



Sponsor Packet

Greetings DevOpsdays Detroit Sponsors,

The organizing committee is excited and happy to welcome you as sponsors. This event could not exist without your support!

In the following pages, you will find information that will make your event planning easier. We believe that we have answered most sponsorship questions, but please do not hesitate to contact us if we have missed something.

Looking forward to working with you in October,
DevOpsDays Detroit Organizers

Contact Information

Email: detroit@devopsdays.org

Please use the above email address for all pre-event contact.

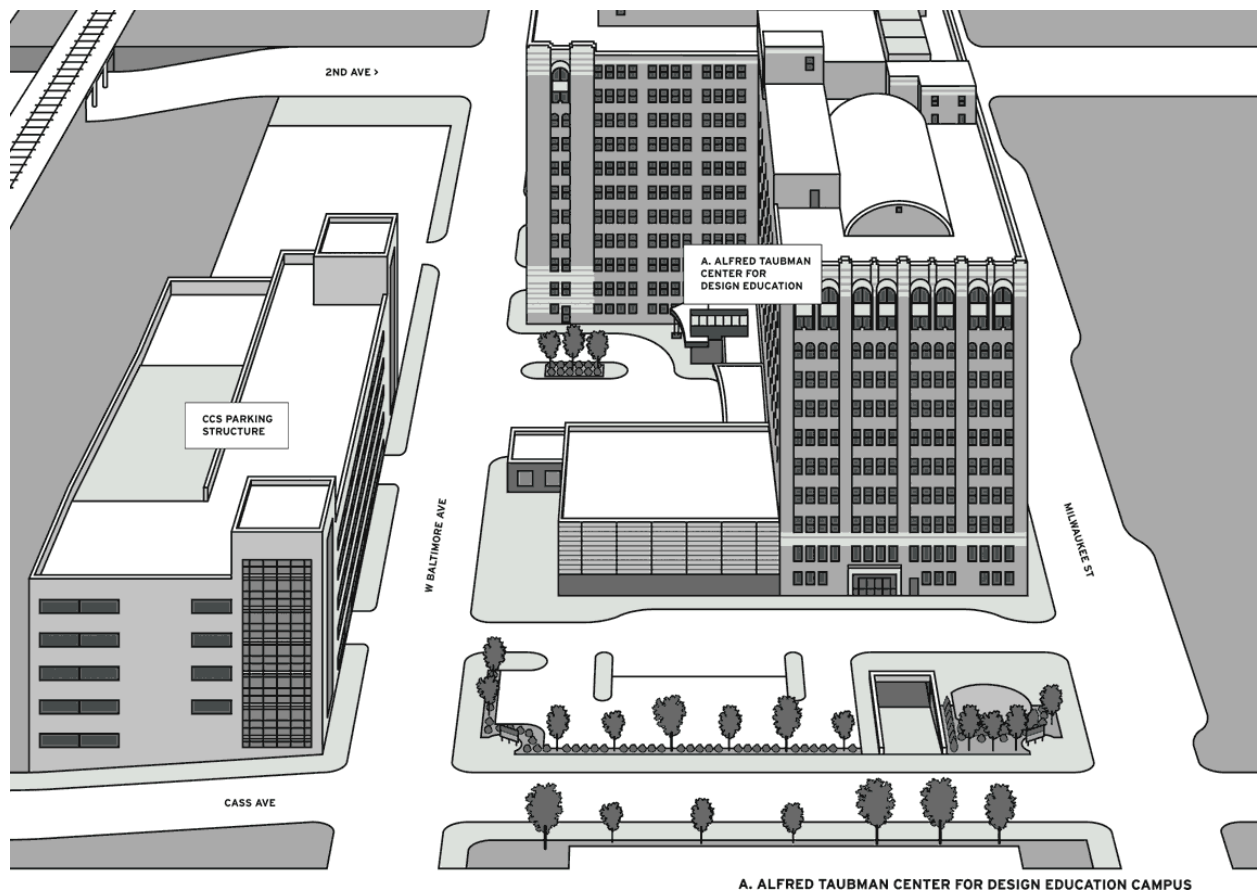
Venue

A. Alfred Taubman Center for Design Education, College for Creative Studies

460 W Baltimore Ave

Detroit, MI 48202

[Location](#)



Parking

Please use the W. Baltimore Ave lot. Be aware, this lot is only open for use during the daytime. It is locked at dusk. Directions may be found [here](#).

Shipping

Ship to the event

1. Packages will be **only** be accepted at the event venue on or after October 18. If for some reason there is a need to ship earlier than this, please contact and we will provide you with an alternate shipping address.
2. Contact Shaye Isenberg scisenberg@collegeforcreativestudies.edu **after** you have shipped your packages, stating that they are for Devopsdays Detroit as well as how many packages were shipped.

Ship to:

Attn: Shaye Isenberg
A. Alfred Taubman Center for Design Education, College for Creative Studies
11th-floor Events Office
460 W. Baltimore Ave
Detroit, MI 48202

Contact Information:

Shaye Isenberg
Director of Event Operations
586-480-4088
scisenberg@collegeforcreativestudies.edu

Ship from the Event

After the conclusion of the conference, please have prepared a prepaid UPS or FedEx postage label for any items that you need to be shipped back. The sponsoring staff will be responsible for getting the boxes to the appropriate shipping company. A shipping office may be found in the lobby of the venue.

Internet

Sponsors will have access to the same free wireless access points as the attendees. No hardwired ethernet connections will be available. We strongly encourage local demos as we will be unable to guarantee speed or function. Login details will be given on the day of the conference (if any).

Code of Conduct

Respect and empathy are core DevOps values. All sponsors and attendees are required to abide by the Code of Conduct listed on our website. If at any time a member of the organizing committee finds that any attendee (associated with a sponsor or not) has violated the Code of Conduct, the organizing committee has the sole discretion to take any appropriate action up to and including asking that attendee to leave without a refund. Please ensure all marketing materials and swag are appropriate and in line with our Code of Conduct. Sponsors with handouts, prizes, or other swag that organizers found violation of our Code of Conduct will be asked to remove those items immediately.

Registration

All attendees, including sponsor exhibitors, are required to register for this event and wear the conference badge while in conference space. All sponsors should have received a coupon code that can be used to register your attendees. If you did not receive this code, please contact detroit@devopsdays.org.

NOTE: It is critical to register your attendees ASAP in order to help with logistics (food, supplies, etc). We also ask that you notify us if you do not intend to use all of the tickets allocated to you so we may return them to the general pool, allowing for more attendees.

Logo for Banners and Slideshow

We will be using the provided logos as shown on the conference website. If you would like any changes made please contact detroit@devopsdays.org.

Sponsor Information

- Setup will start at 7:30 am on October 22, 8:00 am on October 23
- Doors open at 8:30 am for attendees on both days; talks start at 9:45 am.
- A secured room will be available to lock up anything valuable at night.
- Teardown must be complete by 5:45 pm on October 23.

Platinum Sponsor

The Platinum Sponsor area will be held in a large area that will be used for breakfast, lunch, snacks, and open space sessions. The layout of the floor provides ample foot traffic through the area. Platinum Sponsors will be provided a 72" x 24" table with a skirt, two chairs and a power strip on which to place printed materials, stickers, shirts, and other swag. Additionally platinum sponsors will be able to supply their logo to be placed on the website and on multiple dedicated slides to be rotated during breaks.

Platinum Sponsor Pitches:

The Platinum Sponsor will have up to five minutes to address the main hall during scheduled breaks between talks. Ensure that the content of your pitch adheres to the Code of Conduct. This is a simple verbal pitch. No slides, banners, or other materials. We will display your company logo on the screen during your pitch.

Platinum Sponsor Extras:

As the only platinum sponsor of Devopsdays Detroit 2025 please reach out to the organizers to discuss additional benefits.

Gold Sponsors

The Gold Sponsor area will be held in a large area that will be used for breakfast, lunch, snacks, and open space sessions. The layout of the floor provides ample foot traffic through the area. Gold Sponsors will be provided a 72" x 24" table with a skirt, two chairs and a power strip on which to place printed materials, stickers, shirts, and other swag. Additionally gold sponsors will be able to supply their logo to be placed on the website and on a dedicated slide to be rotated during breaks.

Gold Sponsor Pitches:

Each Gold Sponsor will have one minute (keep it under two) to address the main hall during scheduled breaks between talks. Ensure that the content of your pitch adheres to the Code of Conduct. This is a simple verbal pitch. No slides, banners, or other materials. We will display your company logo on the screen during your pitch. The order in which each Sponsor delivers

their pitch will be based on a chronological order, the first Sponsor who signed up will be first, the second Sponsor will be second and so on. Sponsors will be provided with a chart of the order in paper form upon arrival at the event.

Silver Sponsors

The Silver Sponsor area will be held in a large area that will be used for breakfast, lunch, snacks, and open space sessions. Each Silver Sponsor will be provided half of a 72" x 24" table with a skirt, two chairs and power strip on which to place printed materials, stickers, shirts, and other swag. If you are not sending any representatives to attend, one of the Organizers or Volunteers will organize your swag on the table to the best of their artistic ability. Additionally silver sponsors will be able to supply their logo to be placed on the website and on a shared slide to be rotated during breaks.

Bronze Sponsors

The Bronze Sponsor area will be held in a large area that will be used for breakfast, lunch, snacks, and open space sessions. Bronze sponsors are not provided with any table space, but are welcome to distribute their swag in the sponsor area. Additionally bronze sponsors will be able to supply their logo to be placed on the website and on a shared slide to be rotated during breaks.

A/V Rentals

We recommend the local vendor that Devopsdays Detroit is using to also assist with your A/V needs. You may find their website [here](#).

Other FAQs

Q: How many people will be attending the conference?

A: Pre-covid, we had over 300 people attend the conference. As we restart our conference, this year our goal is to have 250+ attendees.

Q: What are the demographics of the attendees?

A: DevOpsDays conferences typically attract software, operations, infosec, QA, and build engineers, as well as architects and technology managers. These folks are attending to learn and to share learnings about the DevOps movement. They most appreciate sponsors who engage with them with that in mind.

Q: Will sponsors get an email list of attendees?

A: No.

Q: Do we get a dedicated email blast?

A: No.

Q: How many scanners (and which type) do we get?

A: None. This is not your typical conference. The booth is a place to interact with people during breaks. We have seen that sponsors benefit the most when they bring engineers to the conference, attend talks, and actively participate in open space sessions with the other attendees. You are responsible to collect any info you want in person.

Q: When can we pick our booth spot?

A: Booths are not selectable. Our team will assign your table.

Q: Can we bring 1m roll up as our back wall?

A: Whatever you bring must fit behind or on your table. This conference is not about the booth!

Q: Will there be a company sign at our booth?

A: You must bring your own signage, and all signage must either fit on the 6' table or behind it.

Q: Can we do a giveaway on stage?

A: Yes. If you want to do a giveaway, you will need to collect your own information (e.g. business cards, entry slips, etc.) for whatever drawing mechanism you want to use. After the ignites on the second day, we will give you a short time slot on stage for your giveaway activity. Just let us know.

Q: May a sponsor set up a table the night before day 1 of the event?

A: Yes, the organizers typically are present at the venue between 12 pm - 4:30 pm the day before the event's first day (October 21).

Q: Is it possible to have food for sponsors served apart from the main serving time?

A: We are unable to provide special arrangements in regards to these type of requests.

Q: What happens if I miss my scheduled vendor pitch slot?

A: All sponsors who cannot make their scheduled slot will be assigned to another slot near or at the end of the event on day two.