

# Devopsdays Eindhoven

Sponsorship prospectus 2025

October 2 – 3, 2025





# What is devopsdays ?

Fueled by volunteers and free from profit goals, devopsdays Eindhoven is about one thing: learning together to create a stronger, more connected DevOps community. With workshops, sessions, and space to connect, we're here to explore the intersection of tech and culture.

After two fantastic events, we're excited to welcome over 300 DevOps practitioners for two days of collaboration and learning.

We are confident that devopsdays Eindhoven is an excellent opportunity for sponsors who want to showcase their support to the DevOps community in the brainport region and beyond.



A wide-angle photograph of a conference hall during a DevOpsDays event. The stage is on the right, featuring a male speaker in a blue shirt and dark pants standing behind a podium. A large projection screen behind him displays a slide with a cityscape and the text "A common language for engineers & stakeholders". The audience consists of many people seated in rows of red theater-style chairs, facing the stage. The hall has a modern design with blue walls and a high ceiling with track lighting.

# **For and *by* the devops community**

Devopsdays Eindhoven is a unique, non-profit event run by volunteers. Our program features hands-on workshops, inspiring sessions, and open discussions, all aimed at learning from each other to build a better community.

We keep ticket prices low so that everyone—from curious newcomers to seasoned pros—can join us. With the invaluable support of our sponsors, we create an inclusive space where all voices are heard, and where together, we can advance DevOps across the Brainport region and beyond.



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# Exposure as a Sponsor

At devopsdays Eindhoven, our sponsors are crucial in building a vibrant local DevOps community. Sponsorship with us is more than just visibility—it's about connecting authentically. We encourage sponsors to get involved as part of the community and send their engineers to engage directly with attendees.

We offer flexible sponsorship tiers designed to align with your goals, whether that's recruitment, product awareness, or strengthening your brand's impact. All sponsors enjoy visibility on our website, social media, and throughout the event, with higher tiers offering exclusive engagement opportunities.

Join us in supporting a community-driven event that brings real value to all involved!



# Sponsorship Tiers

## Bronze

Our bronze tier is ideal for those that want to support devopsdays on a budget. Ideal for startups and small businesses, this tier gives you visibility and presence at the event.

## Silver

Our silver sponsorship is the perfect step up for those that want more than the Bronze tier perks. A small high-standing table in the main area provides you with a great home base for interacting with attendees during breaks and Open Spaces.

## Gold

Our Gold standard for sponsorship and our most popular tier due to the larger booth in the downstairs common area and the 1-minute pitch. To ensure your booth is never empty, we provide you with several tickets for your colleagues. Snap up one of these before they sell out!





# Sponsorship Tiers

## Exclusive Tier - Recharge

Help our attendees stay connected and recharge their devices with our charging lockers. Your branding on the charging lockers will make it positively clear that you provide attendees with an opportunity to keep connecting and not run into a flat battery situation. We will make sure the charging stations are located in a high traffic area.

## Exclusive Tier - Lanyard

A badge is never complete without a beautiful lanyard to add the finishing touch. Featuring your logo, the lanyard ensures your brand is prominently displayed for two days of the conference. This tier is perfect for sponsors seeking high visibility, even without a local presence at the event.





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# Sponsorship Tiers

Our culinary track caters to all diets and palates and is, possibly, the best way to experience the hallway track and mingle with fellow attendees, speakers, and sponsors.

## Exclusive Tier - Lunch

The lunch tier provides your prominent sponsor branding on our catered lunch for one of the conference days. Branding includes the conference staff wearing your branded t-shirt during lunch service, a looping slide deck with your logo, video or other marketing asset of your choice (playing on screens in the lunch area during lunch only), and a high-standing table in the lunch area (during lunch only) for you to showcase your brand and mingle with the audience. Additionally, this tier gives you a 1-minute pitch on the main conference stage just before lunch. We encourage you to think creatively – and discuss additional branding options with us.





# Sponsorship Tiers

## Exclusive Tier - Break

The Break Tier offers exclusive sponsor branding during one of the conference breaks. This includes your company's logo displayed on food signage, ensuring visibility in the break area. Additionally, a plenary break announcement will highlight your brand to all attendees, enhancing your exposure during these important networking moments. You will also have the opportunity to interact with participants as they enjoy their break, making this a perfect chance to engage with our audience in a relaxed setting.





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# Sponsorship Tiers

## Exclusive Tier - Beer

In addition to all Gold-level perks, this tier includes your logo on our exclusive DevHops beer, a locally sourced, limited-edition beer. This attendee-favorite is a crafty way of getting your logo into everyone's hands. Naturally, you can also take home two cases after the event. This tier gives you an additional 1-minute pitch on the main conference stage.





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# Sponsor pricing and benefits

# Sponsorship perks

## Logo on website, emails and social media

All sponsors have their logo (with link) displayed on our website. We communicate your support on our social media channels and your logo is included in our email campaigns. During the event, we include your logo in the plenary event opening and closing, as well as on some signage and screens throughout the venue.

## Mention during plenary opening and closing

Select tiers receive a mention during plenary opening and closing by one of our emcees.

## Booth Space

Select tiers receive some of our heavily sought-after booth space. This includes a private table, nearby power outlets and enough room for signage, marketing material and swag!

We offer two types of booths. All sponsors will be located in the main area downstairs. Gold and Beer sponsors will have a larger booth, sized 180 cm x 90 cm, while Silver and Lunch sponsors will have a smaller standing table, 45 cm in diameter. Lunch sponsors will only have their booth during lunchtime, located in the lunch area downstairs.



# Sponsorship perks

## 1-minute on-stage pitch

Select tiers include a scheduled 1-minute elevator pitch during plenary moments in the schedule. For one minute, the stage is yours! The specific schedule will be communicated to you in advance.

## Conference Tickets

Each tier includes a number of complementary conference tickets. Additional tickets are available upon request at a discounted fee. Tickets can be used by different people on different days.



# Sponsorship perks

## Workshop Opportunity

As a Gold, Silver, Lunch, or Beer sponsor, you have the option to host a 90-minute workshop during the event. This intimate and engaging session is designed for a maximum of 15 attendees, providing a hands-on learning experience.

Attendees, with their laptops in hand, will have the chance to explore your company's solutions and interact directly with your team in a focused and collaborative environment.

It's a unique way to showcase your expertise, foster meaningful connections, and create a memorable experience for participants.



# The Venue

In the heart of the exciting innovative ecosystem of High Tech Campus Eindhoven stands the Conference Center. A beautiful setting - surrounded by over 200 campus companies - in which you will find state-of-the-art meeting spaces and amenities, indoors and outside.

- Excellent access via highway, public transport and Eindhoven Airport
- Direct access to campus community
- Super-speed Wi-Fi throughout the campus
- State-of-the-art presentation technology
- A full-service auditorium seating nearly 300 people
- High-quality catering
- Free parking



# Sponsor FAQ

## When and where is the event?

Devopsdays Eindhoven will be held 2- 3 October 2025 at the High Tech Campus in Eindhoven.

## What are the behavior expectations of sponsors?

Sponsors are expected to follow our event's Code of Conduct (<https://devopsdays.org/eindhoven/conduct>). Advertising and booths should be non-sexualized. Do not perform activities disruptive to the event or large/noisy events that disrupt conference talks or activities.

## Who should I send to the conference?

As a practitioner-focused event, we have found that companies get a better response when they participate in the conference as peers to the audience; having meaningful conversations about relevant topics. We strongly encourage you to send technical staff that can interact with the attendees during sessions, Open Spaces, and breaks. Sponsor staff are free to attend the sessions and participate in the group conversations and Open Spaces process as part of the community.

# Sponsor FAQ - Attendees

## What are the demographics of the attendees?

Our attendees are generally towards the medium and senior-level of the spectrum, though we are proud to host a forward-thinking group of techies in more junior roles. In surveys, attendees identify as working as in development, operations and IT engineering, with a small percentage indicating management or C-level position.

## Do we get contact info of attendees?

No. As a community organized and attendee-driven conference we find that ensuring attendee privacy is important to get the quality of attendees and contributions we need. You are welcome to gather information via your sponsor table from those who wish to opt-in to your company's communications.

## Do you work with badge or lead scanners?

Our badges do not have barcodes on them. We have seen that sponsors benefit the most when they bring engineers to the conference and interact with the attendees during the event instead of scanning badges at the booth for later engagement. You are responsible to collect any information you want in-person at your booth. The most effective option sponsors use is to do a raffle and have people submit business cards/write their info on a tablet or computer.

# Sponsor FAQ - Financial

## Can I reserve a sponsor slot?

We cannot hold sponsorship slots; they are sold on a first come first served basis. You reserve your slot by signing the sponsorship agreement. Sponsorship is not confirmed until payment is received, and as such, no sponsor benefits will be available until payment is complete.

## What are the payment options?

We can accept payments via bank transfer (preferred) or credit card (fees paid by sponsor).

## What are the payment terms?

If the event is more than 30 days away, the payment terms are NET30, from the date mentioned on the invoice. If the event is less than 30 days away, the payment terms are NET15, from the date mentioned on the invoice. If the event is less than 15 days away, the payment terms are immediate. All sponsors must make payments within these terms to avoid the cancellation of the contract.

# Sponsor FAQ - Extras

## **How do we register our sponsor tickets?**

Once you have completed your payment, we will send you a unique code to register the number of tickets associated with your tier.

## **Can I buy extra tickets?**

Yes. Once you have completed your payment, we will send you a unique code to register up to 5 additional tickets for your company at 25% off. You can freely assign these tickets to employees, customers, etc.

## **Can you combine a deal for me with other devopsdays events?**

No. All devopsdays events are run independently by local practitioners in that city. Devopsdays is an umbrella brand we use to put on the events, but there is no fiscal relationship between individual events. Therefore, we don't have any ability to combine sales with other events.

# Sponsor FAQ – Booths and signage

## How are booths assigned?

Booths are assigned by the organizers based on the room layout of the venue. You will receive your booth number by email 2 weeks before the event.

## Can we rent TV Screens?

TV screen (55") rental is available upon request (2 weeks before the event at the latest) for €349 ex. VAT.

## Can we bring in our own booth, signage or roll-up banners to dress our booth space?

Whatever you bring must fit behind or on your table. Keep in mind, this conference is not about the booth! However, if you sponsor lunch or a break, we'll collaborate to determine appropriate additional signage.

# Sponsor FAQ – Sponsored talks & activities

## **Do we get any sponsored talks?**

No, but you are welcome to submit a talk proposal for consideration via

<https://devopsdays.org/events/2025-Eindhoven>. Additionally, we want to emphasize that all attendees, including sponsors, can propose Open Space topics, so long as it's not a sales or product pitch. Our most satisfied sponsors think of a relevant and interesting topic, pitch it, and have an engineer on staff attend that Open Space discussion.

## **Can I coordinate my own events inside/alongside devopsdays Eindhoven?**

Not without coordinating with us. If you have a specific idea / request, please talk to us beforehand. ‘Surprise’ events that conflict with conference events will not be promoted and may result in revocation of sponsorship.

We’re happy to work with sponsors who want to host book signings or have events during lunch or after our happy hour, but please discuss it with us well ahead of time.

# Sponsor FAQ – Swag

## **Can we do a giveaway on stage?**

**Yes;** we perform raffle drawings and giveaways at the end both Day 1 and Day 2 as part of the closing ceremony. If you want to do a giveaway, you will need to collect your own information (e.g., business cards, entry slips). At the closing session we will give you a short time slot on stage for your giveaway activity. Just let us know.

## **What about a swag bag for attendees or a swag table to put promo materials?**

If you have a sponsorship tier that includes a booth, that is the perfect place to hand your promo materials. In addition, there will be shared swag tables made available in the conference area. Please note that we prefer sustainable swag.

## **Is it possible to donate money to charity instead of bringing swag?**

Yes, it's possible to donate money to charity instead of putting goodies on the swag table. Some local charities could use some love, and we would love to advise and help you with that. We will also mention your exemplary deeds on stage during the event, so you don't have to worry about exposure.

# Sponsor FAQ – Branding and shipping

## Design Sign-off

Please note that we retain complete creative control over all co-branded designs, but rest assured: we will work with you to create something that works for all of us.

## Can we ship stuff ahead?

Yes, you can. Please get in touch with us to make arrangements (email: [eindhoven@devopsdays.org](mailto:eindhoven@devopsdays.org)).

## How do we get our stuff back?

It is the responsibility of each sponsor to remove everything that they brought to the conference. Please arrange to remove all the material you bring with you by the close of the event.



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