



# devopsdays Amsterdam 2016 Sponsor Prospectus

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## Connect with engineering and operations minds at devopsdays Amsterdam 2016!



After three very successful, sold-out, editions in 2013, 2014 and 2015, the team that brought you [devopsdays Amsterdam](#) and the monthly [DevOps meetup](#) is now organizing the next edition of *devopsdays*. With a finely curated list of speakers, inspirational talks and relevant workshops, June 29<sup>th</sup>, 30<sup>th</sup> and July 1<sup>st</sup> 2016 will be *the* DevOps event no one should miss.

The event is primarily aimed at those that associate with the *DevOps* movement — folks that have been in operations, engineering, security and testing for a few years already as well as those who just joined us for the ride. In short: the talks will provide food for thought *and* combine it with hands-on sessions.

Don't want to miss out on meeting some of the greatest engineering and operations minds in the industry? Make sure to check out our sponsor packages below. First, though, let's see what sponsoring *devopsdays* will get you:

### Lots of exposure

Sponsors like you help us to make the kind of event our community deserves. As a thanks, we will let the World know by announcing your patronage on Twitter and our email newsletters.

Leading up to the event, your logo and a link to your company will be shown on our website. It goes without saying that we will also give you a shout-out during the event and showcase your company's logo on signage.

### Table space

Gold sponsors get their *own* table at the event. Consider it your personal meeting place to talk and learn from other DevOps enthusiasts. As gold sponsor, you get a lot of freedom: signage, give-aways, perfectly deployed infrastructure with no manual changes - anything goes.

Silver sponsors get a shared table with another silver sponsor. Consider it the perfect way to showcase how well you play with others. As silver sponsor, you have options: bring some signage, hand out give-aways, you know how it works. Get in touch with us if you have something else in mind via [organizers-amsterdam-2016@devopsdays.org](mailto:organizers-amsterdam-2016@devopsdays.org).

For any sponsor, we encourage you to send your engineers to interact with our attendees during session breaks. Naturally, we will make sure all tables are supplied with enough power to get live demos of your latest showcases going.

### One-Minute Pitch

As a Gold Sponsor you show commitment to our community and probably want to share a few words with us. To that end, you have one minute to reach out to the audience. This is the perfect moment to pitch a relevant product or let people know you are hiring.

As a BBQ sponsor, you get two additional one-minute pitches, bringing your total to *three*:

you get a chance to tell our audience an interesting story *every* day.

### **Beer Sponsor**

After the great success of the first DevHops beer, presented at devopsdays Amsterdam in 2015, we decided to take our beer brewing to the next level. For this, we are actively seeking a sponsor who wants to have their logo in the hands of *every* one of our attendees.

Please be advised that we retain full creative control over the label, but rest assured: we will work with you to find something that works for both of us.

### **BBQ Sponsor**

devopsdays Amsterdam is more than just a tech conference. One of our cornerstones is engaging the community and giving them a chance to interact with one another outside the sessions. To do this, we serve a delicious BBQ that caters to many different tastes and provides ample opportunity to mingle.

### **The venue**

*devopsdays* will be held in Pakhuis de Zwijger at Piet Heinkade 179, only a few short minutes from a major public transportation hub. The venue itself offers plenty of space to meet the technical geniuses visiting the event, and has state-of-the-art facilities to provide a great experience for attendees and sponsors alike.

### **Your role**

As a sponsor, you are showing that you care about the DevOps community and want to further advance it. We provide you with a chance to take part in the discussion about the future of DevOps and how your organization can be an integral part of this.

Our program is structured in a way that you can get in touch with professionals in security, operations, engineering and quality assurance as well as decision makers and thought-leaders.

## Sponsor packages

devopsdays Amsterdam is happy to offer the following sponsor packages for 2016:

	<b>Bronze (6 slots)</b>	<b>Silver (4 slots)</b>	<b>Gold (8 slots)</b>	<b>Beer (1 slot)</b>	<b>BBQ (1 slot)</b>
	<b>EUR 1000</b>	<b>EUR 2500</b>	<b>EUR 5000</b>	<b>EUR 3000</b>	<b>EUR 7500</b>
logo on website	✓	✓	✓	✓	✓
logo on all email communication	✓	✓	✓	✓	✓
logo on beer bottles				✓	
logo shown during BBQ					✓
1 included ticket	✓	✓	✓	✓	✓
2nd included ticket		✓	✓	✓	✓
3rd included ticket			✓		✓
shared table		✓			
your own table			✓		✓
one-minute pitch			✓		
daily one-minute pitch					✓
swag bag insert	✓	✓	✓	✓	✓

Become a sponsor now by emailing us at [organizers-amsterdam-2016@devopsdays.org](mailto:organizers-amsterdam-2016@devopsdays.org) and we will get back to you with the information you need as soon as possible.

Do you have any questions about the sponsor packages or want to go wild during the event? Are you maybe looking to sponsor a breakfast, lunch or coffee break? Let us know and we will work something out with you.

## Sponsor FAQ

### 1. Do we get any sponsored talks?

No, but you are welcome to submit a talk proposal for consideration. See [devopsdays.org/events/2016-amsterdam/propose/](http://devopsdays.org/events/2016-amsterdam/propose/) for more information.

### 2. Who should I send to the conference?

To get the most out of *devopsdays*, send your technologists and geeks who can interact with the attendees during sessions, breaks and the BBQ. Marketing folk, traditionally, are less capable of conferring the technical parts of the story you want to tell.

### 3. What are the demographics of the attendees?

A large part of our previous attendees was in medium to senior level roles working in engineering and / or operations. Next to that, we have a smaller, but still defined group that is working in more junior roles. In short: our attendees cover the full spectrum in terms of experience.

### 4. What are the payment options?

We can accept payments via wire transfer (preferred) or credit card (via Eventbrite). Let us know your preference and we will get back to you with the details!

### 5. How do we register our sponsor tickets?

Once your payment has been received, we will send you a special code to register the number of tickets associated with your patronage.

### 6. Where can we find the floor plan?

An online version of the floor plan can be found at [devopsdays.org/events/2016-amsterdam/floor-plan/](http://devopsdays.org/events/2016-amsterdam/floor-plan/). Additionally, we can also send you a printable PDF version.

### 7. Where can I see what the event and venue look like?

We invite you to check out our [Flickr](#) for pictures of previous editions.

### 8. Do you have a Code of Conduct?

Yes, it is available at [devopsdays.org/events/2016-amsterdam/conduct/](http://devopsdays.org/events/2016-amsterdam/conduct/). We are dedicated to providing a great experience to all groups attending the event and thus expect everyone to take note of these guidelines.

### 9. Can we ship stuff ahead?

Yes, you can — within reason of course. Please contact us to make arrangements. Our partner Schuberg Philis will be happy to store your swag and promotional materials until the conference.

The shipping address is:

Boeingavenue 271  
1119 PD Schiphol-Rijk  
The Netherlands

Please be advised that shipments without prior approval may be rejected and will be returned to sender.

If you have a question not answered above, or find anything that is unclear please contact us at [organizers-amsterdam-2016@devopsdays.org](mailto:organizers-amsterdam-2016@devopsdays.org)!