



# Sponsorship Prospectus

APRIL 27-29, 2021 – VIRTUAL

[CONTACT@DEVXCONF.ORG](mailto:CONTACT@DEVXCONF.ORG) | [DEVXCONF.ORG](http://DEVXCONF.ORG)



# Manifesto

DevX Conf is about developer experience - our daily experience when trying to get the job done. We write code within specific languages/frameworks, use tools, glue them together to (tool) chains, develop against APIs and communicate and collaborate with our colleagues. All of that should be efficient, sustainable and joyful.

The myriad of tools that are released each single day initially sounded like the promised developer-land. While choice is great, it doesn't necessarily make our lives easier. How that feels? This pure gold [CNCF landscape meme](#) is worth more than a thousand of words. Our friends at Redmonk gave it a name - [developer experience gap](#) and brought it home with their definition:

...] developers are forced to borrow time from writing code and redirect it towards managing the issues associated with highly complex, multi-factor developer toolchains held together in places by duct tape and baling wire.

"The Developer Experience Gap" by Stephen O'Grady, Redmonk

However, there is light at the end of the tunnel as individual developers, teams and projects start to think deeply about design, style and taste for tools to help us get into a flow focused on what we all love most: being creative and writing elegant code. What all of them have in common is the desire to delight, the desire to reduce friction and the desire to leverage automation to solve problems and turn duct tape into a Swiss clockwork that works reliably below the surface. This community and conference is for them.

With DevX Conf we want to create a space for creators where we can start from first principles, collaborate, listen, discuss and declutter our workflows, toolchains and minds to make developers feel like everything is at their fingertips. The goal is to foster an ecosystem that sparks dialogue and establishes best practices and frameworks across the areas of coding, testing, building, deploying, collaborating and running.

# About

## At a glance

### SPEAKERS

We actively seek out to speakers who advocate the cutting edge of their particular discipline and who can share their insights of building exceptional dev experiences. We're striving for a diverse representation of speakers.

### AUDIENCE

We're aiming for international attendees that share a curious mindset and aim for frictionless developer experiences. Professional open-source maintainers, technical product leaders, innovative start-up founders as well as senior executives are expected to join. Most attendees will likely be from Europe and North America.



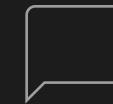
### 3 DAYS

One Gitpod community day  
Two conference days



### ATTENDEES

Software engineers and product leaders from all over the world.



### SPEAKERS

10+



### TOPICS

Code  
Build, test & deploy  
Collaborate  
Run

# Benefits of Sponsoring



## STRIVE FOR EQUITY

With your sponsorship we'll build a more diverse and equitable tech community by supporting tech scholarships and donations to empowering organisations. Become an active part of a more diverse, inclusive and understanding tech community. A better place for all.



## BRAND AWARNESS

Your brand will be associated with the leading-edge space of developer experience. Be part of this fast-growing tech community and pioneer the field of dev experience with us.



## PARTNERSHIPS & COLLABORATION

Collaborate on innovative projects and find strategic partnerships with project maintainers and technical leaders ranging from start-ups to corporate developers to senior executives.



## TALENT ATTRACTION

The industry's top developer talents will get to know about your company and your vision for developer tools. Connect with engineers from all over the world.



## THOUGHT LEADERSHIP

Demonstrate your company's leadership and thought for innovation. Show your passion for tools that prioritise developer experience and communicate your visionary brand positioning.

# Sponsorship Options

Promote your technologies and demonstrate your brand positioning the in the DevX landscape to key influencers and aspiring software engineers.

## ORGANISATIONS WE SUPPORT:

@DiversifyTechCo  
@jointechladies  
@pocintech  
@WomenWhoCode  
@Code2040

|  | GOLD   | SILVER | START-UP |
|--|--------|--------|----------|
| Pre-event tweet from @devxconf                             | ●      | ●      | ●        |
| One official retweet from @devxconf                        | ●      | ●      | ●        |
| Logo & link on event landing page                          | ●      | ●      | ●        |
| Company description on the website                         | ●      | ●      | ●        |
| Recognition in pre- & after-conference email               | ●      | ●      |          |
| Dedicated discord sponsor channel                          | ●      | ●      |          |
| Sponsor designation in press releases                      | ●      | ●      |          |
| Logo recognition before keynote starts                     | ●      |        |          |
| Customised messages during a session break                 | ●      |        |          |
| We donate \$500 in your name to an organisation we support | ●      |        |          |
| During-event standalone tweet                              | ●      |        |          |
| Sponsorship Cost   | \$5000 | \$1000 | \$500    |



# Interested in Sponsoring?

LET'S TALK

[CONTACT@DEVXCONF.ORG](mailto:CONTACT@DEVXCONF.ORG)

Organized by

Gitpod, an open-source developer platform  
for automated dev environments.

ALL ABOUT DEVX



Gitpod