

# 2018 EVENT DETAILS

## Dates:

Tuesday, August 28 -  
Wednesday, August 29

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## Venue:

Holiday Inn Mart Plaza  
350 W. Mart Center Dr  
Chicago, IL 60654

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## Website:

[www.devopsdays.org  
/events/2018-chicago](http://www.devopsdays.org/events/2018-chicago)

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## Attendees:

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

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## Contact:

[sponsors@devopsdayschi.org](mailto:sponsors@devopsdayschi.org)



# DevOps Days

Chicago 2018

## Attendee ticket:

conference registration,  
breakfast, lunch, snacks,  
t-shirt, evening event,  
and wifi password

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## Why sponsor:

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

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# 2018 EVENT FORMAT

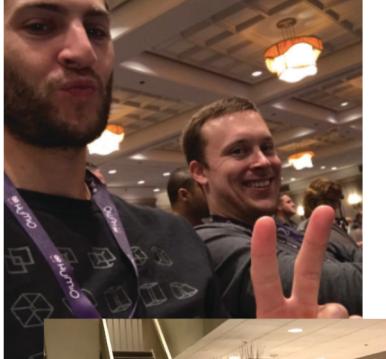


DevOpsDays is a worldwide series of technical conferences covering topics of software development, IT infrastructure operations, and the intersection between them. Topics often include automation, testing, security, and organizational culture.



## Talks

**Eight 30 minute talks.** Four presentations each morning set the tone for the day. Topics range from DevOps for databases to managing with empathy. All talks are streamed, recorded, and transcribed.



## Ignites

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



## 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.



All attendees, speakers, sponsors, and volunteers at our conference are required to follow the DevOps Days Code of Conduct (also available online at: [www.devopsdays.org/events/2018-chicago/conduct](http://www.devopsdays.org/events/2018-chicago/conduct)).

# 2017 DEMOGRAPHICS

## Participants' roles included:

(multiple options were allowed)



Ops



Dev



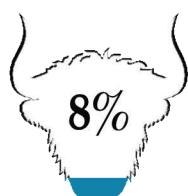
Mgmt/Exec



Security



QA/PM



Database

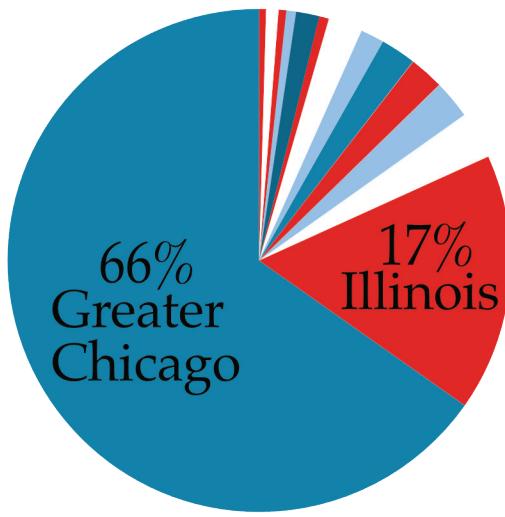


Sales & Marketing



Release Management

## Participants hailed from:



Wisconsin: 4%

Minnesota: 4%

Colorado: 3%

Indiana: 3%

West Coast: 2%

Canada: 1%

Plus Iowa, Michigan, Texas, Florida, Brazil and Australia

## Some organizations represented:

Discover  
University of Chicago  
RedBox  
Hyatt Hotels  
Centro  
MediaOcean  
JPMorgan Chase  
Microsoft

Eli Lilly  
Expedia  
DePaul University  
Rackspace  
Walgreens  
CME Group  
GrubHub  
Morningstar



50 vegetarians



1 Yak

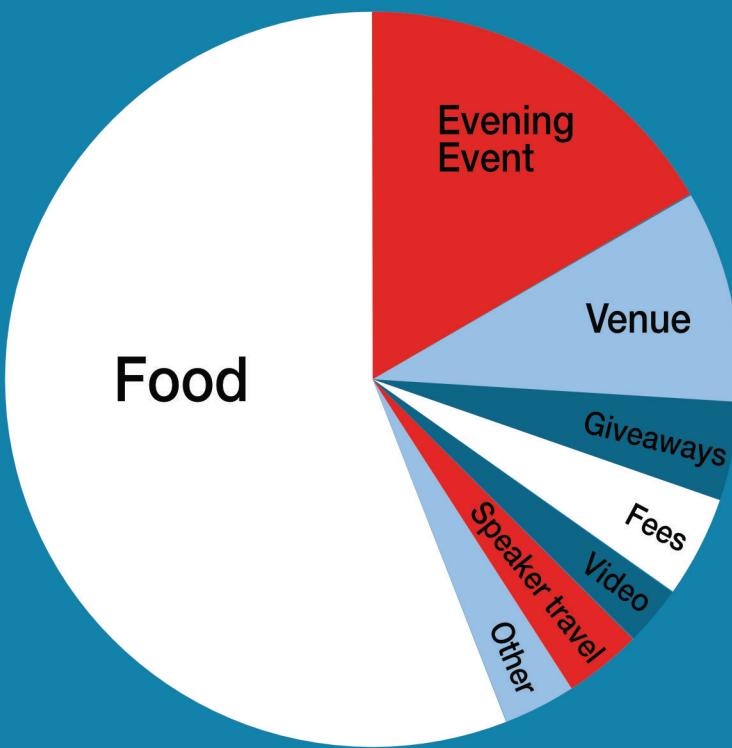
We're working more meaningful demographics. Let us know if there are stats you'd like to see in the future.

# 2018 SPONSORSHIPS



Level	Cost	Available
Gold	\$6,000	22
Silver	\$3,000	14
Bronze	\$1,000	20
Community	-	5

2017 Cost Breakdown



# 2018 SPONSORSHIPS



THE GOODS	GOLD	SILVER	BRONZE	COMMUNITY
Price	\$6,000	\$3,000	\$1,000	Free
Tickets included	4	2	1	
Logo on DevOpsDays Chicago website	牛市	牛市	牛市	牛市
Social media shout-out	牛市	牛市	牛市	牛市
Logo on marketing materials	牛市	牛市	牛市	
Logo on slides at breaks	牛市	牛市		
Logo on participant emails	牛市	牛市		
Booth space in sponsor area (with chair)	牛市	牛市		
Logo on banner in sponsor area	牛市			
Logo on banner at evening event	牛市			
Shout out from MCs at kickoff and again at breaks	牛市			
Dedicated logo slide at breaks	牛市			
Dedicated sponsor booth in sponsor area (with chairs)	牛市			
1 min. pitch between talks (includes live stream audience)	牛市			

Unique sponsorships available - see next page

## Past Sponsors Include:



VictorOps



dynatrace



SAUCE LABS



OpsGenie



influxdata\*



sproutsocial



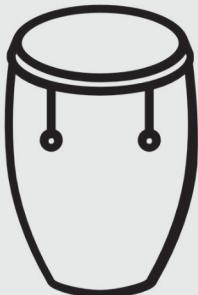
CHEF



# 2018 ADDITIONAL OPPORTUNITIES



All sponsor will have their logo displayed on the DevOpsDays Chicago website, a tweet before the conference, and a thank you during the conference. We do have some flexibilities with these sponsorships, so just ask! Email us: [sponsors@devopsdayschi.org](mailto:sponsors@devopsdayschi.org)



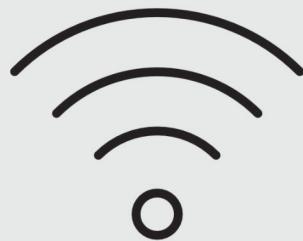
## Evening Event

\$10,000

Can be split by 2 sponsors

Includes 4 tickets

Available: 1



## Wifi

\$4,000

Custom network name and password

Available: 1



## Live Transcription

\$3,000

Logo on screen during talks

Includes 2 tickets

Available: 1



## Video

\$5,000

Your logo on each video recording

Available: 1

Includes 2 tickets



## Lanyards

\$3,500

Your logo and company colors

Includes 2 tickets

Available: 1

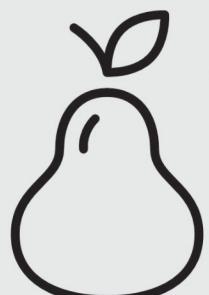
## Transportation

\$2,000



Sponsor a custom Lyft code for participants

Available: 1



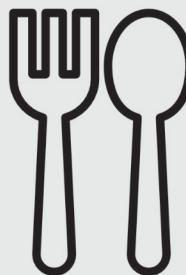
## Afternoon Snack

\$4,000

Your logo on all food cards - each day

Includes 2 tickets

Available: 2



## Lunch

\$5,000

Your logo on all food cards - each day

Includes 2 tickets

Available: 8



## 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?

All 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. Gold and Silver sponsors will have their logos in all conference emails to participants. We cannot send out emails on behalf of sponsors and will not share contact information or lists of attendees.

## 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.

All money collected from sponsors goes towards the conference and its related expenses. We are not a non-profit, so sponsorships are not tax deductible. Contact us at [sponsorship@devopsdayschi.org](mailto:sponsorship@devopsdayschi.org) to get our W9.

For any questions, email all of us at [organizers@devopsdayschi.org](mailto:organizers@devopsdayschi.org)



## Do we get lead scanners?

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. Raffles with a business card draw work well. Just let us know and we will give time on Day 2 to announce raffle winners between talks and lunch.

## Who should staff our booth?

If your goal is recruiting, consider sending engineering managers. If you are a vendor, send your sales engineers as well as your technical product marketing, and even some engineers. DevOpsDays are about quality, not quantity - it's about active participation!

## Can I hand out swag?

Yes! Stickers and t-shirts are always popular, and points for creativity. Remember, everything must fit behind your booth space. We will send out shipping information as the event approaches.

## What is the booth setup?

Typical booths are long tables with a black tablecloth and power strip. Silver sponsors share half the table and 1 chair. Gold sponsors get a full table and 2 chairs. We recommend bringing/shipping: signage, handouts, pop-up banners, giveaways, etc. Banners must fit behind your booth.

## How are booths assigned?

Booths are assigned accordingly to sponsor level, then prioritized by when payment was received. We try not to place competitors next to each other and try to accommodate any requests.

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

After you've paid, please send us your logo (hi-res, preferably EPS or AI) for the website and promotions.

About a month before the event we will send out a sponsor letter with details including: important 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.

Until then, email us any questions: [sponsors@devopsdayschi.org](mailto:sponsors@devopsdayschi.org)

# 2018 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 2018 held August 28 - 29 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.

**Exhibit space.** Gold sponsors are entitled to an exhibit 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 space 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 will take place before or after one of the talks. Presentation order will be communicated before the event.

**Sponsorship cost.** Gold sponsorships are priced at \$6000 USD. Silver sponsorships are priced at \$3000 USD. Bronze sponsorships are priced at \$1000 USD.

**Sponsor payment.** Sponsors agree to pay the full sponsorship fee by Monday, July 30, 2018. 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 leave. If the organizers determine any marketing materials violate the Code of Conduct, the sponsor will be asked to remove them 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 (\$6000)  Silver (\$3000)  Bronze (\$1000)

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

Signatory (full printed name): \_\_\_\_\_ Signature: \_\_\_\_\_

**DevOpsDays Chicago**

Signatory (full printed name): \_\_\_\_\_ Signature: \_\_\_\_\_

**DevOpsDays Chicago 2018**