

# General Sponsorship Rules

## DevOpsDays Zurich 2026

DevOpsDays Zurich is a non-profit, community conference for practitioners that depends on sponsorships. As stated in the [global sponsorship guidelines](#) for all DevOpsDays worldwide, **we do not sell presentations/talk slots or distribute attendee contact lists.**

Depending on the booked package, sponsors have the opportunity to make short elevator pitches during the program, and will get recognition e.g. on our website and/or social media. Sponsors are encouraged to represent themselves by actively participating and engaging with the attendees as peers.

### 1. Code of Conduct

By agreeing to sponsor the DevOpsDays Zurich you are also agreeing to our [code of conduct](#).

### 2. Speaking & Attendee Contact Info

**We don't sell conference speaking/presentation/talk slots,** but you are welcome to participate in the [call for proposals](#) like everyone else.

**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.

### 3. Sponsorship packages

#### a. Booth (Gold and Silver packages)

Do not change or expand your booth (all booths are: 3m x 3m x 2.4m) without the written agreement of the organizers.

Don't provide any food or beverages which compete with our event caterer.

By default, we'll provide you with one table (Size: 160cm x 80cm) and 2 chairs (as shown below), an electrical power socket (Swiss plug) as well as WIFI. (More/less tables and/or chairs on request)

We do not provide or arrange TV screens (and or stands for the same).



Default table and chair setting:



The venue also has some limited capacity on poser tables and high stools:



which can be provided on request (and availability)

We are not liable to any loss or damage of your belongings arising out of or in connection with the conference.

**Please leave the booth after the event in the same condition as it was made available to you.** Do not scratch the floor, paint the walls, etc.

Please read the contract for any liability cases.

You are responsible for everything else. We are happy to help organize, but

you will have to come up for all the costs.

**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.

Please use other rooms of the venue for client conversations during that time.

## b. Staffing

Each sponsorship package includes a certain amount of tickets used to staff your presence.

**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.**

Your staff is welcome to participate in all conference activities, incl. attending talks, proposing and participating in [Open Spaces](#) as well as any evening events.

Traffic at the tables is minimal during the single track of talks in the morning, so your team members will be able to take turns staffing the table or attending the talks.

You are welcome to propose topics for Open Spaces and **we encourage you to actively participate and engage with the other attendees.**

However, sales pitches during the Open Spaces are not allowed.

## c. Sponsor selection

In general we apply a first come, first serve principle.

The start of the sponsorship campaign will be announced to all individuals, who have subscribed to [our sponsor mailing](#) list on our website.

Over the past years, we have been in a fortunate position to work with great companies who supported the event via sponsorships, or employee engagement in the organizer team. To show our gratitude to these companies, we'll inform them slightly earlier about the start of the new sponsorship campaign.

**Get yourself into a pole position, too:**

sign any sponsor package this year, and benefit from earlier information next year.

## d. Logo presence

Depending on your sponsoring package, your logo will be noticeably represented in our social media activities, our website or on various locations inside the venue. To make this possible we need you to send us your logo



with at least 300dpi, your website where we should link to, or any social media handle.

Please send us your logo with (or shortly after sending) the sponsorship agreement.

#### e. Swag Bag

As organizers we try to create the conference as sustainably as possible. In order to avoid any unnecessary waste we will not offer “Swag Bags” at the event (as we did in previous years).

However, you are free to hand out give-aways at your booth on your behalf to the participants.

#### f. 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.

As a sponsor, please stamp the “Sponsor Bingo” card of participants visiting your booth. The aim of the “Sponsor Bingo” is to further increase the visitor traffic at your booth. The stamp for each sponsor booth is provided to you by the DevOpsDays Zurich organizers at the event.

Following rules apply to the “Sponsor Bingo”:

- Only completed bingo cards will take part in the raffle
- Organizers of DevOpsDays Zurich and Sponsor staff is excluded from the raffle
- Participant must be present at the raffle in order to collect the prize (if participant is not present, DevOpsDays Zurich organizers will draw another winner for the prize)
- The prizes offered are not exchangeable for cash and are not intended for resale
- Any recourse to courts of law is excluded