DEVOPS DAYS AMSTERDAM DAM 2024

Sponsorship
Prospectus 2024

// Learn from each other to create a better community

For over a decade, devopsdays Amsterdam has brought together more than five-thousand DevOps practitioners from nearly two dozen countries. This year marks the 12th anniversary of devopsdays Amsterdam!

From a day filled with hands-on workshops to inspiring sessions on socio-technical topics, we offer a finely curated program centered around a simple goal: learn from each other to create a better community.

We are confident that devopsdays Amsterdam 2024, scheduled from June 19 to June 21, 2024, is an excellent opportunity for partners who want to showcase their support to the DevOps community.

// Community

Devopsdays Amsterdam is unlike many tech events: we are self-organizing and not profit-oriented. By keeping our ticket prices low, we make it possible for both professionals and enthusiasts to attend.

The patronage of partners like you helps us produce the kind of event our community deserves. To make this worthwhile for you, we offer several perks.

// Exposure

Regardless of the level of your sponsorship, we strive to ensure that your brand gets the amount of exposure that it deserves. All confirmed sponsors have their logo displayed on our website with a link to your company's website as we lead up to the conference. Your support is communicated out on our social media channels and your logo is included in our email newsletters that we send out.

And there is more! All sponsor logos are displayed on our signage during the event, including on all TV's and beamers.

Our exclusive tier brings many other branding options. All gold and exclusive tier sponsors will be on stage, giving the audience their best pitch! Our platinum sponsor is able to connect their sponsorship to all our general social events during the 3 days. This includes the BBQ but also an invitation for two people to participate in the exclusive speaker dinner. We suggest you send colleagues connected to the community, this is a perfect opportunity for your devrel folks!

Various other exposure options come packaged with some exclusive tier sponsorships. Please read on to discover these great options!
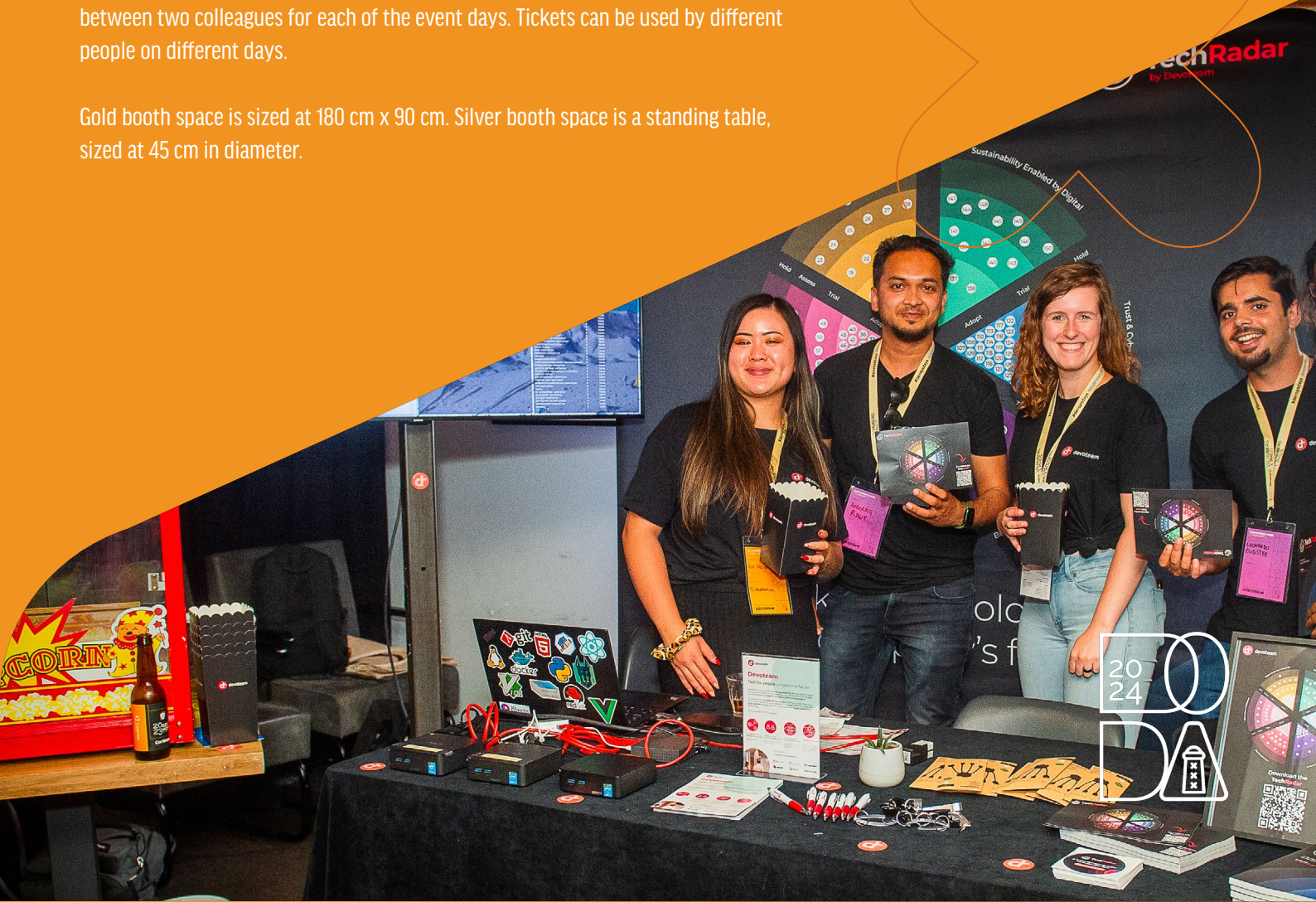
// Booth Space

Gold, silver, and platinum and beer sponsors, receive some of our heavily sought-after booth space. These spaces include a private table, power outlets, and enough room for signage, marketing material and your all-important swag! The exclusive tier coffee sponsor can opt to upgrade their sponsorship in order to obtain Gold booth space.

To ensure your booth is never empty, we provide you with several tickets for your colleagues. Up to 10 additional tickets are available upon request at a 25% discounted fee. Single day tickets are also available in the event you want to split up a ticket between two colleagues for each of the event days. Tickets can be used by different people on different days.

Gold booth space is sized at 180 cm x 90 cm. Silver booth space is a standing table, sized at 45 cm in diameter.

// Exclusive Tiers

PLATINUM SPONSOR

The exclusive Platinum sponsorship connects our sponsor and their brand to all the general social events that are hosted by devopsdays Amsterdam's organization. This includes our cornerstone event: the annual BBQ.

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. During the BBQ, napkins with your logo will provide you with the exposure you're looking to have.

Since it is limited to only one, this tier provides a delicious opportunity to bring attention to your brand during the two pitches you will receive, two tickets to the speakers dinner and five tickets for your colleagues to attend the conference.

Our platinum sponsor is invited to bring two self-standing beach banners which will be displayed outdoors during the BBQ and evening social event.

BEER SPONSOR

Over the past years, we have served many different DevHops Limited Edition Brews. Our devopsdays beers are an attendee favorite. This sponsorship gets your company logo onto our custom DevHops beer labels, a crafty way of getting your logo into everyone's hands! At the end of the event, our Beer Sponsor can take away 48 bottles of DevHops to taste with team members who were not able to attend.

COFFEE TRUCK

Give our attendees the gift of alertness with a cup of freshly brewed joe, java, or a beautifully designed latte. We will work with you to get your logo on each cup and ensure our audience knows what you have been brewing up during your one-minute pitch. For an additional €4000 you can get a gold sponsor-booth in the gold sponsor area for €2000 you can get a silver sponsor-table in the silver sponsor area.

Our coffee sponsor is invited to bring self standing beach banners (maximum 2) to display their logo beside the coffee truck, during hours when the coffee truck is onsite.

FOOD TRUCK

During the event, offer our attendees some delicious local appetizers during the event with your Food Truck. Napkins with your logo will provide you with the exposure you're looking to have.

Food truck sponsors are invited to bring self standing beach banners (maximum 2) to display their logo beside their sponsored food truck, during the time that the food truck is onsite.

LANYARD SPONSOR

A badge with the name and company name isn't complete with a beautiful lanyard. The lanyard gives the finishing touch. Especially with your logo* on it, on display for the full 3 days of the conference.

RECHARGE SPONSOR

Help our attendees stay connected and recharge their devices with our charging lockers. During last year's anniversary edition, the charge lockers were a definite audience-inducted favorite.

Your logo on the charging lockers will make it positively clear that you provide attendees with an opportunity to keep tweeting, connecting, and not running into a flat battery situation. We will make sure the charging stations are located in a high traffic area.

CAPTIONING

As a captioning sponsor, your company will play a pivotal role in making devopsdays Amsterdam more accessible and inclusive. Your sponsorship will directly support the hiring of professionals to live transcribe each session, ensuring that all attendees, regardless of hearing ability, can fully engage with the content. Your company will be mentioned in captions as captioning sponsor when returning from breaks as well as receive an explicit shout out on stage by the MC(s).

Please reach out to us if you have any questions or need something clarified. We can be reached at: amsterdam@devopsdays.org

// Sponsorship Tiers

We are happy to offer the following tiers for the 2024 edition of devopsdays Amsterdam. All packages below are available to sponsors during the conference on June 20 and June 21, 2024, additionally the coffee & platinum sponsors also apply towards the workshop day on June 19, 2024.

Please note that all slots are available on a *first-come, first-serve basis* (with a payment term of *NET30* if the event date is more than 30 days away, and *NET15* if the event date is less than 30 days away). Once we have sold the space, it will become unavailable.
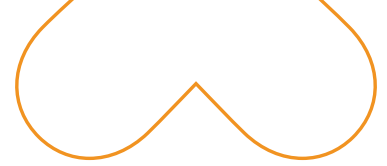
EXCLUSIVE TIER PACKAGES

	Bronze	Silver x8	Gold x8	Platinum x1	Captioning	Food truck x4	Lanyard	Recharge station	Coffee	Beer
	€ 1250	€ 4000	€ 8000	€ 15000	€ 2000	€ 4000	€ 5000	€ 3500	€ 8500	€ 10000
Logo on website	●	●	●	●	●	●	●	●	●	●
Logo in emails	●	●	●	●	●	●	●	●	●	●
Logo printed on beer bottles										●
Logo printed on napkins				●		●				
Logo printed on coffee cups									●	
Logo on beach banners during Event				●		●			●	
Logo in rotation on TVs/beamers	●	●	●	●	●	●	●	●	●	●
Included tickets	1	2	3	5	1	2	1	2	3	3
1 high standing table		●							addt'l € 2000	
Sponsor booth			●	●					addt'l € 4000	●
Exclusive sponsor of all social events				●						
Sponsor on the workshop day				●					●	
1 minute pitch			●	●					●	●
Additional 1 minute pitch				●						●
Up to 10 additional tickets with a 25% discount	●	●	●	●	●	●	●	●	●	●
Company name mention in captions after break.					●					

Becoming a sponsor is easy: Reach out to us at amsterdam@devopsdays.org and we will get back to you as soon as possible

Please reach out to us if you have any questions, need something clarified, or have a crazy idea, and want to go wild. We will work with you to craft a package that fits your budget and needs. We can be reached at: **amsterdam@devopsdays.org**

// Sponsorship FAQ

1. WHEN AND WHERE IS THE EVENT?

Devopsdays Amsterdam will be held on June 19-21, at Pakhuis de Zwijger in Amsterdam.

2. WHAT ARE THE PAYMENT OPTIONS?

We can accept payments via bank transfer (preferred) or credit card (fees are to be paid by you). All sponsors must make payments within 30 days to avoid the cancellation of the contract. Sponsorship is not confirmed until payment is received, and as such, no sponsor benefits will be available until complete payment (logo on website, ticket redemption codes, etc.) is received.

3. WHEN DO I NEED TO PAY?

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.

4. 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.

5. WHAT ARE THE BEHAVIOR EXPECTATIONS OF SPONSORS?

Sponsors are expected to follow our event's Code of Conduct (https://devopsdays.org/amsterdam/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.

6. HOW BIG IS OUR BOOTH SPACE?

There are 2 types of booths available, gold and silver. Platinum and beer sponsors get space allocated in the gold sponsor area.

• Gold sponsors get a 180 x 90 cm table
• Silver sponsors get a 45cm in diameter high standing table

All booths come with a power strip and 2 chairs. Conference wifi is available to use. TV screen (55") rental is available upon request for €300 plus VAT but will need 2 weeks notice before the event.

7. CAN WE BRING IN ROLL-UP BANNERS AS OUR BACK WALL?

Whatever you bring must fit behind or on your table. Keep in mind, this conference is not about the booth!

8. 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.

9. DO WE GET ANY SPONSORED TALKS?

No, but you are welcome to submit a talk proposal for consideration. See https://talx.devops.foundation/devopsdays-amsterdam-2024/cfp for more information.

10. WHAT DOES THE ONE MINUTE PITCH CONSIST OF?

Certain sponsors are given a specific scheduled one minute spot on the main stage to introduce themselves and their company to the full audience. The emcee will invite a small number to make their announcement during transitions between sessions. The specific schedule will be communicated to you in advance.

11. WHO SHOULD I SEND TO THE CONFERENCE?

We have found that companies get a better response when they send technical staff that can interact with the attendees during sessions, Open Spaces, and breaks. Sponsor personnel are free to attend the sessions and participate in the group conversations and Open Spaces process as part of the community. As a practitioner-focused event, this isn't a place where doing pure marketing and just trying to gather leads is as effective as engaging with the attendees with demos and technically knowledgeable people.

12. 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.

// Sponsorship FAQ

13. DO YOU WORK WITH BADGE 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.

14. 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) for whatever drawing mechanism you want to use at your table or via other means. At the closing session we will give you a short time slot on stage for your giveaway activity. Just let us know.

15. CAN I COORDINATE MY OWN EVENTS INSIDE/ALONGSIDE DEVOPSDAYS AMSTERDAM?

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 evening events during lunch or after our happy hour, but please discuss it with us well ahead of time.

16. 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 operations and IT engineering, with a small percentage indicating management or C-level position.

17. 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.

18. 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.

19. CAN I BUY EXTRA TICKETS?

Yes. Once you have completed your payment, we will send you a unique code to register up to 10 additional tickets for your company at 25% off. Or if you'd prefer an invoice and buy tickets that way reach out to us at amsterdam@devopsdays.org.

20. 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 out your promo materials. In addition there will be swag tables made available in the conference area. Feel free to make your promo materials available there, whether or not you have a booth space.

21. WHAT KIND OF SWAG SHOULD I PUT ON THE TABLE?

The choice is yours to make, but we, the organizers from DevOpsDays, prefer sustainable goodies. If you need help, please don't hesitate to ask us.

// Sponsorship FAQ

22. 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.

23. CAN WE SHIP STUFF AHEAD?

Yes, you can. Please get in touch with us to make arrangements.

24. 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.