



## DevOpsDays Sponsor Amsterdam

### So you would like to be a DevOpsDays Sponsor?

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After the successful and sold out first edition in 2013, DevOpsdays Amsterdam will be back in 2014! Sponsoring DevOpsDays connects your company to local technical and business minds who are influencing decisions in security, monitoring, operations, engineering, quality, and process. DevOpsDays Amsterdam offers the following sponsor packages for 2014.

Sponsor Packages	Silver	Gold
Price (EURO)	€ 1,500	€ 3,000
Logo on DevOpsDays Web site	✓	✓
Logo on all email communication	✓	✓
2 included tickets	✓	✓
2 additional tickets		✓
Demo a product (5 min max) during Open Space Session (*)	✓	✓
1 minute pitch to full audience (including streaming audience)		✓
Shared table for swag	✓	
Booth/table space		✓

(\*) This is an optional session open to all attendees

Become a sponsor now by emailing [organizers-amsterdam-2014@devopsdays.org](mailto:organizers-amsterdam-2014@devopsdays.org), or visiting <http://devopsdays.org/events/2014-amsterdam/sponsor/>.

## Booth Space

Gold Sponsor packages receive booth space at the event. Your booth space will consist of a rectangular table. 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 Sponsors are given the opportunity to introduce themselves and their company to the full audience for 1 minute.

## The Venue

DevOpsDays Amsterdam will be held in Pakhuis de Zwijger at Piet Heinkade 179 in the Centre of Amsterdam



## Sponsor FAQ

1. Can you send me a floor plan?

*The floorplan can be found online here -> <http://www.bladerboekje.nl/dezwijgerzalen>*

*We can also send you a pdf with the floorplan in it.*

2. How big is our booth space?

*For Gold Sponsors, you will receive a table and two chairs. Silver sponsors share a swag table where they can lay out printed materials, stickers or other swag. For silver sponsors, this is a shared table so please be a good neighbor and don't use up too much of the table.*

3. When can we pick our booth spot?

*Booths are not selectable. Our team will assign your table. Assignments will be made two weeks from conference date.*

4. How many scanners (and which type) do we get?

*At DevOpsdays Amsterdam we will not use scanners to identify our visitors. Everyone has the choice to wear a name-tag. The booth is a place to talk to people during breaks and 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 the with the attendees during the sessions--not at the booth. You are responsible to collect any info you want in person if you want to do giveaways. Saturday at the closing session, we will give a time slot for a giveaway.*

5. Can we bring 1m roll-up as our back wall?

*Whatever you bring must fit behind or on your table. This conference is not about the booth!*

6. Will we have any chairs at our booth?

*Each booth comes with 2 chairs.*

7. Will there be a company sign at our booth? When do you need graphics?

*You must bring your own signage and all signage must either fit on the 6' table or behind it.*

8. Do we get any sponsored talks?

*No, but you are welcome to submit a proposal for consideration, see*

*<http://devopsdays.org/events/2014-amsterdam/propose/> .*

9. Do we get electricity connection for our booth?

*Yes. You'll get a power strip.*

10. Will wifi connection be good enough for showing demos?

*Yes.*

11. Do we get an ad in the program? When do you need graphics?

*We'll just use logos that are on the web site.*

12. Do we get a dedicated email blast?

*No.*

13. Who should I send?

*Not marketing folks, send your techie geeks that can interact with the attendees during sessions, Open Spaces, Workshops and breaks.*

14. What are the demographics of the attendees?

*Technologists, architects, tech leads. Refer to the eventbrite registration list <http://devopsdays.org/events/2014-amsterdam/registration/> (Scroll to the bottom of the page).*

16. Is there another way to pay besides Paypal?

*Yes, we can provide you with an invoice and will be able to accept wire transfer. To request this, we need the official business address and VAT number .*

17. How do we register our sponsor tickets?

*Once payment has been done, we will send you a discount code to register your tickets associated with your sponsorship level.*

18. Can we ship stuff ahead?

*Yes you can, within reason. Please contact us to make arrangements.*

If you have a question not answered above, or anything is unclear please contact us at [organisers-amsterdam-2014@devopsdays.org](mailto:organisers-amsterdam-2014@devopsdays.org) !