



DevOpsDays Singapore 2015

Sponsor/Exhibitor Application and Contract

What is DevOpsDays?

DevOpsDays is a 2-day conference that will be held in Singapore on October 16th and 17th, 2015. This conference, which is now happening frequently around the globe, is *the* conference for bridging the gap between development and operations. DevOpsDays is a grassroots event for connecting professionals in the field allowing them to share experiences, advice, ideas, and tools relating to DevOps. It is organised by people who care about DevOps, for people who care about collaboration, automation, measurement, and improvement.

Why Sponsor Us?

The DevOpsDays event mandate is to bring the highest quality speakers, experts, and the curious together. This is the first edition of DevOpsDays in Singapore and the first in Southeast Asia in recent years.

Singapore is not only one of the fastest growing startup hubs in the world but is also a trusted healthcare, telecom, and financial services nexus in Asia with strong investment in technology from the Government. We aim to attract representation from large enterprises and the startup community alike.

By sponsoring DevOpsDays, you will be exposing your company's brand and services to Singapore and Southeast Asia's top talent in this rapidly growing space.

Sponsoring DevOpsDays Singapore connects your company to some of the greatest technical and business minds in the industry who are influencing decisions in security, monitoring, operations, engineering, quality, and organisational change.

What is the right sponsor package for you?

Booth Space

Gold sponsors receive booth space at the event. This is the perfect spot for your engineers to meet other tech geeks. Your booth space will have a booth table and two chairs. You can set up your table as you like, be it to display signage, products, 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.

Silver sponsors share a swag table where they can lay out printed materials, stickers, or other swag. Since this is a shared table, please be a good neighbor and don't use up too much of the table.

One-minute Pitch

Between sessions, Gold Sponsors are given one minute to introduce themselves and their company to the full audience. The moderator will invite a small number to make an introduction during transitions between sessions.

Evening Event Sponsor

You will be hosting the evening event on Friday night (October 16th) at a location of our choice. You can bring signage to our location and will have one minute to introduce yourself and your company to the full audience.

The Venue

DevOpsDays Singapore 2015 will be held at the [Atrium Ballroom in the Raffles City Convention Centre \(80 Bras Basah Road, Level 4\)](#), in the middle of one of Singapore's numerous cultural hubs. Many attractions are within walking distance and the location is well connected with public transport ([map](#)).



SPONSORSHIP PACKAGES

Our sponsorship packages are structured around how you can help be part of the conference.

Packages	Contributor 500 SGD	Silver 2,500 SGD	Gold 5,000 SGD
# available	unlimited	4	6
Logo on DevOpsDays Singapore event website	✓	✓	✓
Logo on Devops Singapore meetup page till the event	✓	✓	✓
Tickets	1	2	4
Logo on shared slide, rotating during breaks		✓	✓
Mentions in social media and outgoing material			✓
Logo size in print program		Medium	Large
1 minute pitch to full audience			✓
Shared table for swag		✓	
Dedicated Booth/table space			✓

SPECIAL SPONSOR PACKS

In addition to the main sponsorship levels described in the table above, there are also standalone packages that can be purchased either on their own or in addition to a core sponsorship package.

Packages	Lanyard 2,000 SGD	Speaker Dinner 3,000 SGD	After Party 8,000 SGD	Venue 12,500 SGD
# available	2	1	1	2
Logo on DevOpsDays Singapore event website	✓	✓	✓	✓

Logo on Devops Singapore meetup page till the event	✓	✓	✓	✓
Logo on attendee badges	✓			
Tickets	1	2	4	6
Banners, branding and giveaways at the venue		✓	✓	✓
Mentions in social media and outgoing material				✓
1 minute pitch to full audience				✓
Dedicated table space				✓
Your company is the lead sponsor for the DevOpsDays conference venue				✓
Your company hosts the DevOpsDays first night party on Friday			✓	
Banners, branding and giveaways at the party			✓	
1 minute pitch to party audience			✓	

NOTE: WE CANNOT RELEASE ATTENDEE INFORMATION; SIZE & PLACEMENT OF LOGOS VARY ACCORDING TO SPONSORSHIP; PLEASE PROVIDE US WITH A VECTOR / HIGH RESOLUTION LOGO FOR THE PRINT PROGRAM. ALL INCLUDING [GST](#).

TO ALLOW US SUFFICIENT TIME TO PREPARE FOR AND ORGANISE THE MARKETING AND OTHER RELEVANT ACTIVITIES, PLEASE PROVIDE IN A TIMELY MANNER YOUR LOGO AND OTHER RELEVANT MATERIALS OR INFORMATION REQUIRED FOR SUCH PURPOSES.



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Please write clearly in blue or black ink. Please print your organization name and information exactly as it should appear on all promotional and marketing materials for the event.

Primary Contact Information

Name: _____ Email: _____

Phone: _____ Fax: _____

Mailing Address: _____

Company Information

Name: _____ Website: _____

Phone: _____ Fax: _____

Mailing Address (if different from above): _____

Sponsor/Vendor Selection

Sponsor/Vendor Package(s): _____

Total Amount Due

SGD _____

Cancellation Policy

We will refund 50% of the total sponsor or exhibit fee for cancellations received in writing no less than 60 days before the first day of the conference. After that date, no refunds will be made.

We reserve the right to cancel the event if this is caused by any event beyond our control (such as weather, strike) or due to low number of registration for the event. Upon such cancellation, we will return the net amount after deduction of the costs we, acting reasonably, allocate to you, without any obligation to pay you any interest or other compensation.

Payment Type

ThoughtWorks Pte Ltd ("ThoughtWorks") is supporting the organisers behind DevOpsDays Singapore 2015. We prefer a wire transfer to the ThoughtWorks bank account. The account details are below (they will be included on the invoice for convenience sake)

Bank name: HK and Shanghai Banking Corp Ltd
Account name: THOUGHTWORKS PTE. LTD.
Account number: 7232 047-776075-001
Currency: SGD
Swift code: HSBCSGSG

Payment must be made before 15th of September, 2015 to keep your registration, otherwise, we reserve the right to cancel your registration.

You shall be responsible for all bank fees or other costs (if any) related to the payment.

Other Information

PROCESS MOVING FORWARD:

- Once you sign the contract and return it to us we will revert to you with an invoice for payment of the sponsorship funds. You should also accompany it with appropriate logos for upload to the event page and collateral purposes.
- We send you a copy of the counter signed contract.
- Please make the payment to the above bank account and let us know once the payment is made. Please keep a screenshot of or the receipt from the transfer to resolve any discrepancies.
- We will inform you of a successful receipt of payment and work with you to help you prepare for the event.

DEADLINES: Company logos, descriptions, banners, advertising pages, tote bag inserts and similar must be provided by the applicable deadlines for inclusion in the promotional materials for DevOpsDays. See the DevOpsDays website (www.devopsdays.org/events/2015-singapore) and sponsor mailings for details.

COMPANY LOGO AND INFORMATION: You will be required to submit a company logo and company/product description as outlined in the sponsorship details above. DevOpsDays is authorized to make use of this information for the DevOpsDays program, web site, and associated

materials. Company descriptions and print and web logos should be submitted via email to organizers-singapore-2015@devopsdays.org and should comply with the following specifications:

1. Black and white vector image (SVG, EPS, AI) with text converted to outlines (no gradients);
2. Color vector image (SVG, EPS, AI) with text converted to outlines;
3. URL for website link;
4. 72 ppi non-animated web bitmap (.png, .gif or .jpg) 160x80 max size.

The web logo will appear on a white background. We emphasize, *all text in vector artwork* must be converted to outlines; DevOpsDays is not responsible for providing fonts for printing sponsor submitted logos.

GOOD FAITH EFFORT: All sponsor and vendor benefits will be provided on the basis of a good faith effort on the part of both DevOpsDays and the sponsor/vendor/exhibitor (Sponsor). The failure of sponsor to provide a good faith effort to comply with DevOpsDays deadlines and guidelines may, in PUG's sole discretion, result in the revocation of some or all Sponsor benefits without recourse.

ASSIGNMENT OF SPACE: DevOpsDays shall assign the display space to Sponsor for the period of the display, such assignment to be made within six weeks after the DevOpsDays receipt of this application and full payment of all monies owed. Location assignments will be on a first-come, first-served basis and will be made solely at the discretion of DevOpsDays.

USE OF DISPLAY SPACE: Sponsor is allowed to distribute literature, run demonstrations and sell products in its assigned exhibit space. Sponsor shall not assign to a third party its display space or any portion of that space without the prior written consent of DevOpsDays, which DevOpsDays may grant or withhold at its sole discretion. If such permission is given, Sponsor shall assume full responsibility for the conduct of the assignee and all its representatives. Sponsor product demonstrations may in no way interfere with demonstrations at adjacent tables.

INDEMNITY AND LIMITATION OF LIABILITY: Neither DevOpsDays, ThoughtWorks, any co-sponsor or display space provider nor any of their officers, agents, employees, facilities, other representatives or assigns shall be liable for, and sponsors hereby releases them from, any claims for damage, loss, harm or injury to the person, property or business of sponsor or any of its visitors, officers, agents, employees or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, accident or any other reason in connection with the display or activities at the conference. Sponsor shall indemnify, defend and protect DevOpsDays, ThoughtWorks and hold DevOpsDays, any co-sponsor and space provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses which might result or arise from sponsor's participation in the conference. Under no circumstance will DevOpsDays, ThoughtWorks, any co-sponsor or the exhibit space provider be liable for lost profits or other incidental or consequential damages, for any acts or omissions whatsoever, including negligence on the part of DevOpsDays, ThoughtWorks, any co-sponsor or display space provider, whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall DevOpsDays or ThoughtWorks' liability under any circumstance exceed the amount actually paid to it by sponsor for display space. DevOpsDays make no representations or warranties regarding the number of persons who will attend the conference.

INSURANCE: Sponsor shall obtain and maintain appropriate public liability insurance and worker compensation insurance in relation to its participation in the event. Upon ThoughtWorks' request, Sponsor shall promptly provide a copy of the insurance certificate for ThoughtWorks' review.

OBSERVANCE OF LAWS: Sponsor shall abide by and observe all laws, rules, regulations and ordinances.

Contract Signatures

For Sponsor:

For ThoughtWorks:

Title: _____

Title: _____

Date: _____

Date: _____