

Sponsor Proposal

DevOpsDays Aarhus

June 10 & 11, 2020



About DevOps Days

DevOpsDays is a worldwide series of technical conferences. It is coming to Denmark for the third time, this time in Aarhus!

DevOpsDays is a self-organizing conference that brings together leaders in Software Development and IT Operations to collaborate and learn from each other. It is both a technical conference and a conference focusing on culture, processes, and structures within organizations. We encourage both technologists and managers to attend, learn, and share experiences.





Become a Partner

As a self-organizing conference, DevOpsDays depends on sponsorships. By partnering with DevOpsDays you'll get the opportunity to network and build relationships with highly motivated developers, sysadmins, IT executives, and managers within the burgeoning Scandinavian DevOps community.

Our sponsorship packages are constructed to offer our partners lead generation, networking, branding, and talent recruitment.





Sponsor Packages

| THE GOODS | GOLD | SILVER | COMMUNITY |
|---|--------|--------|---------------------------------|
| Price | €6,000 | €4,000 | €1,500 |
| Tickets Included | 4 | 2 | 3 |
| Logo on DevOpsDays Aarhus website | | | |
| Social media shout-out | | | |
| Logo on marketing materials | | | |
| Logo on slides at breaks | | | |
| Logo on participant emails | | | |
| Booth space in sponsor area (with chair (table & power) | | | <small>*3 meters wide</small> |
| Shout-out from MC's at kickoff and again at breaks | | | <small>*1.5 meters wide</small> |
| Dedicated logo slide during breaks | | | |
| One-minute pitch between talks | | | |

*All prices are excl. VAT.



Special Sponsorships

All special sponsors will have their logo displayed on the DevOpsDays Aarhus website, a tweet before the conference, and a thank you during the conference. We do have some flexibility with these sponsorships, so just ask! Email us: aarhus@devopsdays.org

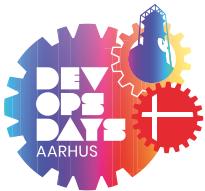
| SPONSORSHIP | PRICE | DESCRIPTION | TAKE STAGE | TICKETS INCLUDED | NUMBER AVAILABLE |
|---------------------------------|--------|--|--|------------------|------------------|
| Evening Event | €4,000 | Pay for drinks, food and entertainment - get an exclusive space for the night. Can be split by two sponsors |  2 minutes pitch | 4 | 2 |
| Pre-dinner socializing & drinks | €2,500 | Make an impact at the start of the evening with pre-dinner drinks in your name, where attendees will gather before dinner. |  2 minutes pitch | 4 | 2 |
| Lunch | €3,000 | Sponsor lunch and your logo on tables |  2 minutes pitch | 4 | 2 |
| Video | €4,000 | Your logo on each video recording as "Sponsored by" | | 2 | 1 |
| Lanyards | €3,000 | Enjoy a high degree of brand visibility during the Conference on lanyards worn by all attendees. | | 2 | 1 |
| Scholarships | Varies | Provide tickets for under-indexed groups to attend | | | |



Become a Sponsor Today!

For further information please contact





DevOpsDays Sponsor Agreement

This agreement is between the Organizers of the DevOpsDays Aarhus Event (hereafter "DevOpsDays Aarhus") and the organization identified at the bottom of this document. This agreement provides the terms and conditions for sponsors of DevOpsDays Aarhus 2020 held June 10 & 11 in Aarhus, Denmark.

Description of benefits and sponsor obligations:

Complimentary registration. Gold sponsors will receive six (4) complimentary general conference registrations. Silver sponsors will receive four (2) complimentary general conference registrations. Community sponsors will receive two (3) complimentary general conference registrations.

Exhibit space. Gold sponsors are entitled to a 3 meters and Silver sponsors 1.5 meters, exhibit space to display company marketing materials, provide demos and to allow conference participants to interact with company representatives.

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 Aarhus Event web page.

Promotional Presentation. Gold sponsors may present from stage 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 6.000 EUR. Silver sponsorships are priced at 4.000 EUR. Community sponsorships are priced at 1.500 EUR.

Sponsor payment. Sponsors agree to pay the full sponsorship fee prior to the event. 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.

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

Indemnification. Both DevOpsDays Aarhus 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 (6.000 EUR)**
- Silver (4.000 EUR)**
- Community (1.500 EUR)**

Sponsor Company Name

Date

Signatory (full printed name)

Signature

DevOpsDays Aarhus

Signatory (full printed name)

Signature

