



## Dates:

May 10-11, 2022

## Venue:

UIC Forum  
725 West Roosevelt Rd  
Chicago IL, 60608

## Attendees:

Our last in-person event had 500+ professionals in software development, QA, InfoSec, operations, leadership, and infrastructure engineering

## Why Sponsor:

Recruit talent, demo new products, generate brand awareness, distribute stickers, meet DevOps influencers

## All Tickets Include:

Conference registration, breakfast, lunch, snacks, swag, evening event, and conference wifi

**Website:** <https://devopsdays.org/events/2022-chicago>

**Sponsorship:** [chicago-sponsors@devopsdays.org](mailto:chicago-sponsors@devopsdays.org)

### COVID-19 Policy

The DevOpsDays Chicago Organizing committee is making every attempt to hold an in-person event in 2022. The health and well-being of our attendees is of paramount importance, so we reserve the right to apply reasonable attendance requirements in accordance with local or federal guidelines. We also reserve the right to change to a virtual event or cancel completely if the event cannot be held safely.



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# Event Outline



**DevOpsDays** is a worldwide series of technical conferences covering topics of software development, IT infrastructure operations, and the intersection between them. Topics include automation, testing, security, and organizational culture.

## Talks

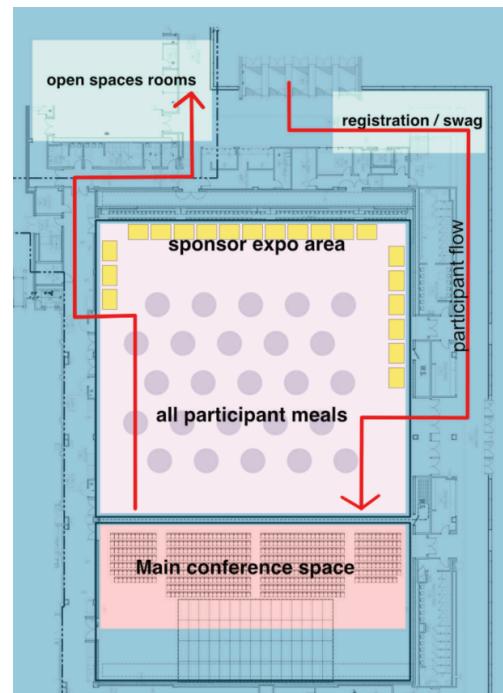
Four 30 min presentations each morning set the tone for the day, plus tech talks in the afternoon. Topics range from DevOps for databases to managing with empathy. Talks are live transcribed, recorded, and shared with the community.

## Ignites & Tech Talks

Ten 5 minute talks. After lunch, five short talks with 20 slides that auto-advance. Funny, poignant, insightful, and just right. All Ignites are recorded, live transcribed, and shared.

## Open Spaces

Prepare to be surprised. Participants suggest, self-organize, and lead these break-out style meetings immediately after the Ignite talks. The organizers facilitate the rooms and timing to fit each suggestion, but the content is completely participant-driven.





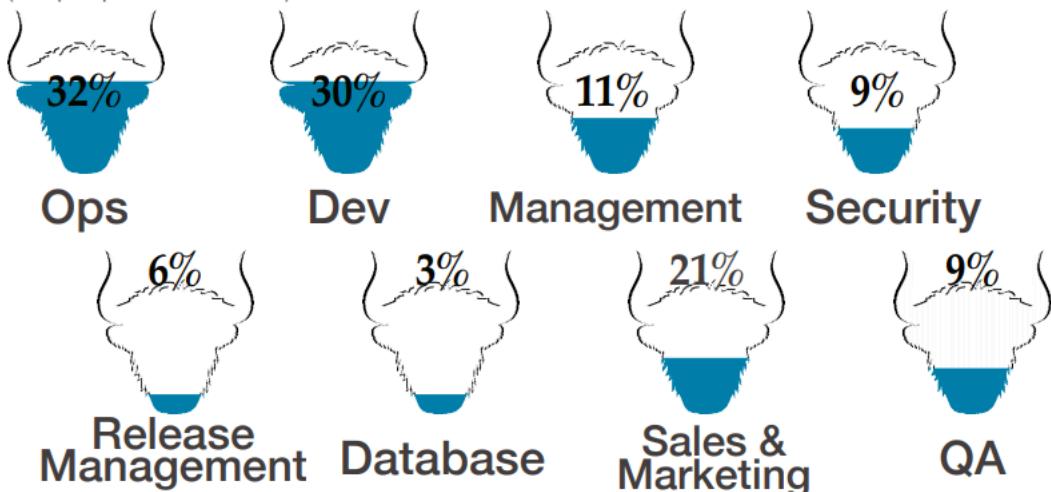
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# Demographics

## Participants' roles included:

(multiple options were allowed)



## What do you hope to get out of DevOpsDays Chicago?



## Attendee organizations included:

Discover  
University of Chicago  
Walgreens  
Motorola Solutions  
JP Morgan Chase  
Country Financial  
Active Campaign  
Turing Group  
GrubHub

Jellyvision  
Tempus Labs  
Atlassian  
Northwestern University  
SAP Fieldglass  
HERE  
Nielsen  
Credit Suisse Labs



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



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**sponsorships**

THE GOODS	GOLD	SILVER	BRONZE	COMMUNITY Non-Profit
Price	\$8,000	\$5,000	\$2,000	Free
Tickets included*	4	2	1	
Logo on website	bull	bull	bull	bull
Social media shout-out	bull	bull	bull	bull
Logo on marketing materials	bull	bull	bull	
Logo on slides at breaks	bull	bull		
Logo on participant emails	bull	bull		
Logo on banner at registration	bull	bull		
Booth in sponsor expo	bull			Shared Booth Table
Logo on banner at evening event	bull			
Shout out from MCs at kickoff and again at breaks	bull			
Dedicated logo slide at breaks	bull			
Dedicated booth in sponsor area (full table, 2 chairs)	bull			
1 min. pitch between talks (includes live stream audience)	bull			

## Past Sponsors Include:



## Additional Sponsorship Opportunities

All sponsors will have their logo displayed on the DevOpsDays Chicago website, a tweet before the conference, and a thank you during the conference. All sponsors get 20% discount on tickets. We do have some flexibilities with these sponsorships, so just ask!

Email Us: [chicago-sponsors@devopsdayschi.org](mailto:chicago-sponsors@devopsdayschi.org)



### Evening Event

\$15,000

Available: 1

Pay for drinks, food and entertainment - get an exclusive space for the night



### Lanyard

\$5,000

Your logo and colors around every attendee's credential



### Live Transcription

\$3,000

Available: 1

Your logo by the screen where talks are transcribed.



### ASL Interpreter

\$4,000

Your logo by the screen in each video of the ASL translator.



### Transportation

\$5,000

Available: 1

Sponsor a custom Lyft code for participants



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# Sponsorship 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 discount for sponsoring multiple DevOpsDays?**

Sorry, no. DevOpsDays events are independently organized, so no multi-city sponsorships are available.

## **We're working against budget schedules. Can I commit to sponsorship now but pay closer to the event?**

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

## **Can I get a list of attendee contact information?**

No. We cannot send out emails on behalf of sponsors and will not share contact information or lists of attendees. Sponsors will have logos in all conference emails to participants.

## **What are the attendee demographics?**

DevOpsDays conferences typically attract software, operations, infosec, QA, and build engineers, as well as architects and technology managers. From voluntary attendee data, 22% had VP or director level titles, 17% had senior level titles, and over 85% had technical roles.

## **Who organizes DevOpsDays Chicago?**

Your DevOpsDays Chicago organizers are Chicago-based technology folks who volunteer their time for this event.

Contact us at [chicago-sponsors@devopsdays.org](mailto:chicago-sponsors@devopsdays.org) to get more info.



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# 2022

# Sponsorship FAQs

## **Do we get lead scanners?**

No. This is not your typical conference. The booth is a place to interact with people during breaks. Sponsors benefit most when they actively participate.

You are responsible for collecting any information in person. We recommend a raffle and a business card draw. We set aside time on Day 2 to announce raffle winners.

## **Who should staff our booth?**

If your goal is recruiting, consider sending engineering managers. If you are a vendor, send sales engineers or technical marketing. All sponsor attendees must have their own badges. DevOpsDays are about quality, not quantity - it's about active participation!

## **Can I hand out swag?**

Yes! Stickers and t-shirts are always popular. Remember, everything must fit behind your booth space and adhere to the Code of Conduct. We will send out shipping information one month before the event.

## **What is the booth setup?**

Booths are typically tables with a black tablecloth and a power strip. Silver sponsors get half of the table and 1 chair. Gold sponsors get a full table and 2 chairs. We recommend bringing/shipping: signage, handouts, pop-up banners, giveaways, and displays. Everything you bring must fit behind the booth

## **How are booths assigned?**

Booths are assigned accordingly to sponsor level, prioritized by when payment is received. We will try to accommodate any requests.

## **We're in! What's next?**

You cannot receive any sponsor benefits before submitting payment. After payment is arranged, send us your logo (hi-res, preferably .eps or .ai) for the website and promotions.

One month before the event you will receive a sponsor letter with details about: dates and timing, shipping information, tickets for employees, venue logistics, booth parameters, floor plans, booth assignments, Gold sponsor pitch schedules, a/v equipment rentals, set up timing, and teardown timing.

Contact us at [chicago-sponsors@devopsdays.org](mailto:chicago-sponsors@devopsdays.org) to get more info.



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# Sponsor Contract

This agreement is between the Organizers of the DevOpsDays Chicago Event (hereafter "DevOpsDays Chicago") and the organization identified at the bottom of this document. This agreement provides the terms and conditions for sponsors of DevOpsDays Chicago 2022 held May 10-11, 2022 in Chicago, Illinois.

## Description of benefits and sponsor obligations:

**Complimentary registration.** Gold sponsors will receive four (4) complimentary general conference registration valued at \$1000 USD. Silver sponsors will receive three (2) complimentary general conference registration valued at \$500 USD. Bronze sponsors will receive one (1) complimentary general conference registration valued at \$250 USD. All sponsors must be registered attendees and display the conference badge inside the event.

**Exhibit space.** Gold sponsors are entitled to a booth space to display company marketing materials, provide demos and to allow conference participants to interact with company representatives. Silver sponsors are entitled to a shared booth to display company marketing materials.

Logo in marketing materials, banners, and email. Sponsor logos will be included in organizing emails. Slides at the event will include sponsor logos.

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 present for 1 minute on the topic of their choice. Normally, the presentation take place before or after one of the talks. Presentation order will be communicated by organizers before the event.

Sponsorship cost. Gold sponsorships are priced at \$8,000 USD. Silver sponsorships are priced at \$5,000 USD. Bronze sponsorships are priced at \$2,000 USD. Other "specialty" sponsorships will be decided in writing with organizers and will receive customized contracts as required.

Sponsor payment. Sponsors agree to pay the full sponsorship fee by Monday, April 4, 2022. Sponsorship fees are non-refundable with the exception of unforeseen circumstances that force a cancellation of the entire event.

Code of Conduct. All sponsor attendees 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 attendee to leave. If the organizers determine any marketing materials violate the Code of Conduct, the sponsor will be asked to remove them immediately. All sponsors are responsible for adhering tp venue rules regarding security, food and beverage, displays, conduct and safety.

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

Sponsor Type:  Gold  Silver  Bronze  Other: \_\_\_\_\_

Sponsor Company Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signatory (Full Printed Name): \_\_\_\_\_ Signature: \_\_\_\_\_

## DevOpsDays Chicago

Signatory (Full Printed Name): \_\_\_\_\_ Signature: \_\_\_\_\_