DevOpsDays Madison 2016 Sponsor Prospectus

This is the inaugural year for DevOpsDays Madison. Our goal is to bring representatives from many organizations from the Madison region, and beyond, together to learn from each other and continue expanding our vibrant tech community. We'll have attendees from finance, technology, insurance, legal, healthcare, academia, and more all learning how to improve their investments in technology resources. We expect around 130 folks joining us for our first event.

Why Madison? Our tech scene has been growing for some time now. A recent CBRE Research study showed Madison had the highest change in momentum gain in the tech labor pool between 2013-2015. Between people coming in for our growing job market and the UW's high ranking CS department, Madison is a prime place to recruit new or remote employees. It's also a great place for tech employees to work. In fact, Madison was recently ranked #4 by Glassdoor for Software Engineering salaries adjusted for cost of living.

DevOpsDays Madison brings development, infrastructure, operations, infosec, management, and leadership together to discuss the culture and tools to make better organizations and products. Sponsoring DevOpsDays Madison will expose your brand to influencers in this growing technology community and give your organization's representatives a chance to talk with conference participants.

	Bronze	Silver	Gold
Cost	$1,000	$2,500	$4,000
Included Tickets	1	2	4
Table Size	N/A	½ table	Full table
Logo on DevOpsDays Madison website, main room signage, and email communication.	√	√	√
Logo on shared slide during breaks		√	√
Logo on shared slide in recorded video pre-rolls	√	√	√
1-2 minute pitch to full audience			√

Whether you're looking to recruit more talent, demo a new product, or generate brand awareness, DevOpsDays provides a unique opportunity to interact with technology professionals.

This year, we are hosting DevOpsDays Madison in the Overture Center for the Arts, in the heart of downtown Madison, right on the Isthmus. The event will have a main gathering room with sponsor tables and places for great conversation.

* We also have sponsorships available ala cart for meals, snacks, evening events, lanyards, etc. Contact us for details.

Contact us: organizers-madison-2016@devopsdays.org