

Sponsorship Prospectus

Overview

ChefConf is the annual three day gathering of the DevOps and Continuous Automation community. Join **1,600** business leaders and practitioners as they come together at ChefConf 2019 in Seattle 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.

ChefConf 2018 by the Numbers:

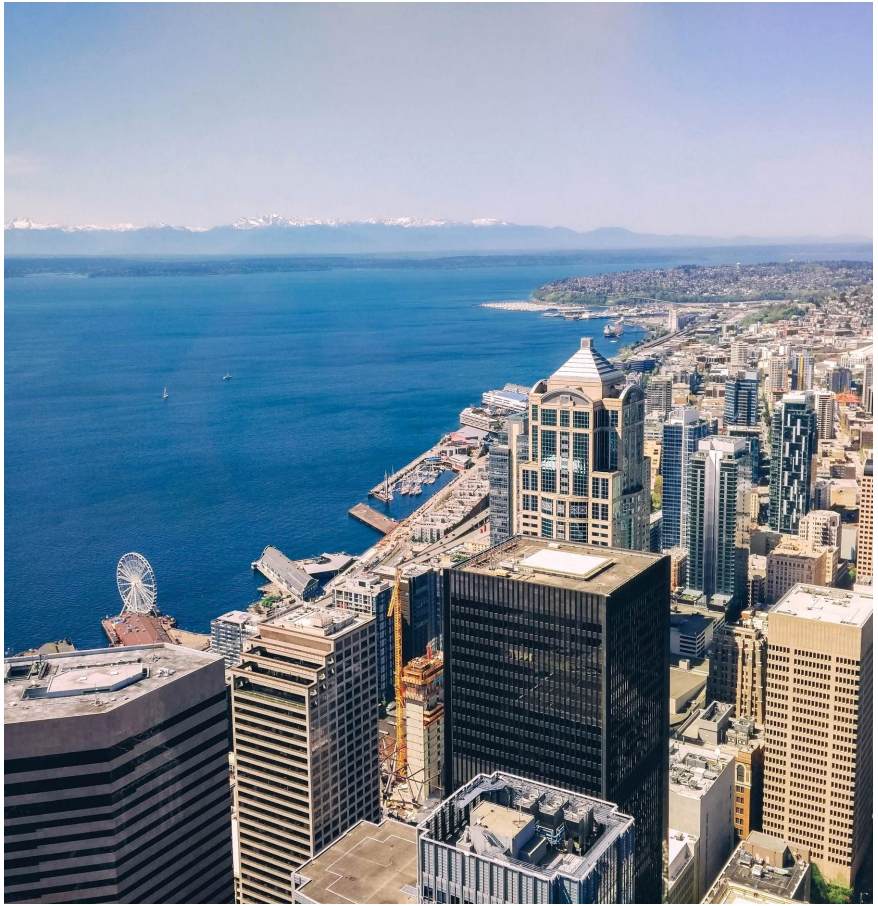
1,200	35	72	20	13
Attendees	Sponsors	Breakout Sessions	Workshops	Showcase Theater Sessions

Hello Seattle.

Welcome to Seattle! For 2019 we are bringing ChefConf home and taking over the brand new, world-class Hyatt Regency Seattle.

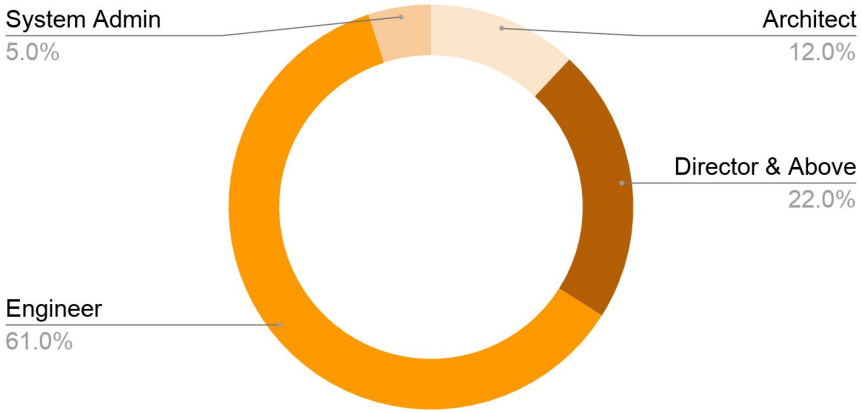
Whether it's sampling fresh food at Pike Place Market, visiting the iconic Space Needle, or catching a ride across the water to Bainbridge Island - we think you'll love our hometown as much as we do.

Located in the heart of downtown, the Hyatt Regency Seattle is situated right in the midst of the bustling city center and within walking distance of many iconic locations.



2018 Attendee Demographics

34% decision makers attended in 2018



Attendees Included:

ChefConf Agenda

	Monday, May 20	Tuesday, May 21	Wednesday, May 22	Thursday, May 23
Exhibit Hall Hours	4-7pm	11am-1pm & 4-7pm	11am-1pm	Exhibit hall closed
Agenda	Workshops Certification Training Welcome Reception hosted in Exhibit Hall	Main Stage Keynotes Breakout Sessions Partner Happy Hour Game Night	Main Stage Keynotes Breakout Sessions Community Celebration (ChefConf Party)	Hackathon Day Certification Training

*Exhibit hall hours subject to change. A more detailed agenda with specific times will be available at www.chefconf.chef.io in early spring.

Why Sponsor at ChefConf 2019?

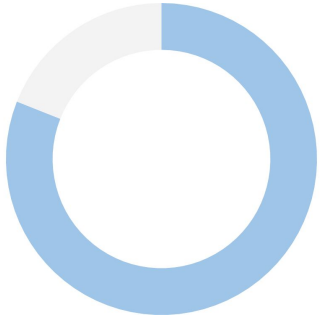
ChefConf is a gateway of opportunity for you and your organization. Our priority is connecting you to the Chef community through thought leadership, brand awareness & lead generation.

At ChefConf 2019, you will connect with more than 1,600 professionals who are committed to application automation and secure and compliant infrastructure.

Don't miss your opportunity to engage at the largest Chef community gathering!



83% of 2018 attendees said they would recommend ChefConf to a friend



81% of 2018 attendees said they plan on attending ChefConf in 2019

Sponsorships | Thought Leadership

	Pinnacle (please inquire for custom package pricing)	Platinum $40,000	Gold $25,000	Silver $15,000	Startup Alley $5,000
Breakout Session	✓				
Attendee list of your breakout session	✓				
Demo Stage headline speaking session	2 Sessions	1 Session	1 Session		
Attendee list of your Demo Stage session	✓	✓	✓		

Sponsorships | Lead Generation

	Pinnacle (please inquire for custom package pricing)	**Platinum $40,000**	**Gold $25,000**	**Silver $15,000**	**Startup Alley $5,000**
Exhibit space	10'x20' premium booth	10'x20' booth	10'x10' booth	10'x10' booth	3' turnkey kiosk
Conference passes	8	6	4	2	1
Meeting suite (hours vary)	1 dedicated meeting suite	Meeting Suite hours available upon request			
Lead retrieval devices	2 lead scanning devices provided	1 lead scanning device provided	1 lead scanning device provided	1 lead scanning device provided	1 lead scanning device provided
One-time post-show opt-in email	✓	✓			
Wireless internet	✓	✓	✓	✓	✓
Discount on additional passes	50%	50%	25%	25%	25%

Sponsorships | Brand Awareness

	Pinnacle (please inquire for custom package pricing)	Platinum $40,000	Gold $25,000	Silver $15,000	Startup Alley $5,000
Recognition in attendee email	✓	✓	✓	✓	✓
Logo & URL included on conference website	✓	✓	✓	✓	✓
Logo and recognition in Keynote	✓	✓	✓	✓	✓
Social media promotion	✓	✓	✓		
Scanned leads access	✓	✓	✓	✓	✓
Discount on MPOs (through February 1, 2018)	25%	25%			

Sponsorships | Reservations

Many of our sponsorship packages are reserved quickly. We recommend requesting a contract as soon as possible to guarantee you receive the package you desire.

You can request a contract by emailing chefconf@chef.io. All sponsorship packages are sold on a first-come, first-served basis. A signed contract is required for you to secure your sponsorship and to select your booth location.



MPOs | Events

(A La Carte Sponsorships)

Community Celebration (ChefConf Party) - $25,000

Limited to one sponsor

Highlight your brand at our eagerly anticipated ChefConf Community Celebration. Sponsorship includes branded signage throughout the venue, a welcome table at the door to hand out swag or collateral, and a signature cocktail.

Hackathon - $20,000

Limited to one sponsor

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

Welcome Reception - $15,000

Limited to one sponsor

Join ChefConf attendees as we kickoff ChefConf at the welcome reception and networking event. Sponsorship includes branded signage, branded cocktail napkins, and the freedom to hand out collateral to attendees during the reception.

Happy Hour Reception - $10,000

Limited to one sponsor

Showcase your brand at the happy hour reception and networking event on day two of ChefConf. Sponsorship includes branded signage, branded cocktail napkins, and the freedom to hand out collateral to attendees during the reception.

Game Night - $8,000

Limited to one sponsor

Our popular game night at ChefConf includes a variety of board and video games, snacks, and drinks throughout the evening. Sponsorship includes branded signage, branded cocktail napkins, and a signature cocktail.

Lunch - $5,000

Limited to one sponsor per lunch

Sponsor lunch on Tuesday, Wednesday or Thursday in the expo hall area. Sponsorship includes branded signage and collateral placed at lunch tables.

MPOs | Branding

(A La Carte Sponsorships)

Lanyards - $10,000

Limited to one sponsor

Print your company logo on the lanyards of all full conference and exhibitor staff passes. Lanyard styles and design will be reviewed and approved by Chef.

Branded Coffee & Water Cups - $8,000

Limited to one sponsor

Highlight your brand on every water and coffee cup at ChefConf. Sponsorship includes your logo exclusively on all coffee and water cups throughout ChefConf.

Hotel Keycard - $8,000

Limited to one sponsor

Brand hotel keycards and be the first thing attendees receive upon check-in and the last item they use before heading home.

Exhibit Hall Lounge and Charging Area - $5,000

Limited to one sponsor

Attendees can work and recharge at the exhibit hall lounge at ChefConf. Sponsorship includes branded signage and logo throughout the space.

MPOs | Other

(A La Carte Sponsorships)

Vintage Arcade - $12,000

Limited to one sponsor

Sponsor the ChefConf arcade and delight attendees with their favorite throwback arcade games.

Seattle Photo Booth - $8,000

Limited to one sponsor

Increase brand awareness by putting your logo on all ChefConf photo booth pictures.

Seattle DJ Booth - $8,000

Limited to one sponsor

Bring Seattle's iconic music scene into ChefConf by sponsoring the DJ booth

Local Seattle Insider Experience

Custom sponsorship and pricing

Collaborate with us on unique Seattle experiences for ChefConf attendees

Seattle Barista Bar - $10,000

Limited to one sponsor

Fuel ChefConf attendees with Seattle coffee throughout the show. Sponsorship includes your logo on one coffee cart, coffee cups and napkins.

Seattle Microbrew Experience - $10,000

Limited to one sponsor

Treat attendees to unique local microbrews as the sole sponsor of the ChefConf Microbrew Experience

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.

2018 Sponsors



























































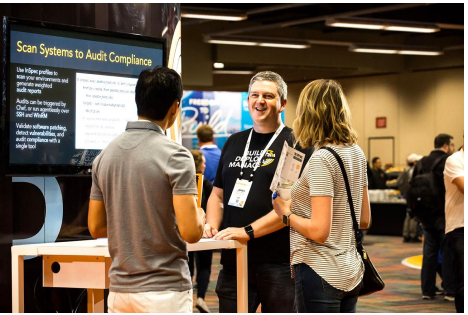











Scan Systems to Audit Compliance




THE GLOBAL GOALS
For Sustainable Development




Whipping up Awesome



