

## So, You'd Like to be a DevOpsDays Sponsor?

Sponsoring DevOpsDays connects your company to local technical and business minds who are influencing decisions in security, monitoring, operations, engineering, quality, and process. DevOpsDays Denver offers the following sponsor packages for 2016.



Sponsor Packages	Bronze	Copper*	Silver	Gold	Happy Hour*
Price (USD)	\$1,500	\$2,000	\$2,500	\$3,500	\$4,000
2 included tickets	✓	✓	✓	✓	✓
Logo on DevOpsDays Web site	✓	✓	✓	✓	✓
Logo on all email communication	✓	✓	✓	✓	✓
Demo a product ( 20 min ) during Open Space Session				✓	✓
1 minute pitch to full audience				✓	✓
2 additional tickets			✓		
4 additional tickets				✓	✓
Shared table for giveaways	✓	✓			
Display of your roll-up/pop-up banner in the venue near high traffic areas			✓		
Booth space with table			✓	✓	
Full access to decorate bar and host activities during Happy Hour					✓
Logo co-branded on lanyard				✓	✓
Special Visibility promotion		✓			

\*\* Limited sponsorship is available for the Happy Hour and Copper packages

## Special Visibility Packages

With each of these sponsor options, we will make sure the attendees know you sponsored the event by providing the opportunity to associate your brand with a high-visibility activity during the event. There will be up-front announcements of these events, social media, website promotion and, of course, your logo or pop-up banner will be incorporated in some fashion (depends on option).

Each of these are unique opportunities and are available on a first-come / first served basis.

**When we run out, we have run out!**

- Caffeine: We plan to have a coffee cart to keep the audience caffeinated through the event.
- Wireless Networking: Your company name will be the SSID for the network at the conference.
- Ice Cream Social/Smoothie: During our afternoon break on day 1, we will have an ice cream social featuring Little Man Ice Cream.
- Dessert/Cupcake Break: During our afternoon break on day 2, we will have a little dessert social.

Become a sponsor now by emailing [organizers-denver-2016@devopsdays.org](mailto:organizers-denver-2016@devopsdays.org) , or visiting <http://www.devopsdaysroxo.org/sponsor.html>



## Who Attended in 2015?

2015 our first Denver DevOpsDays and a sold out event, filling the venue with over 250 attendees for the 2 day conference. The majority of attendees were of a technical nature aligned with development, operations, application security, QA and build engineers. There was also a strong showing from management at the conference.

## Booth Space

Gold and Evening Sponsor packages receive booth space at the event. Your booth space will consist of a 6' or 8' rectangular table placed in the lobby of the FORTRUST venue. Your table can be used to display your products and 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.

## One-minute Pitch

Between sessions, Gold and Evening Sponsors are given one minute to introduce themselves and their company to the full audience. The emcee will invite a small number to make an introduction during transitions between sessions. In addition to the full audience, your one-minute pitch will be visible to the audience watching the video of the show.

## Happy Hour Sponsor

The Happy Hour is on Thursday evening and is the big social event of the DevOpsDays. There is only one Happy Hour Sponsorship available and the sponsor package includes all the drinks, food and entertainment. As the sponsor of the happy hour you get complete access to decorate the Happy Hour bar. Dress it up with your banners, posters and other swag--feel free to make it what you want it to be.



## Sponsor FAQ

1. How big is our booth space?
  - a. For Gold Sponsors, you will receive a 8' table and two chairs.
  - b. Silver sponsors share a 6' table and two chairs.
  - c. Copper/Special Visibility Sponsors can lay out printed materials, stickers or other swag. For these sponsors, these will be shared tables so please be a good neighbor and don't use up too much of the table.
2. Who should I send to staff our booth?
  - a. It is always good to have sales and marketing people on staff. Make sure to send your techy geeks that can interact with the attendees during sessions, Open Spaces, and breaks. Sponsor personnel are encouraged to attend the sessions and participate in the group conversations and Open Spaces process as part of the community.
3. When can we pick our booth spot?
  - a. Booths are not selectable. Our team will assign your table.
4. How many scanners (and which type) do we get?
  - a. None. The booth is a place to talk to people during breaks. 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 during with the attendees. You are responsible to collect any info you want in person.
5. Can we do a giveaway on stage?
  - a. Yes. If you want to do a giveaway, you will need to collect your own information (e.g. business cards, entry slips, etc.) for whatever drawing / mechanism you want to use. At the closing session, we will give you a short time slot on stage for your giveaway activity. Just let us know.
6. Can we bring 1m roll-up as our back wall?
  - a. Whatever you bring must fit behind or on your table. This conference is not about the booth!
7. Will we have any chairs are our booth?
  - a. Each booth comes with 2 chairs.
8. Will there be a company sign at our booth?When do you need graphics?
  - a. You must bring your own signage and all signage must either fit on the table or behind it.
9. Do we get any sponsored talks?
  - a. No, but you are welcome to submit a proposal like everyone else.
10. Do we get electricity connection for our booth?
  - a. Yes. You'll get a power strip.

11. Will wifi connection be good enough for showing demos?
  - a. Yes.
12. Do we get an ad in the program? When do you need graphics?
  - a. When payment for your sponsorship is confirmed, we will need one logo graphic. That will be what we use in all materials.
13. Do we get a dedicated email blast?
  - a. No.
14. What are the demographics of the attendees?
  - a. DevOps Days Denver typically attracts technologists, architects, and technology managers. These folks are attending to learn and to share learnings about the DevOps movement. They most appreciate sponsors who engage with them with that in mind.