
CHEFCONF2018
May 22-25 Hyatt Regency, Chicago
Sponsorship Opportunities
chefconf.chef.io
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CONTENTS

01 Overview
02 Chefconf 2018 in Chicago
03 Attendee Demographic
04 Agenda at a Glance
05-06 Sponsorship Packages at a Glance
07 Platinum
08 Gold
09 Silver
10 Startup
11-12 Marketing Opportunities
13 2017 Sponsors

OVERVIEW

ChefConf is the annual three day gathering of the DevOps and Continuous Automation community. Join 2,000 business leaders and practitioners as they come together at ChefConf 2018 in Chicago to discuss the state of the art in DevOps workflow, infrastructure, compliance, and application automation. Sessions are delivered by the leading experts in DevOps, cloud-native development and IT strategies from around the world.

Chef is the leader in Continuous Automation and configuration management with a growing community including:

- +73,000 Chefs in the Chef Supermarket
- +3,400 Cookbooks

“ Chef has been recognized for the 3rd year in a row as one of America’s fastest growing companies!
-Deloitte’s 2017 Technology Fast 500 Awards



CHEFCONF 2017 BY THE NUMBERS



Up to 2,000 Attendees



+35 Sponsors



+40 Breakout Sessions



4 Awesome Community Chef Awards

CHEFCONF 2018 IN CHICAGO

Join us in Chicago where you can visit world-class museums, dine at Michelin-star restaurants or catch a show in one of over 200 theaters.

ChefConf will take place at the Hyatt Regency Chicago, situated near Chicago's famous Magnificent Mile and surrounded by downtown's premiere attractions. It's an easy walk or short cab ride to the city's best shopping, cuisine, and museums.

> **Chef named as a leader among configuration management software for infrastructure automation**
> -Forrester Wave



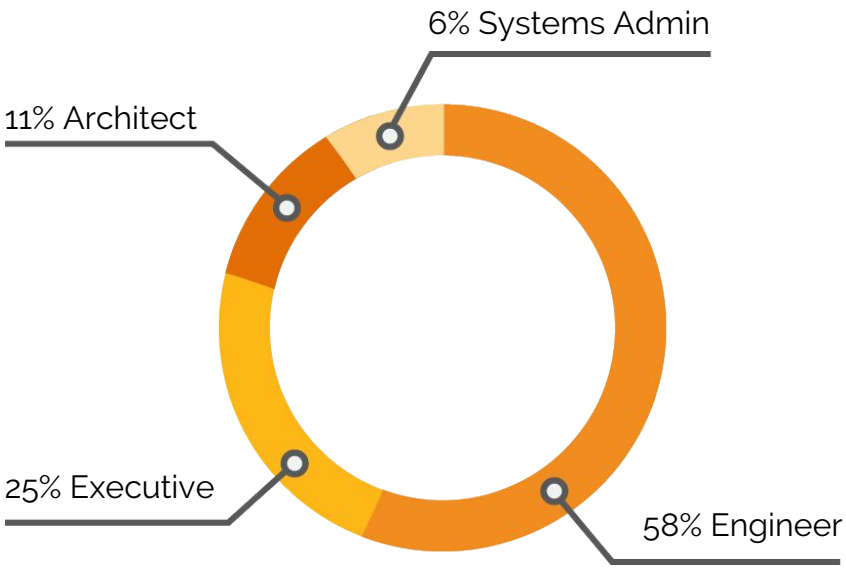
SPEAK AT CHEFCONF 2018

ChefConf features the leading voices driving digital transformations in the world's leading companies. ChefConf sessions are selected by a group of experts to ensure the content is focused on technically meaty and strategically innovative talks instead of fluffy pitches and paid-for sessions found at other conferences.

Have a great topic for ChefConf? We are looking for content that is appropriate for people who are brand new to Chef, Master Chefs, and everything in between. Many talks will fit into more than one topic and many will include a mix of technology and culture.

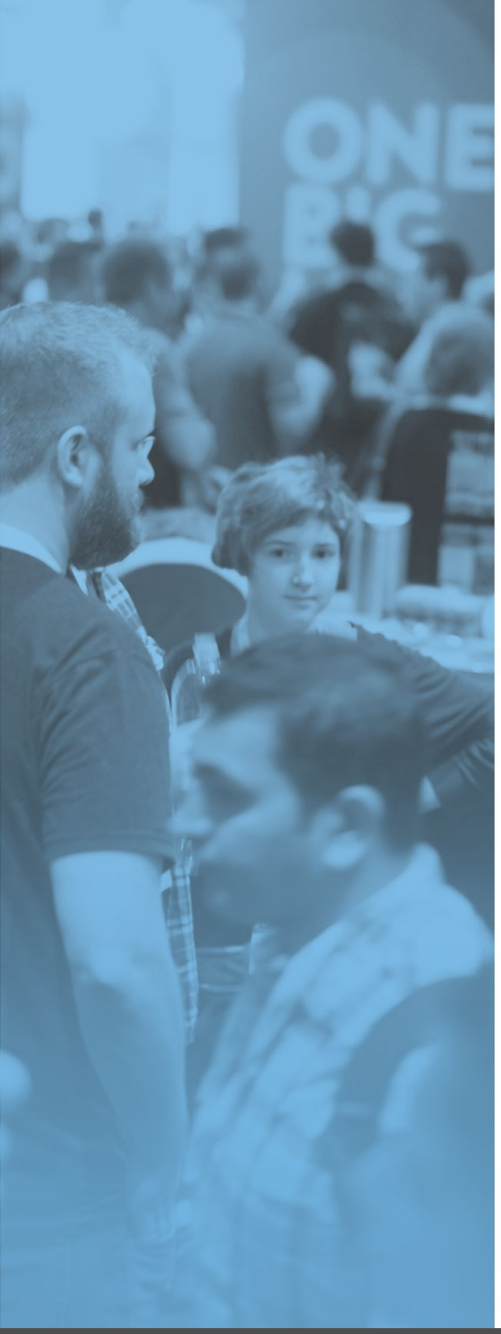
Submit your Presentation

2017 ATTENDEE DEMOGRAPHIC



Attendees:

- Adobe Systems
- Airbnb
- Apple
- Bloomberg
- Capital One
- Citigroup
- Dish Network
- Disney
- Electronic Arts
- Expedia
- Mastercard
- Oracle
- Red Bull
- Visa
- Walgreens



AGENDA AT A GLANCE

	MORNING:	AFTERNOON:	EVENING:
TUES, MAY 22 **Exhibit Hall Hours*:** **5-7pm** (Reception)	Workshops	Partner, Community, & Leadership Summits	Welcome Reception & Dinners
WED, MAY 23 **Exhibit Hall Hours*:** **11am-1pm** (Lunch) **5-7pm** (Happy Hour)	Keynotes	Breakouts & Exams	Happy Hour & Game Night
THURS, MAY 24 **Exhibit Hall Hours*:** **11am-1pm** (Lunch) **& 4-6pm** (Happy Hour)	Keynotes	Breakouts & Exams	Awards & Party

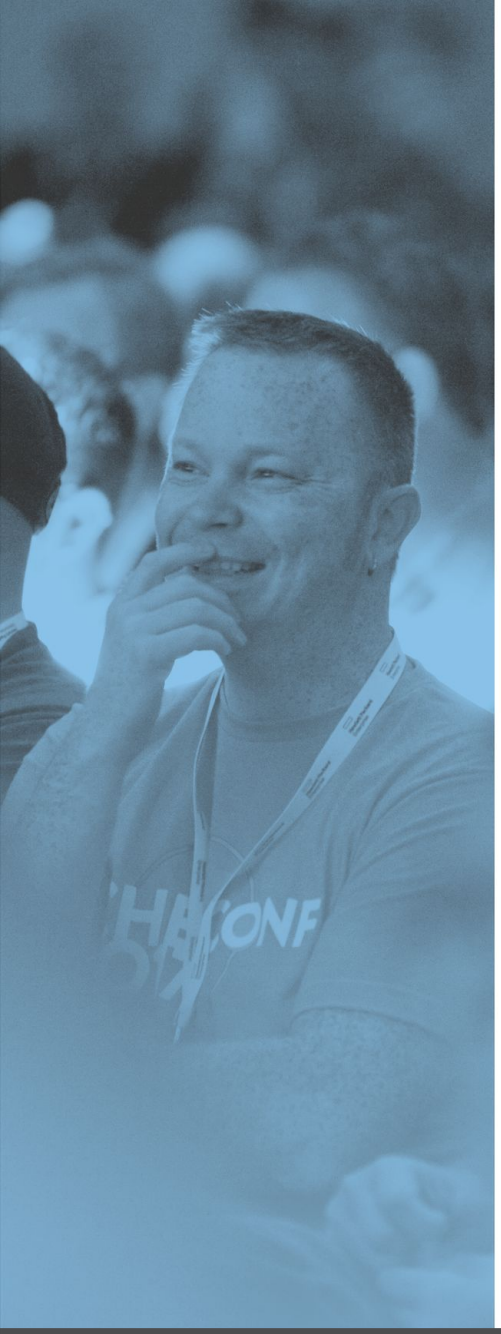
*These hours are subject to change

SPONSORSHIP PACKAGES AT A GLANCE

	PINNACLE *(Contact for pricing & availability)*	PLATINUM $35,000	GOLD $20,000	SILVER $12,000	STARTUP $5,000
EXHIBIT SPACE					
Exhibit Space	10'x20' space	10'x20' space	10' x 10' space	10' x 10' space	Table in the Startup Village
Lead Retrieval Devices	3	2	1	1	1
Wireless Internet	●	●	●	●	●
CONFERENCE ACCESS					
Full Conference Passes	7	5	3	2	1
Exhibitor Passes	7	5	3	2	1
Discount on Full Priced Additional Passes	25%	25%	25%	25%	25%

SPONSORSHIP PACKAGES (Cont.)

	PINNACLE *(Contact for pricing & availability)*	PLATINUM $35,000	GOLD $20,000	SILVER $12,000	STARTUP $5,000
SPEAKING OPPORTUNITIES					
Keynote Participation	●				
Pre-conference Session	●				
Breakout Session	●	●			
Demo Stage Headline Speaking	●	●	●		
BRANDING					
Welcome reception recognition (also in a la carte)	●	●			
Executive meeting space (hours may vary)	●	●			
Logo included in keynote, pre-conference email and website	●	●	●	●	●
Discount on MPOs (through 3/1)	25%	25%	25%		



PLATINUM $35,000

Exhibit Space:

- 10' x 20' premium exhibit space
- Wireless internet

Conference Access:

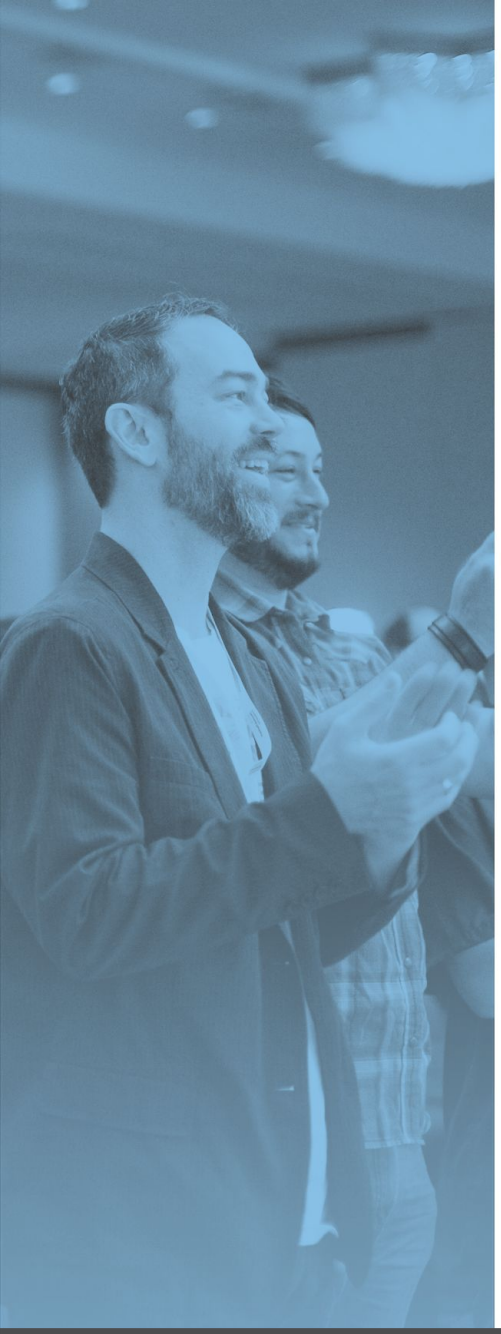
- Five (5) full conference passes
- Five (5) exhibit staff passes
- 25% discount on additional full conference and exhibit staff passes
- Pre-scheduled meetings with Chef

Speaking Opportunities:

- Breakout session
- Demo stage branding
- Demo stage headline speaking session

Branding:

- Welcome reception recognition
- Executive meeting space (hours may vary)
- Logo included in keynote, pre-conference email and website
- Social media promotion
- 25% discount on marketing promotional opportunities (through March 1, 2018)



GOLD $20,000

Exhibit Space:

- 10' x 10' exhibit space
- One (1) lead retrieval devices
- Wireless internet

Conference Access:

- Three (3) full conference passes
- Three (3) exhibit staff passes
- 25% discount on additional full conference and exhibit staff passes

Speaking Opportunities:

- Demo stage branding
- Demo stage headline speaking session

Branding:

- Logo included in keynote, pre-conference email and website
- Social media promotion
- 25% discount on marketing promotional opportunities (through March 1, 2018)



SILVER $12,000

Exhibit Space:

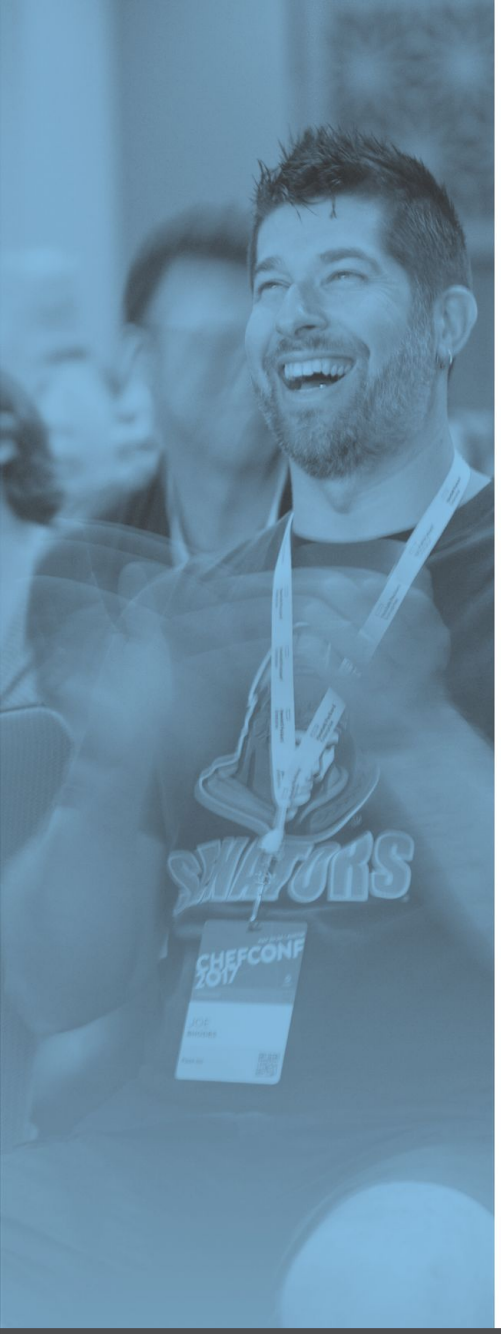
- 10' x 10' exhibit space
- One (1) lead retrieval devices
- Wireless internet

Conference Access:

- Two (2) full conference passes
- Two (2) exhibit staff passes
- 25% discount on additional full conference and exhibit staff passes

Branding:

- Logo included in keynote, pre-conference email and website
- Social media promotion



STARTUP* $5,000

Exhibit Space:

- 6' table in the Startup Village
- One (1) lead retrieval devices
- Wireless internet

Conference Access:

- One (1) full conference passes
- One (1) exhibit staff passes
- 25% discount on additional full conference and exhibit staff passes

Branding:

- Logo included in keynote, pre-conference email and website
- Social media promotion

*Priority to companies in business for less than five years and less than 50 employees

MARKETING PROMOTIONALS OPPORTUNITIES

Community Celebration - $15,000



Highlight your brand at our eagerly anticipated ChefConf community celebration!

Game Night



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Welcome Reception



as we lcome event.

Lunch - $10,000



Sponsor lunch on Tuesday, Wednesday, or Thursday in the expo hall area.

Happy Hour Reception - $8,000



Showcase your brand at the happy hour reception and networking event on day two of ChefConf.

Exhibit Hall Lawn Games - $10,000



Highlight your company's logo on branded lawn games (such as cornhole or ladder golf) in the expo hall.

MARKETING PROMOTIONALS OPPORTUNITIES (Cont.)

Lanyards - $8,000



Put your company logo on all full conference and exhibitor staff passes.

Branded Coffee & Water Cups - $8,000



Highlight your brand on every water and coffee cup at ChefConf.

Hack Day - $10,000



Increase awareness and interact with the community as the exclusive sponsor for the ChefConf Hack Day.

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Exhibit Hall Lounge and Charging Area - $5,000



Attendees can work and recharge at the exhibit hall lounge at ChefConf.

Private meeting room - $5,000 (limited space available)



Enjoy your own private meeting room onsite at ChefConf. Host customers, prospects and community members in your private meeting room with seating for up to 10 people.



2017 SPONSORS

Microsoft
aws
go
VictorOps
SCALYR
CIRCONUS
Hewlett Packard Enterprise
Capital One
Outlyer
DATADOG
vmware
signal fx
ALERT LOGIC Security. Compliance. Cloud.
APPDYNAMICS
Google
JFrog
threat stack
Electric Cloud
ARISTA
SAVIYNT
catchpoint
Sysgain
OpsGenie
relevance lab
pagerduty
ctp Cloud Technology Partners
CYBERARK
Disney
SHADOWSOFT
slalom
WAVEFRONT
dnsimple
Linux Academy
DigitalOnUs Accelerating Digital Business
cascadeo