



opendev

OPENDEVCONF.COM

OPENDEV 2018

# Sponsorship Prospectus

MAY 22-23, 2018

VANCOUVER CONVENTION CENTRE:  
CO-LOCATED WITH OPENSTACK SUMMIT



## OpenDev 2018 will focus on CI/CD



The past decade has seen a massive shift in how companies use software to create strategic advantages in their business. And in a software defined economy, speed of delivery is a key metric for every organization that wants to stay competitive. The days of annual, monthly or even weekly releases are long gone, and today's most mature organizations ship code many times every day. To enable this, software delivery today takes advantage of new technology and methods to automate and manage the process of getting code from developers to production.

### HOW OPENDEV CAN HELP YOU

## INNOVATE CONTINUOUSLY

OpenDev is designed to facilitate collaboration at a technical level with productive, working space, in addition to lightning talk presentations on edge use cases. Targeted outcome includes:



Education on best practices for high speed software delivery



Open technologies and architecture documentation for building robust automated software management



Building CI systems for open communities

## WHAT IS OPENDEV & WHY SPONSOR?

OpenDev is an annual event focused at the intersection of composable open infrastructure and modern applications. The 2018 gathering will focus on continuous integration, deployment and delivery (CI/CD), featuring developers and users who are defining new ways to develop and manage software.

It's a two-day event comprised of collaborative working sessions, roundtables, and architecture show-and-tells with a limited number of use case lightning talks. The event is structured to have an impact on future development and integration efforts, achieved by collaboratively produced deliverables to share back with the industry and open source communities. Overall, the event is designed in a way to create focused, intimate and productive sharing of information.

The 2018 OpenDev event is co-located at the OpenStack Summit, in the same venue, but in a dedicated space on a separate floor. OpenStack Summit attendees will be able to attend OpenDev with their Summit registration. However, attendees who only wish to participate in OpenDev and not the other Summit content may register separately just for OpenDev.

While OpenDev is underwritten and primarily organized by the OpenStack Foundation, the focus is on bringing together composable open infrastructure technologies across communities and industries. The programming committee is made up of experts across open source communities, with a particular focus on CI/CD for 2018.





# SPONSORSHIP PACKAGES

## HEADLINE - \$40,000

### PRE-EVENT PROMOTION

- Headline sponsor logo designation on OpenDev website, registration page, and pre-event emails to registered attendees
- 100-word blurb included in email blast sent to all registered OpenDev attendees

### ON-SITE PROMOTION

- One 10-minute OpenDev Keynote slot with video record, presented on Tuesday morning. The OpenDev Keynote will have an audience of 400+ and has no other CI/CD content scheduled in parallel.
- Call out during OpenStack Summit Keynote on Monday morning when the OpenDev event is featured. The Summit Keynote will have an audience of 3,000+
- One advertisement slide to be displayed on rotation on monitors during breaks and lunch
- Headline sponsor logo designation included on all onsite OpenDev sponsor signage
- Branding in the OpenDev lounge space where morning and afternoon coffee will be served as well as lunch.
- 'Pop-up booth' in the OpenDev lounge exclusively on Tuesday. The booth may be staffed by a max of 4 people during lunch and happy hour only on Tuesday. Booth includes one 6' table and two chairs. You may bring in your own branded tablecloth, small quickscreen banner (not to exceed 3'W x 8'H), printed collateral and stickers to distribute from the booth. During lunch and happy hour only on Tuesday you may scan badges at the booth with lead retrieval devices (does not include cost of renting lead retrieval device via show services).
- Opportunity to provide a giveaway item to be distributed at the pop-up booth during lunch and happy hour only on Tuesday (does not include the cost of producing or shipping the item; must be approved by OpenStack Foundation)

### EVENT PASSES

- 10 passes to OpenDev
- 4 passes to the OpenStack Summit in Vancouver (gives access to both the Summit and OpenDev, which is co-located)

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## BASIC - \$10,000

### PRE-EVENT PROMOTION

- Sponsor logo included on OpenDev website and registration page
- Sponsor designation included on pre-event emails to registered attendees

### ON-SITE PROMOTION

- One 10-minute Lightning Talk Demo presentation with video record. The Lightning Talk Demo will be presented either during a break or lunch time and have an audience of 100+.
- Logo included on all onsite OpenDev sponsor signage
- One advertisement slide to be displayed on rotation on monitors during breaks and lunch
- Branding in the OpenDev lounge space where morning and afternoon coffee will be served as well as lunch.

### EVENT PASSES

- 5 passes to OpenDev
- 1 pass to the OpenStack Summit in Vancouver (gives access to both the Summit and OpenDev, which is co-located)