference (not including sponsors): they represented ~100 different companies from a wide range of industries and sizes. 35% of attendees were decision-making stakeholders: managers, directors, or company executives.

Attendees by Industry

Education
4.7%
Finance
6.4%
Government
3.5%
Healthcare
4.1%
Manufacturing
3.5%
Oil and Gas
15.2%
Retail
2.3%
Technology
49.7%
Other
10.5%

Attendees by Company Size

501-1,000 individuals
13.7%
101-500 individuals
9.6%
1,001-5,000 individuals
13.7%
> 5,000 individuals
21.9%
< 100 individuals
41.1%

Sponsoring DevOpsDays Houston 2024

DevOpsDays is a self-organizing conference that depends on sponsorships.

We do not sell product presentations or distribute attendee contact lists. Sponsors have the opportunity to have short elevator pitches during the program and will get recognition on the website and social media before, during, and after the event.

 Sponsors are encouraged to represent themselves by actively participating and engaging with the attendees as peers. Any attendee also has the opportunity to demo products/projects in their booth.

Standard Sponsorships

Standard Packages	Houston Startup Corner*	Gold (Limit 10 †)	Platinum (Limit 4)
Pricing	$500	$5,000	$7,500
Included tickets	1	3	4
Logo on event website	✔	✔	✔
Logo on room signage	Small	Medium	Large
Logo on all email communication		✔	✔
Logo on shared slide, rotating during breaks		✔	
Logo on dedicated slide			✔
Full 6' table	✔	✔	✔
Choice of table location			✔
1 minute pitch to full audience		✔	
5 minute pitch to full audience			✔

† Table space is limited
* To qualify for HOU Startup Corner tier the company must have fewer than 50 employees, be less than 3 years old, and be headquartered in the greater Houston area. Please reach out to the organizers at houston@devopsdays.org if you are interested in this sponsorship tier.

Facilities

DevOpsDays Houston 2024 will be hosted at the <u>Norris Conference Center–Houston City Centre</u>

As a Platinum or Gold sponsor, you will be allocated a 6' table and two chairs. WiFi will be provided free, but there will be no wired connections.