



# DevOpsDays

Moscow 2017



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### **Sponsor Prospectus**



# Venue – Technopolis “Moscow”





# What is DevOpsDays?

- **DevOpsDays** is about software engineering, development efficiency and new technologies.
- **DevOpsDays** is the largest world-wide community event that brings together the most enthusiastic engineering and operations minds.
- **DevOpsDays** is an opportunity to meet and talk to the community leaders and Top-rated IT companies.



# DevOpsDays in numbers

DevOpsDays started in 2009, in Belgium (Ghent). Since that epic day:

- 75 events around the globe were held in 7 years;
- In 2016, 33 events will take place in 12 countries!
- This year, DevOpsDays is scheduled for all continents, from Africa to America;
- Largest software companies help this to happen ... In 2015 and 2016, we are supported by 583 event sponsors all over the world!
- Event community is a one big family. Ten thousands of IT specialists already took part in DevOpsDays events.

And now we are coming to **Russia**. Privet, Moskva!



# What sponsoring DevOpsDays will get you?

Sponsoring DevOpsDays Moscow is a unique opportunity to connect with nearly 400 of the best minds in the industry! Our program is structured in a way that you can get in touch with professionals in security, operations, engineering and quality assurance, as well as decision makers and thought leaders in the IT community.

- Tell about yourself, your technology, solutions and products to a wide audience of IT-specialists from various business branches;
- Find new corporate clients, customers, establish useful business contacts;
- Recruit professionals who may be interested to work in your company;
- Be the first in Russia to support probably the largest DevOps community in the world.

**Want to expose your brand to key influencers? Check out our sponsorship packages.**



# These sponsors care about DevOps future.

You can be among them!





# Sponsorship packages

	Silver 3000 USD	Gold 5000 USD	Platinum 10000 USD
Logo on website	+	+	+
Logo in e-mail communications	-	+	+
Included tickets	3	5	10
Own table at the event	-	-	+
Shared table for giveaways	+	+	-
Pitch to the audience	-	«1 min» pitch	«2 min» pitch
Participant package insert	-	+	++
Partner stretch wall logo (venue)	Small	Medium	Central position, large
Partner roll-up on the event	-	+	+
Logo on slides during breaks	Shared silver slide	Shared gold slide	Personal slide
Dinner with speakers and key influencers	-	1 ticket	1 ticket
<u>OPTIONAL</u> : Private room for demos			+ (additional cost)





# Sponsorship information

## Options description

1. **Included tickets** – each sponsor gets some additional tickets to visit the event with his delegates. The number of tickets vary from sponsor package status. Furthermore, sponsors can buy additional tickets at a special low price. Show your concern, share the tickets among your employees and partners!
2. **Table space:**
  - Platinum sponsors can have their own personal table at the event. Consider it your personal meeting place to talk and learn from other DevOps enthusiasts.
  - Gold and Silver sponsors get two shared tables on the event for they're giveaways and communications. One table for each sponsor category.
3. **Pitch to the audience:**
  - Platinum and Gold sponsors show commitment to our community and probably want to share a few words with us. Gold sponsors have one minute to reach out to the audience. Platinum sponsors have two minutes. This is the perfect moment to pitch a relevant product or let people know you are hiring.
4. **Event roll-up:**
  - Gold sponsors will be able to place one standard roll-up in the main hall.
  - Platinum sponsors will be able to place one standard roll-up in the main conference room.
  - There will be a big stretch wall with all Silver, Gold and Platinum sponsors. Logo size and position is provided according to the sponsorship status.
5. **Participant package insert:**
  - Gold and Platinum sponsors will be able to provide one insert to the participant package. Insert format is discussed individually.
6. **Dinner with speakers and key influencers:**
  - At the end of the event, we are planning a small VIP dinner with all lectures, special guests and the most interested community members. Gold and Platinum sponsors will get one extra ticket to the VIP party.
7. **Logo and etc:**
  - All sponsors get they're logo placed on the web site in the appropriate category.
  - Silver sponsors logos will be placed on a shared slide during the breaks.
  - Gold sponsors will also get a shared slide during the breaks.
  - Platinum sponsors will get a personal slide during breaks each.
  - Gold and Platinum sponsors will be in all event e-mail communications with the participants.
8. **Private room for demos** – Platinum sponsors will get an additional option included – they can request a personal isolated room for demos and talks. This option is "first come first serve" – number of rooms is limited! This option comes with an additional cost to the sponsorship package, and is discussed individually.



# Contacts & General information

1. Planned date – 11 February 2017.
2. Planned Venue - Technopolis “Moscow”, congress-center (Volgogradsky prospect, 42/5).
3. Planned number of participants – 400.

## Contacts:

- Organizers e-mail: [organizers-moscow-2017@devopsdays.org](mailto:organizers-moscow-2017@devopsdays.org)

## Contact phone:

- +7 (966) 071-71-86 (Boris)

Please contact us if you have any questions.

See you on the DevOpsDays!