

# Sponsorship Prospectus

APRIL 28-29, 2021 - VIRTUAL - 3PM TO 9PM CET // 6AM TO 12PM PT



# 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 1) develop 2) collaborate 3) test, build & deploy 4) run.

# About

## At a glance

### SPEAKERS

Speakers are high-reach, technical personalities that deeply care & think about leveraging automation in our day-to-day workflows. They are at the cutting edge of their particular discipline and share insights from products they built or technology they embrace. We're proactively selecting speakers to ensure a diverse representation.

### AUDIENCE

Attendees will be engineers from all over the globe that share a curious mindset and strive for a frictionless developer experience when trying to get their job done. Think professional developers, open-source maintainers, technical product leaders, productivity/platform engineers. Most attendees will likely to be from Europe and North America.



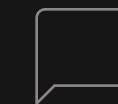
### 2 DAYS

Two conference days  
From 3pm to 9pm CET  
// 6am to 12pm PT.



### ATTENDEES

Professional devs and product leaders from all over the world (we target 2k)



### SPEAKERS

20+



### TOPICS

Develop  
Build, test & deploy  
Collaborate  
Run

# Benefits of Sponsoring



## BRAND AWARNESS

Your brand will be associated with the leading-edge of developer experience. Be part of a fast-growing community and position your brand where it matters most: in front of the individual developer.



## TALENT ATTRACTION

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



## FUNDING OPEN-SOURCE PROJECTS

DevX Conf is a non-profit event. For each gold sponsor we'll donate \$500 to open-source projects we depend upon. We want to encourage people, companies and conferences to secure their supply chain.



## 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.



## 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 technology and demonstrate your brand positioning in the DevX landscape to key influencers and world-class software engineers.

## OPEN-SOURCE PROJECTS WE SUPPORT:

curl  
numfocus  
rust-analyse  
webpack  
babeljs  
NEXTJS

more to be announced

	<b>GOLD</b>	<b>SILVER</b>	<b>START-UP</b>
Pre-event group tweet from @devxconf	●	●	●
One official retweet from @devxconf	●	●	●
Logo & website link on event landing page	●	●	●
Company description on the website	●	●	
Dedicated discord sponsor channel	●	●	
Sponsor designation in press releases	●	●	
Logo recognition before keynote starts	●		
Elevated position in Sponsor Expo	●		
Donation of \$500 to an open-source project we support	●		
During-event standalone tweet	●		
<b>Sponsorship Cost</b>	\$3 000	\$1 000	\$500



# Interested in Sponsoring?

LET'S TALK

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

Organized by

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

ALL ABOUT DEVX



Gitpod