2020

EVENT DETAILS

DevOps Days
Chicago 2020

Date:

Tuesday, September 1

Venue:

Virtual only - interactive Discord chat channels and video stream

Website:

devopsdays.org/chicago

Demographics:

550+ professionals in software development, QA, InfoSec, operations, leadership, and engineering

All sponsors get:

Your logo on the website, logo in participant emails, logo on screen with emcees, and social media shout outs

Why sponsor:
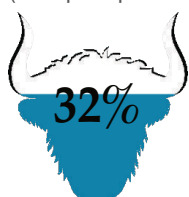
Interact with industry professionals in one of the few 2020 events for the global DevOps community!

Contact:

chicago-sponsors@devopsdays.org

2019

DEMOGRAPHICS

Participants' roles included:

(multiple options were allowed)

32%
Ops

30%
Dev

11%
Management

9%
Security

What do you hope to get out of DevOpsDays Chicago?

"Greater connection to the Chicago DevOps community"

"A better understanding of DevOps and how it relates to infrastructure."

"Meet other DevOps SRE engineers in the Chicago Area - Learn what local companies are doing"

"that warm fuzzy feeling from hanging out with other devops believers; possibly some karaoke."

Job Titles of Participants

Director - IT Operations
SVP Of Engineering
Systems Administrator
Senior Consultant
Head of IT Security
QA Analyst III

Vice President of Technology
Principal Cloud Architect
Developer Advocate
DevOps/SRE Lead
Software Engineer

Participants' organizations included:

ServerCentral Turing Group
Walgreens
Motorola Solutions
JP Morgan Chase
GrubHub
Morningstar

Braintree
Atlassian
Northwestern University
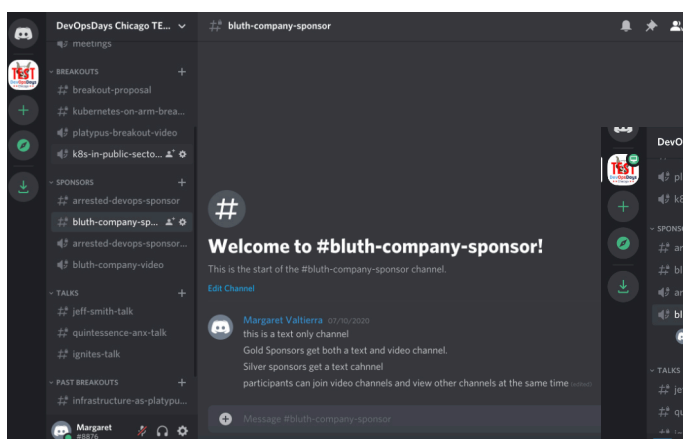Motorola Solutions
OneMain Financial
Journera

We're working on more meaningful demographics. Let us know if there are stats you'd like to see in the future.
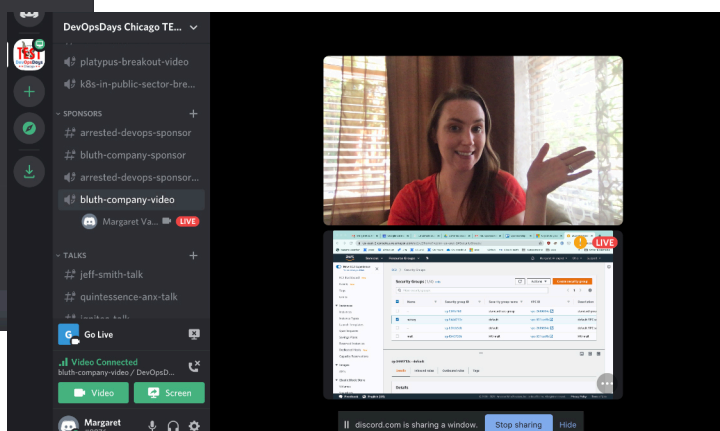
2020 SPONSORSHIPS

THE GOODS	GOLD	SILVER	BRONZE	COMMUNITY*
Price	$5,000	$2,000	$1,000	Free
Logo on website	🐃	🐃	🐃	🐃
Logo on participant emails	🐃	🐃	🐃	🐃
Logo as custom emoji in Discord	🐃	🐃		
Recorded 3 min. pitch to play during a break	🐃			
2 Branded Discord channels: video and text	🐃			
3 pre-written messages in main channel for all participants	🐃			
Branded Discord text channel		🐃		
1 pre-written message in main channel for all participants		🐃		
3 social media shout-outs before and during event	🐃			
1 social media shout-out before and during event		🐃		

*Community = user groups and non-profits only

Sample text Discord channel

Sample voice/video Discord channel

SPONSOR FAQS

Can I sponsor a talk?

Absolutely not. DevOpsDays does not sell conference speaking slots; sponsors' employees are welcome to submit talk proposals.

Can I get a list of attendees and/or registration information?

No. We do not send out emails on behalf of sponsors and will not share contact information or lists of participants.

Sponsors will have logos in all conference emails to participants.

Can I commit to sponsorship now but pay closer to the event?

Yes. But, we cannot list sponsors or grant any benefits until your sponsorship fees are paid in full. Because sponsorships are all first-come, first-served we cannot guarantee availability.

How can we get participant attention? Can we do giveaways?

Gold and Silver sponsors will have their own Discord channel branded "SPONSOR-NAME - sponsor". We recommend you host games, conduct polls, and post links for swag giveaways in their channel. To encourage participants to engage in sponsor channels, Organizers will post a pre-written sponsored message in the main Discord channel (number of messages depends on sponsor level.)

How do channels work in Discord?

Discord is designed for text, image, video and audio communications for groups. Discord is available in-browser or on Mac, PC, iOS, or Android. We chose Discord because it is an interactive and customizable chat channel that suits DevOpsDays format.
Gold sponsors get 2 Discord channels: text and voice/video for demos and screen-share. Silver sponsors get 1 text Discord channel. When participants join, they will see all channels and content and participants can view video channel content while in other channels.

We're in! What's next?

Sponsor benefits begin when payment is received.
One month before the event sponsors will get a detailed email with registration links, Gold sponsor pitches, and day of communications.

See all sponsor news and updates on devopsdays.org/events/2020-chicago/sponsor-info

2020 SPONSOR CONTRACT

This agreement is between the Organizers of the DevOpsDays Chicago Event (herafter "DevOpsDays Chicago") and the organization identified at the bottom of this document. This agreement provides the terms and conditions for sponsors of DevOpsDays Chicago 2020 held September 1, 2020 in Chicago, Illinois.

Description of benefits and sponsor obligations:

Logo in marketing materials and email. Sponsor logos will be included in pre-and post-event emails to participants. Slides at the event will include sponsor logos according to sponsorship level.

Website listing. All sponsors may have their company logo and link to their company site posted on the DevOpsDays Chicago Event web page.

Promotional Presentation. Gold sponsors may send a pre-recorded "pitch" for 3 minutes on the topic of their choice between talks when there is a break. Presentation order will be communicated by organizers the event.
Sponsorship will never entitle a sponsor to a paid speaking slot or event presentation/talk.

Sponsorship cost. Gold sponsorships are priced at $5,000 USD. Silver sponsorships are priced at $2,000.

Bronze sponsorships are priced at $1,000. Live captioning sponsorship is priced at $1,500. Organizers are not able to negotiate on sponsorship prices and benefits. Previous years' offerings are not applicable.

Sponsor payment. Sponsors agree to pay the full sponsorship fee by Monday, August 3, 2020. Sponsorship fees are non-refundable with the exception of unforeseen circumstances that force a cancellation of the entire event.

Code of Conduct. All sponsor participants and sponsor marketing materials must adhere to the event Code of Conduct. If an attendee violates the Code of Conduct, the organizers may request that the participant to leave. If the organizers determine any marketing materials violate the Code of Conduct, the sponsor will be asked to remove items immediately.

Intellectual property. Any conference content, including but not limited to photos, videos, slides, or papers are considered property of DevOpsDays Chicago and shall not be posted or disseminated by Sponsor without express written approval of DevOpsDays Chicago.

Indemnification. Both DevOpsDays Chicago and Sponsor (the "Indemnifying Party") shall indemnify the other party (the "Indemnified Party") against and save each other harmless from any and all suits, proceedings at law or in equity, claims, liabilities, damages, costs, payments and expenses, including reasonable attorney's fees, asserted against or incurred by the Indemnified Party, arising out of or in connection with the negligence or willful misconduct of the Indemnifying Party in the performance of this Agreement including, but not limited to, any claim for damages to property or injuries to persons, to the extent that such damages or injuries shall have been caused by, or shall have resulted from the willful or negligent acts or omissions of the Indemnifying Party, or its employees or agents.

Complete agreement. This Agreement contains the entire understanding between the parties with respect to the conference sponsorship benefits and obligations and supersedes all prior oral and written understandings, arrangements and agreements between the parties.

Sponsor

Sponsorship Type:
☐ Gold   ☐ Silver   ☐ Bronze   ☐ Live   Captioning

Sponsor Company Name: _____   Date: _____

Signatory (full printed name): _____   Signature: _____

DevOpsDays Chicago

Signatory (full printed name): _____   Signature: _____