

# DevOpsDays Boston 2018

## Sponsorship Prospectus

### What is DevOpsDays?

Thank you for your interest in sponsoring DevOpsDays Boston 2018!

**DevOpsDays Boston** is a two-day technology community conference that will be held this year at the *Boston Center for the Arts' (BCA)* Cyclorama and Calderwood Pavilion Theaters in Boston's historic South End neighborhood. The conference is designed to promote awareness around bridging gaps and breaking down silos between development, operations, and security teams and their related business organizations. DevOpsDays is a grassroots event for professionals in technology to network and share ideas and challenges relating to DevOps and technology in general. It is organized by peers who care and believe in culture, automation, metrics and sharing (CAMS).

### Why Sponsor DevOpsDays Boston 2018?

**DevOpsDays Boston** is part of a global phenomenon that is reshaping the technology industry. DevOpsDays' conferences around the world bring together the highest quality speakers, subject matter experts, and contributors for two days of "Teaching and Learning." As a DevOpsDays Boston sponsor, you will be branding your company as ambassadors to the Boston DevOps Community. Your company will be recognized as a Boston technology leader, exposing your brand, products, and services to our top tech talent. Last year we hosted approximately 500 attendees and we expect a similar number or more this year.

SPONSORSHIP PACKAGE #	PLATINUM	GOLD
Contribution Cost	\$7500	\$5000
# of Conference Passes	4	2
Table Space	6 x 2.5	½ of 6 x 2.5
Company Logo on DevOpsDays website	✓	✓
Company Logo on digital banners	LG	MED
Mentions through Social Media	✓	✓
Minutes on Stage	2	

**Sponsorship Add-Ons**

Add-On	Evening Event Sponsor	Badge Sponsor	Lanyard Sponsor
Cost	\$15000	\$5000	\$5000
Availability	1	1	1

## Sponsorship Packages

### Platinum Package

Platinum packages are the highest level DevOpsDays Boston sponsor option. If you sign on as a Platinum sponsor you will get your own full size table (6 x 2.5") in the sponsor expo area and two minutes on stage between sessions.

Please be aware these are not full conference booths like at a major tech conference - no large scale booths, things fastened to the ceiling, etc. can be accommodated. You can bring a table cover and have room behind your table for a couple people and a stand-up banner or two. Each table has a power strip to it and a couple chairs. The most successful sponsor tables in past years tend to be those staffed by technical employees of the company who know the products or services well. The Platinum sponsorship comes with four tickets.

Platinum sponsors also get comprehensive branding and shout-outs throughout the show, and have the opportunity to do two minute pitches to the full conference audience between the all-hands sessions.

### Gold Package

Gold packages are the next level sponsor option. If you sign on as a Gold sponsor, you will share a full size table (6 x 2.5") with one other Gold sponsor in the sponsor expo area.

As with Platinum, these are not full conference booths like at a major tech conference - no large scale booths, things fastened to the ceiling, etc. can be accommodated. You can bring a table cover and have room behind your table for one person and a stand-up banner. Each table has a power strip to it and one chair. The most successful sponsor tables in past years tend to be those staffed by technical employees of the company who know the products or services well. The Gold sponsorship comes with two tickets.

Gold sponsors also get comprehensive branding and shout-outs throughout the show.

### Additional à la carte sponsorships are available:

A la carte sponsorship options are additional value for your brand but do not include tickets, table space, or time on stage. These options include:

#### Evening Event

The Banyan Bar + Refuge is an amazing bar a few doors down from the Cyclorama. Last year we had our happy hour there at the end of the first day. The event was a great success and the staff at the Banyan went above and beyond ensuring all our needs were met. There is a single bar up front, and a buffet setup towards the back in the

restaurant area. The food and drinks are quite wonderful. Sponsorship includes signage on the bar and servers wearing the t-shirt of the sponsor. The sponsor is responsible for supplying the appropriate sized t-shirts for the staff. Happy hour will include open bar and passed out horderves as well door prizes. Sponsorship for the bar will be \$15,000.

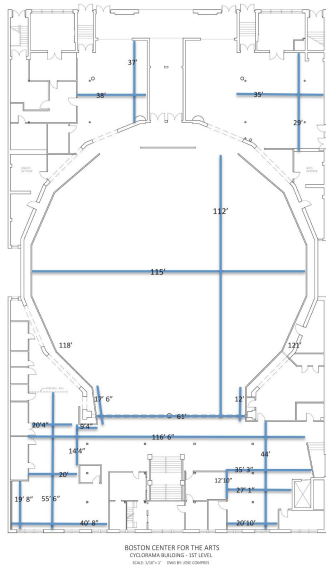
## Badges

Everyone at the event will be wearing a badge and your name will be on all of them. There is only a single sponsorship available for this option, at a cost of \$5,000.

## Lanyards

Everyone at the event will be wearing a lanyard and this is your chance to get your name in front of all of them. There is only a single sponsorship available for this option, at a cost of \$5,000.

## The Space



**We will be placing sponsors along the curved outside walls on the left and right of the Cyclorama's exhibition space. See the full venue floor plan below.**

This year we will be using the Cyclorama for our main sponsor exhibition space and two theatres in the Calderwood Pavillion next door for our staged talks:

The BCA's Cyclorama is an impressive, historic venue located amidst the late 19th century architecture of Boston's South End neighborhood.

Featuring a dazzling copper skylight dome atop a round, brick-lined 23,000-square foot space, the venue can host from 100 to 1000 guests (up to 875 seated).

The elegant simplicity of the building, which opened in 1884 and is included on the National Register of Historic

Places, makes a stunning statement on its own and yet invites a wide variety of creativity and inspired uses.

The Calderwood Pavilion is a more modern facility, normally home to the Huntington Theatre Company. The larger space is the Virginia Wimberly Theatre, with seating for 370. The Nancy & Edward Roberts Studio Theatre next door has additional capacity for 250.

## Photos from Last Year

