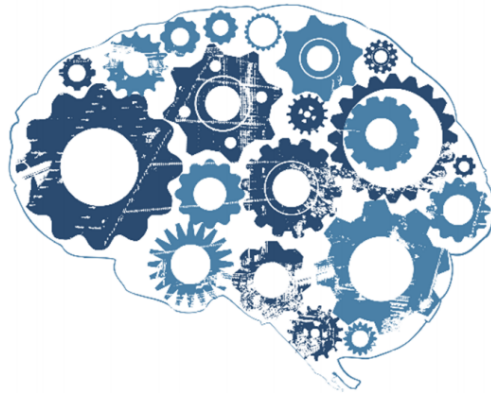


FRIDAY July 25th, SATURDAY 26th July 2014



2014

DevOpsDays



SPONSORSHIP PROSPECTUS

Visit www.devopsdownunder.org

WELCOME

JOIN US AT THE 2014 DEVOPS DOWNUNDER

25/26th July 2014

DevOps Australia is delighted to offer the opportunity to become a partner in the 2014 DevOps Downunder, the Southern hemisphere's premier DevOps conference. With over 150 delegates expected, this two-day, multi-disciplinary conference brings together passionate practitioners, providing the opportunity for your company to promote your products, services and brand to a wide range of delegates.

Sponsorship Prospectus V1.

Continuing to grow strength to strength we have expanded our space to include your own exhibitor stands this year! Building on this success, the conference will be held at the stunning Brisbane Convention and Exhibition Centre in Brisbane.

As an sponsor you can expect to network with:

- Technologists
- Technical Managers
- Infrastructure Managers
- Developers
- Industry experts

KEY DATES TO NOTE

Partnership expressions of interest open

28th April 2014

Marketing commences

May 2014

2014 DevOps Conference

Friday 25 – Saturday 26 July 2014

WHATS NEW?

- Exclusive sponsorship of Evening networking event.
- Addition of tradeshow area and shared table.
- Addition of lanyard

FEATURES

MARKETING AND COMMUNICATIONS STRATEGY

Our marketing and communications plan will create awareness by combining and integrating the following aspects:

- The DevOps website and dedicated 2014 DevOps Downunder Conference website focused on promoting the event, providing delegate information and sponsor acknowledgement, including direct links and branding for sponsors.
- Direct email campaign circulated to 500 members and past attendees including program and sponsor details. (Google group/meetups groups)
- e-Marketing with communication to registered attendees to update conference information.
- Social media will be used to create interest and excitement around the speakers and events using Twitter, Linked, Facebook.

Sponsorship Prospectus V1.

PROGRAM HIGHLIGHTS

From the best minds in the business, this highly interactive education event will include a program of guest speakers, panel discussions and open spaces. . Valuable insights into future trends, developments and new technology, products and services as well as practical advice on issues that matter most will be gained.

Key reasons to on-board with us

- Increase exposure to a diverse industry
- Demonstrate your firms alignment with DevOps 2014
- Promote your company to delegates
- Build brand profile and awareness in within the industry
- Network and build new relationships with key industry figures

Networking Event

At the end of day 1 attendees will move straight to a networking event. This will be co-located with the conference venue and is traditionally well attended. You have the exclusive opportunity to place posters, signage and leaflets at the event. This event is currently schedule for 2 hours. Light food and refreshments will be served.

Lanyard

The lanyard is designed to encourage greater interaction between you and the delegates attending. Delegates are provided with a post card style lanyard. Your logo will be advertised on the lanyard card.

OPPORTUNITIES

Sponsorship Packages	Gold	Silver	Lanyard	Networking Event
Price	4000	2000	3000	5000
2 Tickets Included	Y	Y	Y	Y
Logo On Devops Days WebSite	Y	Y	Y	Y
Logo On Email Communications	Y	Y	Y	Y
2 Additional Tickets	Y			
Booth space with Table	Y			
Shared Table (for stickers etc)		Y	Y	Y
Display of roll up Banner in venue near high traffic areas	Y			
Full access to decorate Night Networking event.				Y
Logo cobranded Lanyard			Y	

DevOpsDays is a self-organizing conference for DevOps practitioners that depends on your sponsorships to happen. However, because of the nature of the event, we do not have large vendor booths or book product pitches. Attendees, including sponsors, will have the opportunity to host a 5 minute product demo as part of an open space session during the program.

Gold sponsors do get a table they can hang out at and put materials on for interested people to come visit during breaks, and of course all attendees are welcome to propose any subject they want during the openspaces, but this is not 'that kind of conference' and heavy marketing will probably work against you when trying to make a good impression on the attendees. The best thing to do is send engineers to interact with the experts at DevOpsDays on their own terms.

Sponsorship Prospectus V1.