

2024 SPONSORSHIP PROSPECTUS



AN OPEN COMMUNITY FOR DEVOPS ENLIGHTMENT

< dcoCon >
Kerala 2024

DevOps
Malayalam

Our premier event brings together tech enthusiasts and top professionals from the opensource and cloud native communities to enhance the learning and growth opportunities for techies in India.

As the flagship conference of DevOps Malayalam, we are dedicated to fostering innovation, sharing knowledge, and promoting collaboration among developers, IT operations professionals, and other stakeholders in the tech industry.

Event Date : 27 JULY 2024

Location : Kochi

Attendees : 300+



1 Day Conference



20+ Sessions and keynotes

Who Attends ?

Developers, Architects and technical leaders, CIOs, CTOs, Press and Analysts from around India.

KEYNOTE SPEAKER



Faseela K

Cloud-native developer,
Steering committee member at Istio

SCHEDULE AT A GLANCE

27 July 2024

- 2 Keynotes
- Sponsor Talks
- Breakout Sessions
- Solutions Showcase
- Evening Reception

As a sponsor of our conference, you'll have access to a multitude of benefits that can help boost your organization's reputation and engage with the leading players in the tech industry. Here are just a few of the advantages of sponsoring our event:

- Connect with a diverse group of top developers, end-users, and vendors, including enterprise software companies and innovative startups.
- Educate and inform the community about your organization's products, services, open-source strategies.
- Participate in a professionally organized conference managed by a neutral nonprofit, where content is carefully curated by the community.
- Network with developers and operations experts from across India, including startup CTOs, corporate developers, and senior technology executives.

SPONSORSHIP BENEFITS AT-A-GLANCE

	Platinum	Gold	Silver	Bronze
Speaking opportunity Content must meet CFP criteria and is subject to program committee approval	Choice of (1) 10-minute keynote or (2) 20-minute Track session	10-minute Track Session	5-Minute Talk	
Email to opt-in attendees sent by Devops Malayalam on behalf of sponsor	(1) Exclusive pre-or post-conference email (150 words)	(1) Combined pre-or post-conference email (150 words)		
Recognition in event promotional emails	Logo and link	company name and link only		
Sponsor recognition in pre- and post-conference email to attendees	Logo and Link	Logo		
Preferred placement of sponsor announcements in an official event news package	◆	◆		
Logo recognition on keynote screen	◆	◆	◆	◆

	Platinum	Gold	Silver	Bronze
Opportunity to provide (1) contributed article to key publications pre or post-event	◆	◆	◆	◆
Social Media posts from official Pages @devopsmalayalam	(1) Pre-event stand-alone post with social card and (1) customizable news spotlight during event	(2) Pre-event group posts and (1) group posts during event	(1) Pre-event group posts and (1) group posts during event	(1) Pre-event group post
Onsite exhibit space Turnkey booth includes back wall, counter with graphics, (2) stools, () wastebasket, basic power, and carpet	9m (w) x 6m (d) raw exhibit space	6m (w) x 6m (d) raw exhibit space or turnkey	4.5m (w) x 3m (d) raw exhibit space or turnkey	Tabletop exhibit only
Complimentary onsite attendee passes To be used for onsite booth staff, attendees and guests. Includes access to keynote, sessions, and exhibits onsite	10	6	4	2
SPONSORSHIP COST	3,50,000	2,00,000	1,50,000	50,000



<DMCon>
Kerala 2024

DevOps
Malayalam

MARKETING PROMOTIONAL OPPORTUNITIES

Contact mod@devopsmalayalam.io to secure your sponsorship today.
Signed Contracts for marketing promotional opportunities must be received by April 15, 2023.

DIVERSITY SCHOLARSHIP FUND

50,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED UNLIMITED

The Diversity Scholarship Fund supports individuals who may not otherwise have the opportunity to attend DMCon. Diversity scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups.

Benefits include:

- *Sponsor recognition on event website*
- *Logo recognition on rotating slides before and after keynotes*
- *Logo recognition on onsite signage*
- *Logo recognition in post-event transparency report*
- *(1) pre-event group post from the official @devopslamalyalm X handle (formerly Twitter)*
- *Sponsor recognition in scholarship acceptance notifications.*



ATTENDEE T-SHIRT

₹ 1,60,000

- Sponsor logo will be placed on the sleeve of all attendee t-shirts. Logo size, color, and placement will be based on the t-shirt design and are subject to DevOps Malayalam approval.
- Logo must be single color only (no gradient).



LANYARDS

₹ 10,000

- Showcase your logo on every attendee with the lanyard sponsorship. Logo size, color, and placement will be based on the lanyard Design and are subject to DevOps Malayalam approval.
- Logo must be single color only (no gradient).
- Note: Only for Diamand and Platinum sponsorship



SESSION RECORDING

₹ 1,00,000

- Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the DevOps Malayalam YouTube channel after the event.

Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording
- Sponsor recognition in post-event email to attendees.



Dan Kohn Diversity Scholarship Fund

50,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED

The DevOps Malayalam scholarship program supports individuals who may not otherwise have the opportunity to attend this event. Diversity scholarships assist traditionally underrepresented and/or marginalized groups in the technology and open-source communities, including but not limited to persons identifying as LGBTQIA+, women, persons of color, and persons with disabilities.

Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization and are unable to attend for financial reasons. By contributing to this fund, you showcase your organization's support for this important initiative and help remove obstacles for underrepresented attendee groups.

Benefits include:

- Logo and link on the conference website
- Logo recognition on rotating slides before and after keynotes
- Sponsor recognition in scholarship acceptance notifications

OUR COMMUNITY PARTNERS



OUR EVENT HIGHLIGHTS



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