/serverless// DAYS

Boston Sponsorship Prospectus

Serverless is a buzzword with obvious deficits. For some it points to the future of software development in a post cloud world, and for others it evokes memories of vendor marketeers playing buzzword bingo.

ServerlessDays is a **community focused, single track, one day** event that moves away from the hype and focuses on the reality of serverless-based solutions. It's about fostering a community locally and helping all of us learn from each other as we embrace a new way of building applications.

The Team

The ServerlessDays Boston organizing team consists of several active members of the serverless community. They are all working on ServerlessDays in their personal capacity, and not as representatives of their employers.

- Simona Cotin (Cloud Developer Advocate at Microsoft)
- Jeremy Daly (CTO at AlertMe)
- Erik Peterson (CEO at CloudZero)
- Matt Williams (DevOps Evangelist at Datadog)
- Christina Wong (VP Marketing at Thundra)
- Alex Zavoski (VP Product Management at CloudZero)

The Conference

Date: March 12, 2019
Venue: Microsoft New England R&D Center
Expected attendance: 200 people

Format

The conference mixes elements of an unconference and a more traditional conference.

Both 20-30 minute talks and 5-15 minutes lightning talks are available as speaking options. Past iterations of ServerlessDays have had between 10-15 speakers from a variety of backgrounds ranging from those who are new to serverless to people who have real-world experience with serverless in

production and under load. There will also be organized open spaces with speakers during breaks, allowing attendees to ask more questions and get additional feedback.

Attendee Profile

We expect our attendees to fit into one of two categories.

- **Developers** who are curious by nature, excited to explore new technologies and ways of doing things. The type of developer we see at serverless events works outside of their comfort zone and is often key to successfully introducing new technologies into an organization.
- **Business stakeholders** looking for new solutions to unsolved problems. Technology provides business advantage, we see product managers, program directors, and CTOs attending looking for something that can help drive their business forward.

Sponsorship Opportunities

Headline Sponsors - $7,500 (5 available)

Make the event happen. Headline Sponsors will get:
- Your logo prominently displayed on the stage, in the venue, on the website, on the t-shirts, and you'll get multiple shout outs on stage.
- All the conference videos will have your logo on them when uploaded to YouTube.
- Your logo displayed on banners printed that will be placed throughout the venue.
- Several banners will only have the Headline Sponsors logos on them along with the ServerlessDays logo. The other banners will feature all sponsors logos.
- Bring your own banners. We'll allow you to bring two of your own banners and put them in spotlight positions.
- When your logo appears with any other non-headline sponsor logos it will always be at least 50% bigger than the other sponsors' logos.
- Full table in the vendor hall.
- You will also get 3 tickets, including t-shirts, with your sponsorship.

Using a single-track conference format means we do not have lots of speaker slots. We have decided it would be more beneficial to the conference attendees, organisers and sponsors to use all the slots for amazing, high-quality talks from the serverless community rather than offer these slots as part of the sponsorship package. The five Headline Sponsors will have a full table in the vendor hall, and will be able to participate in the CFP.

Middleware Sponsors - $4,000 (6 available)
Middleware Sponsors will get:
- Your logo displayed in the venue, on the website, on the t-shirts, and you'll get multiple shout outs on stage.

- Conference videos will have your logo on them when uploaded to YouTube.
- Logo will appear on banners along with the ServerlessDays logo and Headline Sponsors.
- When your logo appears with any other non-middleware sponsor logos it will always be at least 50% bigger than the other sponsors' logos (except headline sponsors).
- Half table in the vendor hall.
- You will also get 3 tickets, including t-shirts, with your sponsorship.

Community Sponsor - $1,000 (10 available)

Your company is an active supporter of the community, and is looking to help us in growing the use and knowledge base around serverless platforms. The Community Sponsor will get:
- Logos on signage in the venue and on the website
- Shout outs on stage
- 2 tickets, including t-shirts, with your sponsorship

Drinks Reception Sponsor - $3,500 (1 available)

After the conference there is a drinks reception in the venue. Sponsor the reception and get the chance to engage with the attendees in a relaxed atmosphere
- Logo prominently displayed at the drinks reception
- Acknowledgement on stage
- All the benefits of the community sponsor package.

Become a Sponsor

We'd love to have you as a sponsor!

To become a sponsor or learn more please contact boston@serverlessdays.io