



## WHY SPONSOR

As a sponsor of ServerlessDays Stockholm 2019, you have a great opportunity to present your company as a Serverless forerunner. You will meet an audience consisting of developers, architects, and business stakeholders where you have a chance to present your brand.

Sponsors of ServerlessDays Stockholm get the opportunity to have their logos in all conference advertisement, communication and displayed at the conference day.

Sponsors of ServerlessDays Stockholm will have their logo and a short presentation visible on the conference website. This website is the center of information for the conference. All information about sponsors, exhibitors, speakers, sessions, and schedule are shown on the web page.

This document describes the details on how you can sponsor ServerlessDays Stockholm 2019, and how you can tailor it to suit your needs. It also describes the concept of the conference.

We greatly value sponsors for this open event, and if you are interested please contact us on [stockholm@serverlessdays.io](mailto:stockholm@serverlessdays.io)

## CONFERENCE

ServerlessDays Stockholm is taking place on the 24 October 2019 at Openlab in Stockholm

ServerlessDays is a **community focused, single track, one day** event that moves away from the hype and focuses on the reality serverless based solutions. It is about fostering a community locally and helping all of us learn from each other as we embrace a new way of building applications. For the first time, ServerlessDays is taking place in Stockholm!

## ATTENDEES

We expect our attendees to fit into one of three 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. Architects that plan, design, and drive cloud adoption. Architects make high-level design choices, and together with developers to explore new technologies.
3. Business stakeholders looking for new solutions to unsolved problems. As technology provides a business advantage, we see product managers, programme directors, and CTOs attending, looking for something that can help drive their business forward.

Expected attendance: 110 people

## THE VENUE

Openlab's Conference Center is centrally located in the KTH building right in front of the subway exit Tekniska Högskolan, Valhallavägen 79.

## SUSTAINABILITY

We have decided to organise ServerlessDays Stockholm with sustainability in mind.

We have decided to use a quality-conscious food source whom supplies ecological and KRAV certified food.

We will try to minimize the use of single use items, and if necessary use sustainable alternatives.

We wish that our sponsors could honour our effort and function as influencers to minimize waste and the impact on climate change. Be mindful about giveaways and other products offered in your booth.

## FORMAT

The conference format

- Morning Session – Welcome and sponsor presentations, keynote and regular sessions
- Lunch – Chance to interact with attendees
- Afternoon Session – Sessions
- After party – Drinks and networking at the same venue

## THE TEAM

The ServerlessDays Stockholm organizing team consists of

- Mikael Hallne, Senior Consultant at Sopra Steria
- Patrik Modig, Scrum Master at Zmarta
- Gunnar Grosch, Cloud Evangelist at Opsio
- Merike Nilsson, Logistics Expert

The event is organised by the Stockholm Serverless non-profit organization. The organizing team are all working on ServerlessDays in their personal capacity, and not as representatives of their employers.

For further information, please contact: [stockholm@serverlessdays.io](mailto:stockholm@serverlessdays.io)

## PACKAGES

Packages	n+2	n+1	n
Price	35000 sek	20000 sek	8000 sek
Sponsor booth	Large	Small	No
10 minute opening pitch	Yes	No	No
Logo on website	Large	Medium	Small
Logo at venue	Large	Medium	Small
Logo in all advertisement	Large	Medium	Small
Logo in communication	Large	Medium	Small

Using a single-track conference format means, we do not have many speaker slots. We have decided it would be more beneficial to the conference attendees, organizers and sponsors to use all the slots for amazing, high-quality talks from the serverless community rather than offer these slots as part of the sponsorship package.

All sponsors will get attention in social media. All sponsors with a booth can bring their own rollups.

## PICK N' MIX

Can't find a package in your liking, try a typical Swedish pick n' mix. Combine a package of your own. First come, first served basis.

- Sponsor the speaker dinner the evening before the conference.
- Arrange after party after the talks ended.
- Sponsor lunch. Sustainable and healthy food.
- Sponsor a room. You get your own room at the venue that you can dispose to your liking.

- Lanyards – your company logo together with ServerlessDays Stockholm logo at lanyard and visitor badge.
- Video recording – make sure that all sessions are recorded and uploaded to YouTube. All videos from the event will have your logo together with the logo of ServerlessDays Stockholm.
- Just the logo – supporting the community and gets the promotion of the logo alongside all other sponsors.
- Creativity sponsor – if you have a great idea about how you can sponsor the event, please feel free to contact us on [stockholm@serverlessdays.io](mailto:stockholm@serverlessdays.io).

## ADDITIONAL

All prices are in Swedish Kronor

Stockholm Serverless non-profit organization and cannot handle VAT (moms).