Sponsorship Prospectus

MAY 2-3, 2022 - VIRTUAL - 5PM TO 9PM CET // 8AM 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.
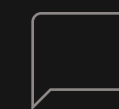
2 DAYS

Two conference days from 5pm to 9pm CET // 8am to 12pm PT.

ATTENDEES

Professional devs and product leaders from all over the world (we target 5k)

SPEAKERS

15+

TOPICS

Develop
Build, test & deploy
Collaborate
Run

Benefits of Sponsoring

FUNDING OPEN-SOURCE PROJECTS

For each gold sponsor we'll donate $500 to open-source projects we depend upon. By that we want to inspire and encource people, companies and conferences to secure their supply chain.

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.

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 working on a smooth developer experience. Connect with engineers from all over the world.

THOUGHT LEADERSHIP

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

Sponsorship Options

START-UP

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:

to be announced

	GOLD	SILVER	START-UP
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	●	●	
Logo recognition before keynote starts	●		
Elevated position in Sponsor Expo	●		
Donation of $500 to an open-source project we support	●		
During-event standalone tweet	●		
Sponsorship Cost	$3000	$1000	$500

Interested in Sponsoring?

LET'S TALK

CONTACT@DEVXCONF.ORG

Organized by Gitpod

Gitpod is an open-source developer platform automating the provisioning of ready-to-code developer environments

ALL ABOUT DEVX

Gitpod