

SPONSORING KIT

DEVOPSDAYS ZURICH 2023



WHY DEVOPSDAYS ZURICH?

ABOUT DEVOPSDAYS

DevOpsDays Zurich is the event organized by enthusiasts for enthusiasts. Focusing on knowledge, networking and a connecting atmospheric vibe, the conference attracts speakers from all over the world and participants with skills ranging from the hands-on developer to experienced senior managers.

CLOSER TO THE COMMUNITY

There's even more news. Thanks to a prize draw you will have even more visitors at your booth. Participants will collect stamps on a card at various sponsor booths. One lucky participant will win the high quality prize offered by the organisation team at the end of the conference.



YOUR IMPACT

As ticket prices are affordable for all participants, the conference is heavily funded and supported by yourselves, the sponsors.

As a sponsor, you offer visible and sustainable support to the growing community and their ideas to shorten the gap between functional silos.



SPONSORING PACKAGES

This year we have clustered the available packages into Gold, Silver and Bronze offerings, an Evening Event package and a set of Food and Beverage sponsorships. Whether you are looking for talent, aim to promote your tools & services, or want to support the event without a booth - we have the right package for you.

CENTRAL LOCATION

DevOpsDays Zurich will take place again this year in the Alte Kaserne in Winterthur. Located in the heart of the old town, only 20 minutes by train from Zurich Central Station and 15 minutes from Zurich Airport, the charming location offers an ideal atmosphere for this great conference.

We are looking forward to the DevOpsDays 2023 in Winterthur and meeting you as a sponsor.

Become a sponsor and support the DevOpsDays in Zurich!



DEVOPSDAYS 2023 INFORMATION



when
May 3rd & 4th 2023



event website
www.devopsdays.ch



contact
organizer@devopsdays.ch



where
Alte Kaserne
Kulturzentrum
Technikumstrasse 8
8400 Winterthur



expected # attendees
250



more impressions from previous years
[flickr](#) | [vimeo](#)



social media
[#DevOpsZH](#)



DEVOPSDAYS 2023 SPONSOR PACKAGES

GOLD SPONSOR

Are you looking for maximum visibility and exposure as sponsor of DevOpsDays Zurich?

Then we recommend the Gold package including a booth space in the event hall, 1-minute pitch at the event, participation in sponsor bingo, and premium position on our websites.

SILVER SPONSOR

Do you want to present your products & services and engage with the crowd at DevOpsDays Zurich?

Your best choice is the Silver package including a booth space in the foyer of the venue that you can use at your discretion, participation in the sponsor bingo, and coverage on our websites and social media.

BRONZE SPONSOR

You want support DevOpsDays Zurich, but you don't need a booth at the event?

Choose the Bronze package and be mentioned on our websites and social media.

EVENING EVENT SPONSOR

Do you want a stage at the evening event and support the leisure part of DevOpsDays Zurich?

Sponsoring the evening event comes with a prominent place for your logo, a 1-minute pitch at the evening event, and coverage on our websites and social media.

COFFEE, MEAL OR SNACK SPONSOR

How about supporting the culinary side of DevOpsDays Zurich?

Become the Coffee, Meal or Snack Sponsor and bring your branded coffee cups and napkins. The package includes a 1-minute pitch at the event plus coverage on our websites and social media channels.



DEVOPSDAYS 2023 SPONSOR PACKAGES

	Gold	Silver	Bronze	Evening Event	Coffee	Meals	Snacks
Social Media & Web Sites	x	x	x	x	x	x	x
Premium Visibility ¹	x						
Booth (9sqm)	x ²	x ³					
Sponsor Pitches	x			x	x	x	x
Sponsoring Bingo	x	x					
Evening Event Logo				x			
Logo on Napkins ⁴						x	
Logo on Coffee Cups ⁴					x		
Logo on Snacks ⁴							x
# Tickets included	4	4	1	2	2	2	2
# Available Packages	5	3	unlimited	1	1	1	1
Price in CHF (excl. 7.7% VAT)	7'500	5'000	1'000	4'000	3'000	3'000	3'000

¹ premium visibility means you have a more impactful outreach thanks to a larger sponsor logo included in our communication and on our websites

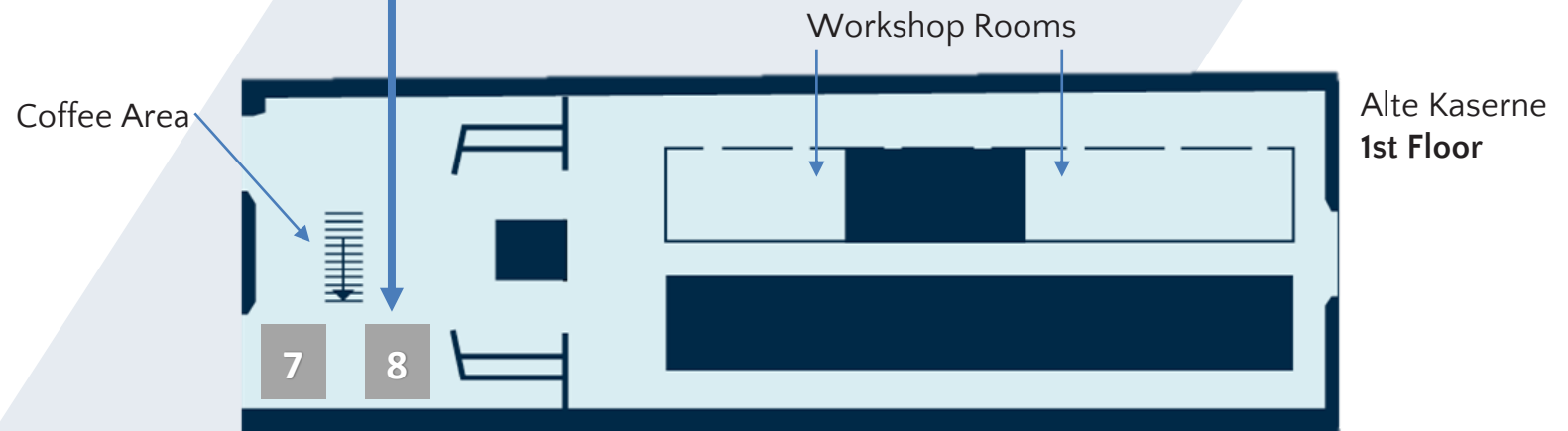
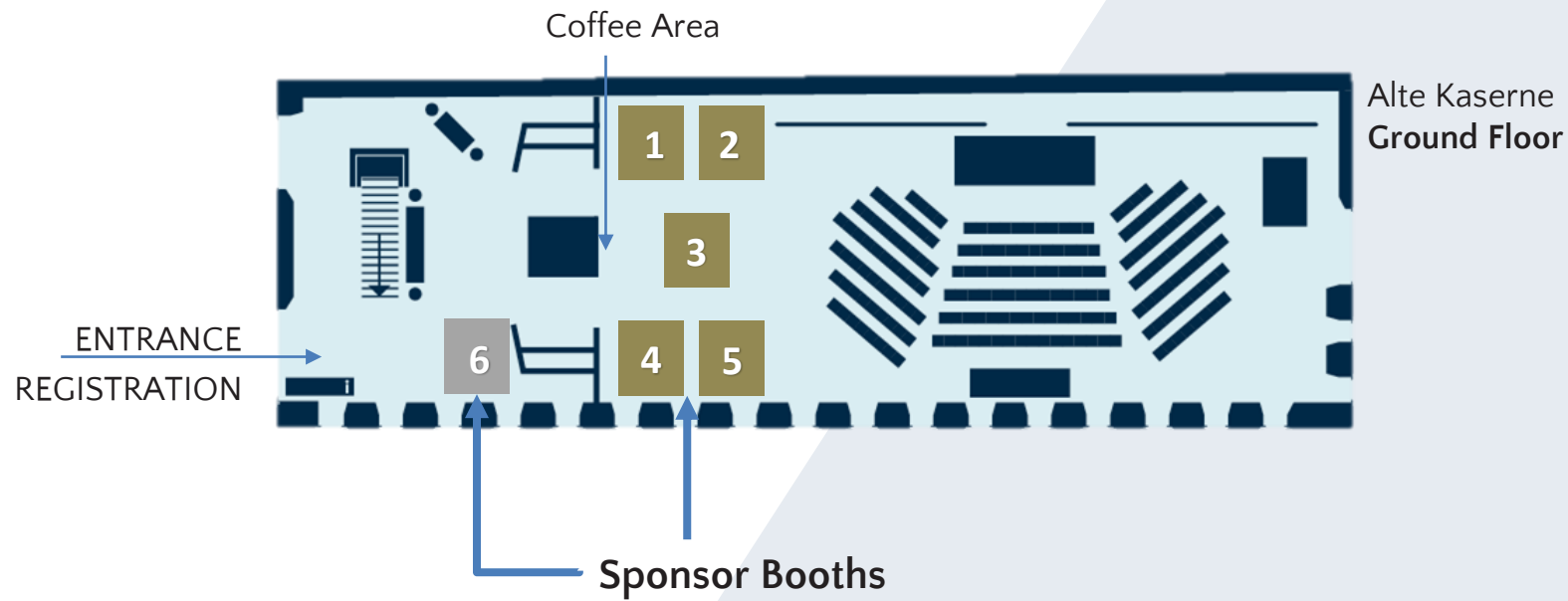
² Gold sponsors may choose their preferred booth location on first come first serve basis

³ Silver sponsors may choose their preferred booth location in the foyer/first floor on a first come first serve basis

⁴ material not included in package, needs to be organized by sponsor



DEVOPSDAYS 2023 FLOOR PLANS



SPONSORING FAQ

As a sponsor, do I get a speaker slot?

No. We do not sell conference speaking slots, but you are welcome to participate in the [call for proposals](#) like everyone else.

As a sponsor, do I get a list of attendees?

Not from us. We don't ever distribute attendee contact information. If you wish to collect leads, you will have to talk directly to participants 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

Can I get more tickets than my package offers?

If you require further tickets, ensure to buy them online via [our ticket page](#) as early as possible, as we sell out early. We do not hold back additional tickets for sponsors.

What are the COVID safety measures?

We have successfully rolled out our COVID-19 safety concept at the 2020 on-site conference. The concept is in line with the officially mandated guidelines and follows the currently imposed restrictions in Switzerland and the canton of Zurich.

What do I need to know about my booth?

Do not change or expand your booth without the written agreement of the organizers. Do not provide any food or beverages which compete with our event caterer. We'll provide you with tables and chairs (see below), an electrical power socket as well as WIFI.

Gold sponsors only: Your booth is in the same room as the conference main stage. We urge you to not perform any client talks while speakers conduct their talks on the main stage, in order to avoid any disturbing noise for the audience.



What are the requirements for my logo

We need you to send us your logo with at least 300dpi, the website we should link to, your twitter handle and/or your LinkedIn profile. Please send us your logo with (or shortly after sending) the sponsorship agreement.

Is there a “Swag Bag” for conference participants?

No. As organizers we try to create the conference as sustainable as possible. We have therefore decided not to offer “Swag Bags” at the event (as we did in previous years). However, you are free to hand out giveaways at your booth on your behalf to the participants.

Is there a Sponsor Bingo?

On-site booth (“Gold” and “Silver” package level) sponsors will participate in a prize draw organized by the DevOpsDays Zurich organizers. Conference attendees will get a “Sponsor Bingo” card at the registration desk, which they can use to collect stamps at each sponsor booth. A completed “Sponsor Bingo” card is entitled to participate in a high quality prize raffle conducted by the organizers at the end of the conference.

BECOME A SPONSOR NOW

DEVOPSDAYS ZURICH 2023

Contact us at organizer@devopsdays.ch
or reach out to us on one of our social
media accounts

