DevOpsDays Nashville 2024

Music City Center, Nashville TN

July 10th-11th, 2024

DevOpsDays will be returning to Nashville in 2024!

From startups to enterprises in all industries including finance, health care, publishing, and more, Nashville is home to a unique and vibrant tech community. We're proud to bring DevOpsDays back to Nashville for the 5th year at Music City Center in 2024! DevOpsDays Nashville will bring together up to 500+ development, operations, security, networking, and management professionals to discuss the culture, processes, and tools to enable better organizations and innovative products.

The schedule will consist of a mixture of single-track presentations, ignite talks, and the open spaces format that DevOpsDays is known for. Ticket prices include breakfast and lunch on both days. We will also have a number of surprises in store for attendees this year! We've reserved double the conference space this year to have more room for more activities!

The most up-to-date information can always be found at http://www.dodnashville.com

About DevOps Days

DevOpsDays is a series of global conferences and events focused on the collaboration between software developers and IT professionals, aiming to foster communication, sharing, and learning within the DevOps community. These conferences typically feature a blend of talks, workshops, open spaces, and networking opportunities, where attendees ranging from technical experts to business leaders come together to discuss best practices, tools, methodologies, and cultural aspects essential for successful DevOps implementation. DevOpsDays events emphasize the cultural shift, automation, measurement, and sharing of knowledge, all crucial elements in the continuous improvement of software development and IT operations. It is highly interactive and invigorating for attendees.

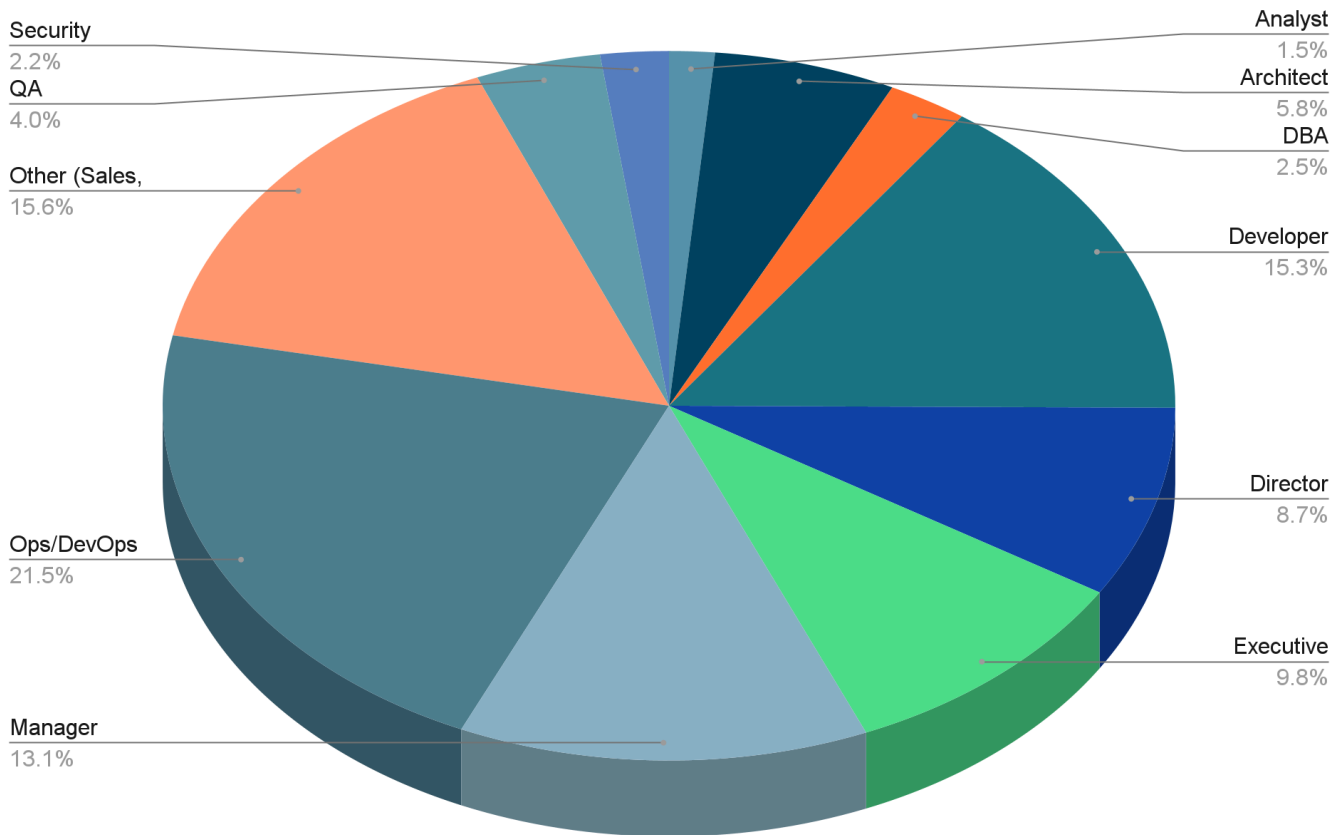## Why Sponsor DevOpsDays Nashville?

Sponsoring DevOpsDays Nashville at Music City Center offers companies a unique opportunity to gain visibility, promote their brand, and connect with a targeted audience deeply invested in the DevOps community. As Nashville serves as a vibrant hub for technology and innovation, sponsoring this event provides a platform for companies to showcase their products, services, and expertise to a diverse range of attendees, including developers, IT professionals, and industry influencers. By aligning with DevOpsDays Nashville, sponsors can demonstrate their commitment to supporting collaboration and innovation within the tech ecosystem while fostering relationships with potential customers, recruiting talent, and gaining insights into emerging trends and best practices in the DevOps space. Additionally, being associated with an event held at the esteemed Music City Center in Nashville amplifies a company's visibility, leveraging the prestige of the venue and the event itself to solidify its position as a key player in the DevOps landscape.

Music City Center is in the heart of downtown Nashville, just 8 miles away from Nashville International airport. The area's diverse culinary scene, live music venues, historic landmarks, and cultural attractions also provide opportunities for conference attendees to unwind, network in a relaxed atmosphere, and experience the energetic spirit of Nashville while fostering professional connections and advancing their knowledge in the tech domain.

Who Attends DevOpsDays Nashville?

DevOpsDays typically attracts technologists, 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.

DevOpsDays Nashville Attendee Roles

- Analyst 1.5%
- Architect 5.8%
- DBA 2.5%
- Developer 15.3%
- Director 8.7%
- Executive 9.8%
- Manager 13.1%
- Ops/DevOps 21.5%
- Other (Sales, 15.6%
- Security 2.2%
- QA 4.0%

Sponsor Packages - Quick Comparison

Benefits	Bronze $1,000	Silver $3,000	Gold $5,000	Platinum $8,000
Included Tickets	2	3	4	6
Dedicated Slide with Logo on Event Slideshow				✔
3 Minute "Elevator Pitch" to Full Audience			✔	✔
Booth space (6-foot table with power and table cloth)		✔	✔	✔
Giveaway Promotions Throughout Event		✔	✔	✔
Logo on Website, Main Room Signage and E-Mails	✔	✔	✔	✔
Social Media Sponsor Shout-Outs	✔	✔	✔	✔
20% Discount code for 10 tickets to share with your community	✔	✔	✔	✔

A reminder from DevOpsDays.org

DevOpsDays does not ever distribute attendee contact information. Do not expect badge scanning of any sort. Most events don't even collect information about job title. Sometimes company affiliation is on badges and sometimes it's not.

If you want to collect leads, you'll have to talk directly with individuals and request their contact information. Vendors also often raffle off prizes ranging from large Lego sets to tablets and game consoles and other desirable items, collecting contact information in the process.

Additional details regarding available sponsorship options, including A La Carte options, can be found below.

Sponsorship Packages - Details

Platinum - $8,000

There is a limit of <u>two</u> platinum sponsors
- 6 tickets to the DevOpsDays Nashville conference
- Dedicated slide featuring your logo and sponsorship level throughout the conference
- BIGGEST logo on event signage
- All benefits of the Gold Sponsorship package

Gold - $5,000

- 4 tickets to the DevOpsDays Nashville conference
- Logo to appear on DevOpsDays Nashville website
- Logo to appear on all DevOpsDays email communications
- Logo and sponsorship level to appear on the intro to all uploaded conference recordings
- Logo to appear on DevOpsDays Nashville t-shirts
- Premier full booth space located near the heaviest foot traffic
- Bigger logo on event signage
- Shoutout and sponsorship announcement via Twitter and other social media platforms
- 20% Discount code for 10 tickets to share with your community
- Giveaways promoted throughout the event
- 3 Minute "Elevator Pitch" to Full Audience

Silver - $3,000

- 3 tickets to the DevOpsDays Nashville conference
- Logo to appear on DevOpsDays Nashville website
- Logo to appear on all DevOpsDays email communications
- Logo and sponsorship level to appear on the intro to all uploaded conference recordings
- Full booth space
- Bigger logo on event signage
- Shoutout and sponsorship announcement via Twitter and other social media platforms
- 20% Discount code for 10 tickets to share with your community
- Giveaways promoted throughout the event

Bronze - $1,000

- 2 tickets to the DevOpsDays Nashville conference
- Logo to appear on DevOpsDays Nashville website
- Logo to appear on all DevOpsDays email communications
- Logo to appear on event signage
- Shoutout and sponsorship announcement via Twitter and other social media platforms
- 20% Discount code for 10 tickets to share with your community
- ***NOTE***: *Bronze sponsorships no longer include a booth space*

DevOpsDays Nashville 2024 Sponsorship Packages

Media - $0

The media sponsorship is ideal for podcasts, blogs, news outlets, and other media who support DevOps. This sponsorship is free but we ask that you share information about DevOpsDays Nashville with your audience in order to become a Media Sponsor.

- 1 ticket to the DevOpsDays Nashville conference
- 20% Discount code for 10 tickets to share with your community
- Logo to appear on DevOpsDays Nashville website
- Logo on shared slide rotated during breaks

Community - $0

The community sponsorship is ideal for local meetups, co-working spaces, and other noncommercial communities who support DevOps. This sponsorship is free, but we ask that you share information about DevOpsDays Nashville 2024 with your members in order to become a Community Sponsor.

- 1 ticket to the DevOpsDays Nashville conference
- 20% Discount code for 20 tickets to share with your community
- Logo to appear on DevOpsDays Nashville website
- Logo on shared slide rotated during breaks

Please email the organizers at nashville@devopsdays.org about becoming a Community or Media sponsor

A La Carte Sponsorship Options

Please reach out to the organizers at nashville@devopsdays.org for the availability of a la carte options

- **Lanyard Sponsorship** - $1,500 (Limit 1)
  - Include your logo on attendee lanyards
- **Badge Sponsorship** - $1,500 (Limit 1)
  - Include your logo on attendee badges
- **T-shirt Sleeve Logo** - $1,500 (Limit 1)
  - Include your logo on the sleeve of the DevOpsDays Nashville t-shirts
- **Coffee / Snack Sponsorship** - Varies (Limit 2)
  - Signage with your logo by the coffee and snack displays throughout the day
  - Please contact the organizers for options and pricing
- **Breakfast Sponsorship** - Varies (limit 2)
  - Signage with your logo by the breakfast tables and eating areas in the morning before sessions
  - Please contact the organizers for options and pricing
- **Lunch Snack Sponsorship** - Varies (Limit 2)
  - Signage with your logo by the lunch tables and in the eating area during lunch
  - Please contact the organizers for options and pricing
- **Happy Hour Sponsorship**
  - Must work with organizers to secure venue and communications
  - Signage with your logo at event and recognition with all Happy Hour announcements
- **Speaker Gift Sponsorship**
- **Speaker Reception Sponsorship**

Refund Policy

We are excited to have you sponsor our event. We also understand that there are sometimes circumstances that may cause you to need to withdraw that sponsorship. Refunds for sponsorships are available according to the following schedule:

A La Carte

- No refunds are available for A La Carte sponsorships

All other Sponsorship Levels

- Before May 1, 2024 - 80% refund is available
- Between May 1, 2024 and June 15, 2024 - 50% refund is available
- After June 15, 2024 - No refund is available

Please email the organizers at nashville@devopsdays.org with any questions you may have about sponsoring the event or requesting a refund.