

# Sponsor Prospectus Guide

<http://www.devopsdays.org/events/2016-siliconvalley/>

## About DevOpsDays

DevOpsDays are a series of locally run conferences across the world. Each conference brings together a variety of individuals from all industries, roles and levels. Since DevOpsDays Mountain View 2010, Silicon Valley has hosted an event year after year bringing together practitioners to speak and share stories on the most current tools, and established processes and practices helping companies to look at both the cultural, tools, and practice changes required to improve the velocity and inclusiveness of their products.

DevOpsDays Silicon Valley has a [Code of Conduct](#) that all sponsors, speakers, volunteers, and attendees must follow.

## Fast Facts:

- **Number of Sessions:** Between 8-11 - 20-30 minute talks based on submissions, 12 - 5 minute ignites, ~6 open spaces
- **Evening Party:** June 24, 2016
- **Number of Estimated Attendees:** ~540
- **Venue:** Computer History Museum in Mountain View
- **Setup Date:** June 23, 2016
- **Conference Dates:** June 24-25, 2016
- **Deadlines:**
  - **Slide delivery for 2 minute pitches:** June 13, 2016
  - **Sponsor ticket registration:** June 17, 2016
  - **Quality logo for signage, and presentation:** June 13, 2016

## Why Sponsor

Our sponsors help to make DevOpsDays events possible and are a great source of the energy and excitement that are part of the DevOpsDays experience.

All attendees are welcome to propose any subject they want during the open spaces, 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. Tables and 2 minute pitches will be assigned on a first come basis based on sponsorship payment clearing.

## Venue Overview

The venue for DevOpsDays Silicon Valley is the **Computer History Museum** in Mountain View, CA. Here are the basic logistics for the venue. Booth layout will be provided by April 15, 2016.

**Unlike previous years, we will be making the venue space available for setup late afternoon on June 23, 2016.** More details to come. This will ensure that sponsors are ready when attendees start coming in for registration.

*Physical Address: 1401 N Shoreline Blvd Mountain View, CA 94043*

Website: <http://www.computerhistory.org/>

## How to Sponsor

Email [organizers-siliconvalley-2016@devopsdays.org](mailto:organizers-siliconvalley-2016@devopsdays.org) with the level of sponsorship you are interested in.

## Package-specific Information

### Gold Sponsor (\$7000)

The Gold sponsorship package includes the following benefits:

- 6 event tickets
- Logo recognition on DevOpsDays Silicon Valley materials
- 2 minute pitch on the main stage to the full audience (including streaming)
- Dedicated table

### Silver Sponsor (\$5000)

The Silver sponsorship package includes the following benefits:

- 4 event tickets
- Logo recognition on DevOpsDays Silicon Valley materials
- Dedicated table

### Bronze Sponsor (\$3000)

The Bronze sponsorship package includes the following benefits:

- 2 event tickets
- Logo recognition on event website and sponsors slide deck
- Shared swag table

### **Startup Sponsor (\$500)**

The Startup sponsorship package includes the following benefits:

- 1 event ticket
- Logo recognition on event website and sponsors slide deck

### **Party Sponsor (\$15000) - 1 available**

The Party sponsorship package for DevOpsDays Silicon Valley includes the following benefits:

- 6 event tickets
- Banners and branding at the party at the Computer History Museum
- Logo recognition on DevOpsDays Silicon Valley materials
- 2 minute pitch on the main stage to the full audience
- Dedicated table

### **Charging Station Sponsor (\$5000) - 2 available**

The Charging station sponsorship package for DevOpsDays Silicon Valley includes the following benefits:

- 4 event tickets
- Branding at the charging station
- Logo recognition on DevOpsDays Silicon Valley materials
- Dedicated table

### **Afternoon Break Sponsor (\$5000) - 2 available**

The Afternoon break sponsorship package for DevOpsDays Silicon Valley includes the following benefits:

- 4 event tickets
- Branding at the break stations
- Logo recognition on DevOpsDays Silicon Valley materials
- Dedicated table

### **Shirt Sponsor (\$7000) - 1 available**

The shirt sponsorship package includes the following benefits:

- 4 event tickets
- Logo on the sleeve of the T-shirt
- Logo recognition on DevOpsDays Silicon Valley materials
- Dedicated table

## Benefit Specific Information

### Sponsor Attendee Tickets

Sponsors of all levels receive free tickets to the event.

### Table Space

Sponsors that have a dedicated table included will receive a 6' rectangular table at the Computer History Museum venue. You may display products and materials or swag giveaways. This is a great area to connect with the audience and passers by. Please note the 6 foot width limitation avoid large displays or things that will overlap adjoining space.

Other important booth considerations are:

- **Power**
  - Limited to 1 standard electric outlets
- **Internet**
  - Will be provided as WiFi.
- **Banner/Signage**
  - Should go ON or BEHIND your table. Please do NOT put materials in front of your table
- **Booth/Assignments**
  - Each sponsor will receive a booth number assignment from the organizing team prior to the event. First come, first served with regards to booth assignments and sponsor 2 minute.

### 2-minute Pitch to Entire Audience

Companies have a deadline of **June 13** to provide accompanying powerpoint slides for their pitch. After review by the devopsdays SV organizers these slides will be provided to the A/V team. After June 13, there is no possibility of accompanying slides.

### Shared Giveaway Table

- Sponsors are free to put their materials on this table for passers by to review and pickup. Keeping the giveaway table supplied is the responsibility of the sponsor.

## FAQ

1. **How many scanners do we get?** None. devopsdays Silicon Valley is not that kind of conference. You are responsible for collecting whatever information you want in person.
2. **Do we get any sponsored talks?** No. There are no sponsored talks. For the sponsors that have an included 2 minute pitch, these are exactly that. We do not give precedence to companies who sponsor for the longer 20, 30 minute talks.
3. **Will wi-fi be sufficient for demos?** Yes.
4. **Will there be chairs at the tables?** Yes. 2 chairs per sponsor. We encourage you to spend time away from your table and interact with attendees.
5. **Do we get a dedicated email blast?** No.