

## DevOpsDays Berlin 2015 Sponsor

### Do you want to connect with tech and business minds?

---

After two successful and sold out conferences in 2013 and 2014, DevOpsDays Berlin goes into round three of bringing people from all trades in tech and business together. With amazing speakers, great collaboration and networking formats, the Berlin edition of this global conference is an established and valuable place to connect, share and learn. We believe that 2015 will continue this tradition.

DevOpsDays is about inspiring people, driving mindset and exchanging knowledge with those who are at the forefront of DevOps. We like to share best practices and learn from those who know best. We believe there is a lot to gain in bringing like minded people together and have a chance to discuss the future of our industry and trade.

Sponsoring DevOpsDays Berlin connects your company to some of the greatest technical and business minds in the industry who are influencing decisions in security, monitoring, operations, engineering, quality, and organizational change.

So what is the right sponsoring package for you and what do you get from it?

#### Booth Space

Gold Sponsor packages receive booth space at the event. This is the perfect spot for your engineers to meet other tech geeks. Your booth space will have of a booth table and chairs. You can decorate your table as you like, eg. you can use it to display your signage, products, materials or swag giveaways. We encourage sponsors to send engineers to interact with attendees during session breaks, and to avoid large displays and heavy marketing materials.

Silver sponsors share a swag table where they can lay out printed materials, stickers or other swag. Since this is a shared table, please be a good neighbor and don't use up too much of the table.

#### One-minute Pitch

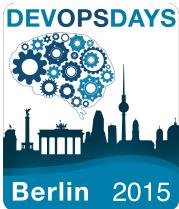
Between sessions, Gold Sponsors are given one minute to introduce themselves and their company to the full audience. The moderator will invite a small number to make an introduction during transitions between sessions.



## The Venue

DevOpsDays Berlin will be held at the [Kalkscheune](#) (Johannisstraße 2, 10117 Berlin), literally in the middle of one of Berlins numerous cultural hubs. The legendary Brandenburger Tor is within walking distance and it's well connected with public transport.





## Evening Event Sponsor

You will be hosting the evening event on Monday night (26. October 2015) at a location of our choice. You can bring signage to our location and will have a one minute opportunity to introduce yourself and your company to the full audience.

DevOpsDays Berlin offers the following sponsor packages for 2015

Sponsor Packages	Silver (Limit:6)	Gold (Limit: 9)	Evening (Limit: 1)
Price (Euro) excl. VAT	€1,000	€3,000	€5,000
Logo on DevOpsDays website	✓	✓	✓
Logo on all email communication	✓	✓	✓
2 included tickets	✓	✓	✓
2 additional tickets		✓	✓
1 minute pitch to full audience (including streaming audience)(**)		✓	✓
Shared table for swag	✓		✓
Private Booth/table space		✓	
Named host of the evening event			✓
Thank you tweet to our Twitter followers		✓	✓

(\*) This is an optional session open to all attendees

(\*\*) Streaming of the event is optional and not guaranteed

Become a sponsor now by emailing [organizers-berlin-2015@devopsdays.org](mailto:organizers-berlin-2015@devopsdays.org), or visiting <http://devopsdays.org/events/2015-berlin/sponsor/>.



## Sponsor FAQ

### 1. Can you send me a floor plan?

You can find the floorplan & directions to the venue here:

<http://www.kalkscheune.de/de/download>

### 2. How big is our booth space?

For Gold Sponsors, you will receive a table and two chairs that you can decorate as you like.

Silver sponsors share a swag table where they can lay out printed materials, stickers or other swag. Since this is a shared table, please be a good neighbor and don't use up too much of the table.

### 3. When can we pick our booth spot?

Booths are not selectable. Our team will assign your table. Assignments will be made two weeks before conference date. You can enter the venue on the morning of day one at 8:30am to setup your table, 9:30am on day two.

### 4. How many scanners (and which type) do we get?

None. The booth is a place to talk to people during breaks and this conference is not a typical conference or convention. We have seen that sponsors benefit the most when they bring engineers to the conference and interact with the attendees during the sessions--not only at the booth. You are responsible to collect any info you want in person if you want to do giveaways.

### 5. Can we bring a 1m roll-up as our back wall?

Whatever you bring must fit behind or on your table. This conference is not about the booth! You can of course choose to not have a table at all and instead just place a roll-up.

### 6. Will we have any chairs are our booth?

Each booth comes with 2 chairs. (See question 2.)

### 7. Will there be a company sign at our booth? When do you need graphics?

You must bring your own signage and all signage must either fit on the 6' table or behind it.

### 8. Do we get any sponsored talks?

No, but you are welcome to submit a proposal for consideration. See

<http://devopsdays.org/events/2015-berlin/propose/>



**9. Do we get electricity connection for our booth?**

*Yes, you'll get a power strip.*

**10. Will wifi connection be good enough for showing demos?**

*Yes, but not guaranteed.*

**11. Do we get an ad in the program? When do you need graphics?**

*We don't do ads. But we do add your logo to the sponsoring section of our website as part of your sponsoring package. Please do send us a high resolution or vector version of your logo for that.*

**12. Do we get a dedicated email blast?**

*No, even better. We will give gold and evening sponsors a twitter shout out.*

**13. Who should I send?**

*Not marketing folks, send your techie geeks that can interact with the attendees during sessions, Open Spaces, and breaks.*

**14. What are the demographics of the attendees?**

*Technologists, architects, tech leads, business minded people.*

*Geographical Split: 90% Germany, 9% EU, 1% US*

**15. Can we get Platinum - sponsorship?**

*There is no platinum sponsoring package available for DevOpsDays Berlin.*

**16. How do I pay the sponsorship package?**

*We will provide you with an invoice and will be able to accept wire transfer.*

*The invoices will be handled from:*

*NETWAYS Event Services GmbH*

*Deutschherrnstr. 15-19*

*90429 Nürnberg*

*Reg. Nürnberg HRB 23491*

*GF: Julian Hein, Bernd Erk, Karolina Hein*

*VAT-Nr. DE 216837402*

*For this, we need the official business address, full name of your contact and VAT number.*



**17. How do we register our sponsor tickets?**

*Once payment has been done, we will send you an email requesting the registration details of the attendees that will use the tickets associated with your sponsorship level.*

**18. Can we ship stuff ahead?**

*Yes. Please send us an email so we can work out the details.*

**19. Can we lock things at the venue during the event?**

*Yes. There is a shared room where you can stash stuff. Access is organized by the venue itself.*

*If you have any questions not answered above, please do not hesitate to send us an email at [organizers-berlin-2015@devopsdays.org](mailto:organizers-berlin-2015@devopsdays.org) !*