



12-13 JUNE 2018

The Principal Hotel York, York

# SPONSORS & EXHIBITORS MEDIA PACK

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## About

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The first ever DevOps Conference North will take place at the luxurious Principal York Hotel on 12th and 13th June 2018. The DevOps Conference North is produced by the same organisers as The National DevOps Conference, which has been running in London since 2016, after it became apparent that a replica event was required in the north of England to cater for those in our northern cities, as well as our friends and colleagues in Ireland and Scotland.

Last year, the National DevOps Conference featured speakers from many well-known companies, including NHS Digital, ITV, Tesco and HSBC to name but a few; as well as a wide selection of presentations and a major exhibition, which saw companies such as Sogeti, Contino, Interoute and CA Technologies showcasing their latest products and services.

The DevOps Conference North is targeted towards C-level executives interested in learning about the professional movement and its cultural variations that assist, promote and guide a collaborative working relationship between Development and Operations.

DevOps Conference North is a UK-based conference that provides the IT community at home and abroad with invaluable content from revered industry speakers; practical presentations; roundtable discussion forums that are facilitated and led by key figures; as well as a market leading exhibition, which will enable delegates to view the latest products and services available to them.

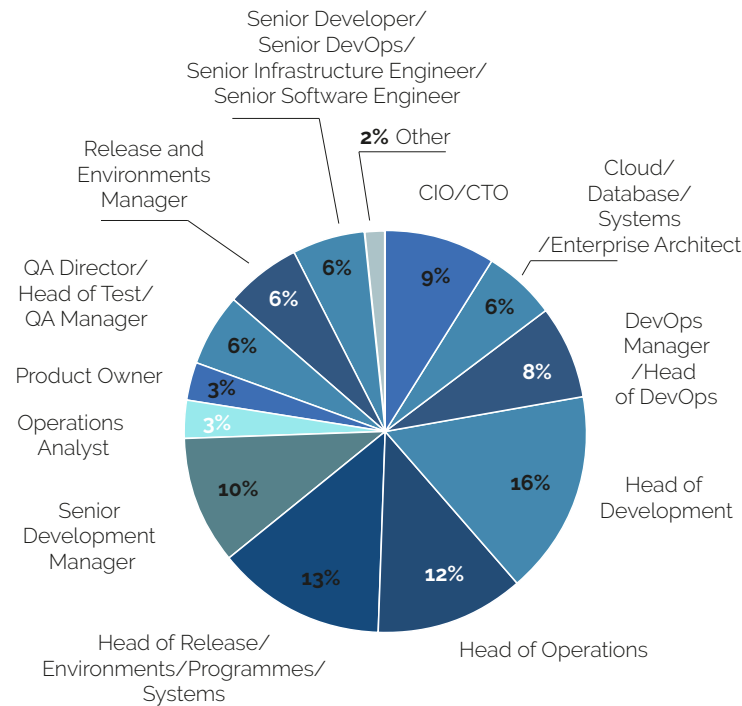


# Attendees

The DevOps Conference North is open to all, but is aimed and produced for those professionals that are interested in learning about the practices and culture behind the DevOps movement, in an effort to implement change in their own IT infrastructures. Therefore the content is geared towards C-level IT executives, directors, managers, and senior engineers and professionals.

## WHO WILL ATTEND?

- CIOs
- CTOs
- Chief Architects
- Directors of IT
- Heads of QA
- Heads of Digital Transformation
- IT Change Director
- Dev Managers
- Ops Managers
- Project Managers
- Chief Engineers
- Team Leaders



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# Sponsorship packages

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Sponsorship packages at a glance	Gold Sponsor	Silver Sponsor	Event Partner	Exhibitor
	£14,500	£12,500	£5,350	£2,450
Featured on all marketing collateral, incl. documentation produced and distributed during the delegate acquisition process and promotional campaign for the conference, including all ads, email campaigns, correspondence with delegates, speakers, exhibitors and partners	●	●	●	
All e-newsletters/invites sent to TEST Magazines readership (approx. 10,700) when updating on all the latest conference news and announcements will include your logo	●	●	●	
Company name and profile to appear on the onference website sponsorship and exhibitor pages (north.devopsevent.com)	1350 words	1000 words	500 words	350 words
Branding on the conference website homepage	●	●	●	●
Company name, logo and profile to appear in the conference programme (max. 30 words)	●	●	●	●
1 piece of company literature will be included in the delegate show bags	●	●	●	
Speaking slot during the conference	Opening 40 minute keynote session on Day 1 and a 40 minute speaking slot on Day 2	1 x 40 minute speaking slot		
Hosting a 90 minute Executive Workshop session	1 x Executive Workshop session	1 x Executive Workshop sessions		
Your logo will be prominently displayed around the event on all event signage	●	●	●	●
A 10% discount will be offered to all individuals that attend the conference as a direct recommendation from you	●	●	●	
Free 2 day event pass and discounted rate for additional passes	6 free 2 day passes - £150 per additional conference pass	6 free 2 day passes - £150 per additional conference pass	3 free 2 day passes - £200 per additional conference pass	2 free 2 day passes - £250 per additional conference pass
Your logo will appear in the conference programme	●	●	●	●
Benefit from unlimited use of the event logo	●	●	●	●
A free advertisement in the conference programme	1 page	1 page	1 page at £500	1 page at £650
A prominent stand space	4m x 2m	4m x 2m	3m x 2m	3m x 2m
All lunch and refreshments will be provided	●	●	●	●
Contact data of Conference attendees including name, company, address and email address where provided and subject to data protection provisions.	●	●	●	

# Other Sponsorship Opportunities

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<p><b>Hosting of 1 x 90 minute executive workshop session</b> Really get inside the minds of key industry professionals by hosting a thought leadership roundtable session based on a subject of your choice. Engage, interact, build relationship with up to 12 professionals over a 1.5 hour period. You could also add further value to your session by including a 1 x 3m pull up banner.</p>	<p>£2,750</p>	<p><b>Prize Draw Sponsor</b> The Conference will conclude with a Prize Draw, where one delegate will take home a high value prize, engraved with your company name, as a memory from the event. A representative from your organisation will be on stage to draw the winner and congratulate them in person. The sponsorship package also includes the option to give a 15 minute closing remark to mark the end of the event.</p>	<p>£3,500</p>
<p><b>Bag Sponsorship</b> To ensure your brand is seen by all delegates, speakers, and visitors for the entire duration of the conference why not sponsor the show bags? As the sole bag sponsor your logo will be prominently displayed on all show bags. As an added extra you also gain the opportunity to include a double-sided A4 flyer in each bag.</p>	<p>£2,000</p>	<p><b>Pull up banners</b> Pull ups are a very cost effective way of ensuring your brand is visible at key points around Software Testing Conference NORTH. It may be that you opt for a pull up that is positioned outside one of the seminar theatres, or perhaps you would like it at the registration desk so it's the first thing visitors see – either way a pull up is a really great marketing tool that you can take away with you after the event and use time and time again.</p>	<p>£495</p>
<p><b>Badge &amp; Lanyard Sponsor</b> A really striking and effective way to increase your brand awareness is to sponsor the badges and lanyards – with hundreds being produced it is a guaranteed way to gain immediate visibility to all those that attend Software Testing Conference NORTH</p>	<p>£750</p>	<p><b>Wi-Fi &amp; Collateral Sponsor</b> As the Wi-Fi &amp; collateral sponsor not only will you gain branding throughout the event with your logo appearing on all event specific materials that range from the event programme right through to the event signage. In addition to this the Wi-Fi-code card will be prominent with your branding as will the rest of the delegate collateral such as pens and pads. You will also gain the opportunity to place a double-sided A4 sheet in the delegate packs.</p>	<p>£1,295</p>

# Contact Details

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For sponsorship opportunities please contact:

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