



**The conference that brings development and operations together.**

## DEVOPSDAYS RALEIGH 2022 – SPONSOR INFORMATION

DATE:  
APRIL 13-14, 2022  
(WEDNESDAY & THURSDAY)

LOCATION:  
THE MCKIMMON CONFERENCE AND TRAINING CENTER  
1101 GORMAN STREET  
RALEIGH, NC 27606

### ABOUT DEVOPSDAYS

DevOpsDays is a technical conference for developers, system administrators and anyone else, whether expert or beginner, involved in technology. With technology and responsibilities crossing over spaces, DevOps is a movement that has rapidly spread through the technical community along with the adoption of Agile techniques. DevOpsDays take place all over the world as self-organized events which community members who are passionate about their work attend. The format of presentations, Ignites and Open Spaces is unique to this event. It is highly interactive and invigorating for attendees.

In 2019, our fourth year, we completely sold out with over 500 attendees and had a waitlist of over 50 participants. For our returning in-person conference since 2019 we are expecting well over 500 attendees once more!

### WHY SPONSOR DEVOPSDAYS RALEIGH

Raleigh is one of the fastest growing locations for DevOps. With many companies in the technology industry headquartered here, and more with plans to move their operations here, it's a beacon for DevOps. This is your company's chance to meet these people, gain their attention and interact with people who will become leaders in the DevOps community. The McKimmon Center is located just 13 miles from RDU International Airport and Research Triangle Park (RTP), the largest research park in the country. It is also conveniently located just 4 miles from downtown Raleigh, 20 miles from downtown Durham, and 26 miles from Chapel Hill.

### A SHORTLIST OF YEAR OVER YEAR ATTENDING COMPANIES INCLUDE:

Avanade  
BB&T  
Charles Schwab

Cisco  
Dell  
Fidelity Investments

IBM  
Lenovo  
McKesson

Red Hat  
SAS  
Starbucks

Toshiba  
TrialCard  
Verizon



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### Who's Been to DevOpsDays Raleigh Before?

This audience will be one that believes development and operations should work closely together to make each other's lives easier. Therefore, there are a wide variety of professionals who will attend, but all will add value in exploring DevOpsDays to network, collaborate and engage with their peers. They will also learn more about DevOps, improving their skills and advance their organization's capabilities.

- ✓ App Development (including Managers)
- ✓ Application Architect/Developer/Manager
- ✓ Business Analyst
- ✓ Business Intelligence Architect
- ✓ Cloud Architect
- ✓ Community Architect
- ✓ Data Scientist
- ✓ Delivery Engineer
- ✓ Development Advocate/Leader/Manager
- ✓ DevOps Engineer (Advanced, Lead, and Managing)
- ✓ Helpdesk Manager
- ✓ HIE Engineer
- ✓ IT Architect/DevOps Analyst/Risk Manager
- ✓ Lead CDS Developer
- ✓ Net Developer
- ✓ Network Engineer
- ✓ Platform Engineer
- ✓ Programmer
- ✓ Project Manager (for DevOps/LMS/Delivery)
- ✓ QA Engineer
- ✓ Release Coordinator
- ✓ Sales Engineer
- ✓ ScrumMaster
- ✓ Security Architect
- ✓ Security Engineer
- ✓ Software Architect
- ✓ Software Engineer
- ✓ Solutions Architect/Consultant
- ✓ System Administrator/Analyst/Engineer
- ✓ Technical Leader/Product Owner/Project Manager/Solutions Architect
- ✓ Test Engineer
- ✓ Web Developer

\*\*DevOpsDays Raleigh has a "decision maker" attendance of near 40%. This number includes C-Suite Executives as well as managers, directors and company seniors.\*\*



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### DevOpsDays Raleigh Highlights:

- Diverse keynote presentations from DevOps experts and thought leaders – previous speakers include John Willis, Jayne Groll, Nathen Harvey, Ken Mugrage, and many other DevOps community leaders
- Estimated over 500 DevOps professionals attending
- Ignite Sessions
- Leaders and experts in the DevOps community
- Open Spaces Sessions
- Hands-On Workshops

### DevOps Workshops:

If your company is interested in hosting a workshop to last approximately 90 minutes with a 15-minute break, please submit that in the [propose a talk section](#) of the website, selecting “workshop.” These will take place on day one or day two of the conference, concurrent with Open Spaces sessions. Workshops will be chosen based on merit and expected interest level from attendees. It is not required to be a paying sponsor to submit for a workshop session, and workshop presenters are not chosen because their company is a sponsor. Submissions for all talks close December 31, 2021.

### Keynotes:

Keynote presentations are approximately 25 minutes in length. From previous years’ feedback, the audience likes presentations which are entertaining, but also give them something learned to apply for their future projects. Case studies, how-to’s, and failed lessons are preferred

### Ignites:

Presenters get 20 slides, which automatically advance every 15 seconds. The result is a fast and fun presentation which lasts just 5 minutes. If you want to see a few examples of the format, you can find a few at <http://igniteshow.com/>. Make sure to visit our Ignite karaoke where conference attendees can volunteer to participate. We provide them with 5 slides that automatically advance every 10 seconds – improvise!

### Open Spaces:

Most DevOpsDays events are a combination of curated talks and self-organized conversations. The self-organized content is known as “open spaces.” Open Spaces give attendees the opportunity to talk about anything they’d like; for instance, a person might suggest a topic they want to learn about, or one they feel like they can help others with. The topics range widely from highly technical, to pure culture, to board games for networking.



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## ALL INCLUSIVE SPONSOR PACKAGES

Benefits	Silver \$2000	Gold \$5000	Platinum \$7500
Included Tickets	3	4	5
Table Space (6' table w/ power)		✓	✓
Bag insert in attendee bag	✓	✓	✓
Logo on Website, Main Room Signage & Email Communication	✓	✓	✓
Logo on the attendee passport game		✓	✓
3 Minute Pitch to Full Audience			✓

A reminder from DevOpsDays.org: "DevOpsDays does not ever distribute attendee contact information. Do not expect badge scanning of any sort. Most events don't even collect information about job title. *Sometimes* company affiliation is on the badges, and sometimes it's not.

If you want to collect leads, you'll have to talk directly with individuals and request their contact info. Vendors also often raffle off prizes ranging from large Lego sets to tablets and other desirable items, collecting contact info in the process."

## A FEW OF OUR PREVIOUS DEVOPSDAYS RALEIGH SPONSORS:



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Have another idea of how you can provide a memorable experience for our attendees?  
 Contact Kyle Anderson at 919.816.1726 or [kyle.anderson@cprime.com](mailto:kyle.anderson@cprime.com)



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### ADDITIONAL SPONSORSHIP OPTIONS

a la carte Opportunities (available without package purchase)	
<b>Bag inserts</b> – Provide coupons, promo offers and more for attendees to share with their team!	\$1,000
<b>Lanyard sponsor</b> – Let's be honest, you keep these in your office forever and they will too!	\$2,500
<b>Swag bag sponsor</b> – Make a long-lasting impression with branded bags for attendees to take home!	\$3,000
<b>Breakfast Sponsor (<u>Limit 2</u>)</b> – Guarantee that everyone is full and ready for a day of professional development!	\$4,500
<b>Refreshments and Snacks (<u>Limit 1</u>)</b> – Everyone's favorite time of the day, so become their favorite sponsor!	\$5,000
<b>Lunch Sponsor (<u>Limit 2</u>)</b> – We're halfway through the day, time to refuel everyone! (Additional perks included)	\$6,500
<b>Happy Hour</b> – Let's toast! Provide an opportunity for everyone to mingle and unwind after Day 1!	TBD by Sponsor and Organizers

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DEVOPSDAYS RALEIGH 2022 – SPONSORSHIP AGREEMENT

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Contact Name and title: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Sponsor Level

- Platinum Sponsor \$7,500
- Gold Sponsor \$5,000
- Silver Sponsor \$2,000
- A La Carte Choice: \_\_\_\_\_

Total cost of sponsorship: \_\_\_\_\_

Company Representative Signature: \_\_\_\_\_

Company Representative Name: \_\_\_\_\_

For more information and questions, please contact: [kyle.anderson@cprime.com](mailto:kyle.anderson@cprime.com).

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## DEVOPSDAYS RALEIGH 2022 – CANCELLATION POLICY & AGREEMENT

**Cancellation Policy: Sponsors may cancel participation in the event and/or terminate the agreement by giving written notice to the organizers of the event. Exhibitor is liable for the following amounts:**

- 100% if cancellation notice received less than 60 days before the event
- 50% if cancellation notice is received 61-120 days before the event
- 20% if cancellation notice is received 121+ days before the event

Company Representative Signature: \_\_\_\_\_

Company Representative Name: \_\_\_\_\_

For more information and questions regarding our cancellation policy, please contact:

Kyle Anderson at [kyle.anderson@cprime.com](mailto:kyle.anderson@cprime.com).

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