CHEF CONF 2020

Sponsor Prospectus

Why ChefConf?

ChefConf is the annual three-day gathering of the DevOps and Continuous Automation community. Join 1,400 business leaders and practitioners as they come together at ChefConf 2020 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.

Ways To Reach The DevOps Community



CHEFCONF ONLINE
June 1-4, 2020



CHEFCONF SEATTLE
June 1-4, 2020



CHEFCONF LONDON
June 15-17, 2020

chefconf.io | chefconf@chef.io **CHEFCONF2020**

ChefConf 2019 By The Numbers



1400+
attendees in Seattle



25
sponsors



5000+
online attendees



57
breakout sessions



20+
theater demo sessions

ChefConf Seattle

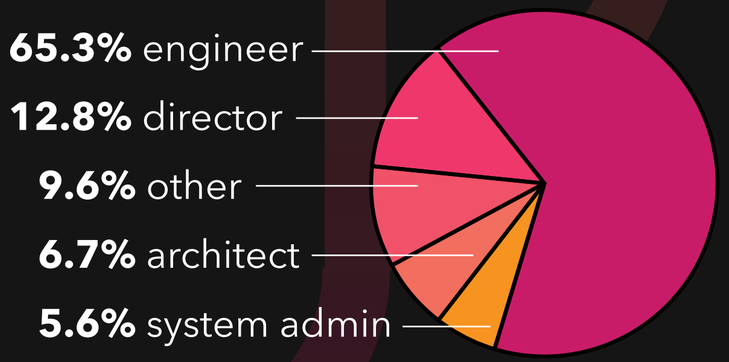
Join us in 2020 as we turn the world-class Hyatt Regency Seattle into the DevOps Center of the Universe (not too far from the real thing - Fremont, Seattle).

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.

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.

2019 Attendee Demographics

Occupation:



Companies:

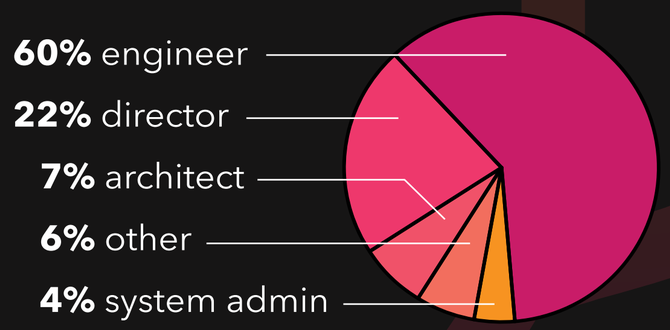
AIG | Apple | AT&T | Best Buy | Best Western | Bed Bath & Beyond | Capital One
Ford | GE | IBM | Jack Henry | Kaiser Permanente | MasterCard | Nordstrom
Optum | Pacific Life | RedBull | Texas A&M | Toyota | Stanford

ChefConf London

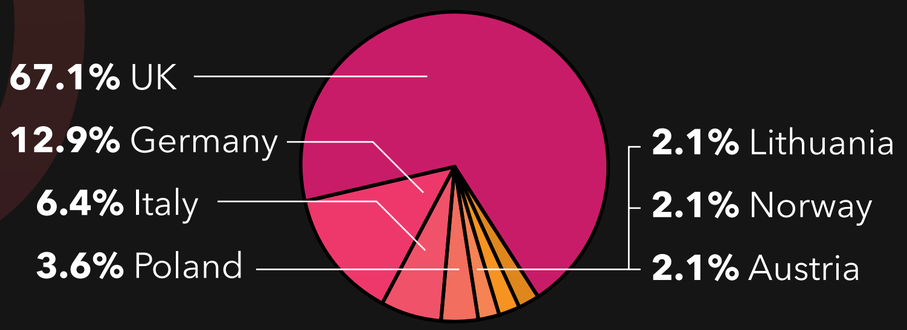
After bringing ChefConf to London for the first time in 2019, we are excited to repeat the experience in 2020. Join 200 of your peers as we share the latest Chef news, product announcements and industry thought leadership. The Chef leadership team will be in town as well as many of the engineers working on our products. We'll also showcase many of our European customer stories and give you the chance to meet and share your knowledge with other Chef users local to you.

2019 Attendee Demographics

Occupation:



Location (12 countries across the EMEA region)**:**



Companies Including:

Amazon | AstraZeneca | Barclays | Capital One | Danske Bank | Deutsche Telekom AG | Expedia
Lloyds Banking Group | News UK | Sainsbury's | Sky Betting and Gaming | Tesco Stores Ltd | Standard Bank

Sponsor opportunities at ChefConf 2020

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 2020, you will connect with more than 1,400 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!

Please reach out to chefconf@chef.io to secure your 2020 ChefConf sponsorship!

ChefConf Seattle Sponsorship Opportunities

	Pinnacle Pricing available upon request	**Platinum** **$35k**	**Gold** **$25k**	**Silver** **$15k**	**Start-Up** **$5k*** upon approval
Booth	Turn-key Booth	Turn-key Booth	Turn-key Booth	Turn-key Booth	Turn-key Booth
Meeting Space	• Dedicated meeting suite (first come, first served) • Dedicated meeting table	• Dedicated meeting table • Meeting suite use (select times)	Meeting table use (select times)		
Passes* 2 additional passes for Chef Partner Program Members	• 15 Passes • 50% discount on up to 3 additional passes	• 10 Passes • 50% discount on up to 5 additional passes	• 8 Passes • 25% discount on up to 2 additional passes	• 3 Passes • 25% discount on up to 1 additional pass	• 2 Passes • 25% discount on up to 1 additional pass
Lead Scanning	• 2 scanners • Additional scanners at 25% discount	• 1 scanner • Additional scanners at 25% discount	1 scanner	1 scanner	1 scanner
Demo Stage Speaking Opportunity	• 2 demo sessions • 2 Partner Theater lightning sessions	• 1 demo session • 2 Partner Theater lightning sessions	1 Partner Theater lightning session		
Executive Briefing Center - EBC (in-person or digital)	Pending availability and scheduling	Available as add-on	Available as add-on	Available as add-on	

10% discount for Chef Partner Program members

ChefConf Seattle Sponsorship Opportunities Cont.

	Pinnacle Pricing available upon request	**Platinum** **$35k**	**Gold** **$25k**	**Silver** **$15k**	**Start-Up** **$5k*** upon approval
Customer Access	• List of customers who have opted in for meetings • Access to company list	• List of customers who have opted in for meetings • Access to company list • Concierge service for 5 meetings with sales team	• List of customers who have opted in for meetings • Access to company list • Concierge service for 3 meetings with sales team	Access to company list	
Email Communications	• 1 Pre-event email sent on your behalf • 1 Post-event email sent on your behalf • Logo included in an email	• 1 Post-event email sent on your behalf • Logo included in an email	Logo included in an email	Logo included in an email	Logo included in an email
Digital	Post-event webinar & promotion to Chef database				
Other Promotions	• Logo included in keynote walk-in • Logo displayed on website	• Logo included in keynote walk-in • Logo displayed on website	• Logo included in keynot walk-in • Logo displayed on website	Logo displayed on website	Logo displayed on website
Value-add	One custom marketing promotional opportunity	One marketing promotional opportunity available at a 50% discount	One marketing promotional opportunity available at a 50% discount		

10% discount for Chef Partner Program members

Additional Sponsorship Opportunities

	Price	Description
Community Celebration (ChefConf Party)	$25,000*	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.
Hack Day	$20,000*	Increase awareness and interact with the community as the exclusive sponsor for the ChefConf Hack Day.
Reception	$15,000*	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.
Game Night	$8,000*	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*	Sponsor lunch on Tuesday, Wednesday or Thursday in the expo hall area. Sponsorship includes branded signage and collateral placed at lunch tables.
Lanyards	$10,000*	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
Hotel Keycard	$8,000*	Brand hotel keycards and be the first thing attendees receive upon check-in and the last item they use before heading home.

*Limited to one sponsor
10% discount for Chef Partner Program members

Additional Sponsorship Opportunities Cont.

	Price	Description
Exhibit Hall Lounge and Charging Area	$5,000*	Attendees can work and recharge at the exhibit hall lounge at ChefConf. Sponsorship includes branded signage and logo throughout the space.
Vintage Arcade	$12,000*	Sponsor the ChefConf arcade and delight attendees with their favorite throwback arcade games.
Seattle Photo Booth	$8,000*	Increase brand awareness by putting your logo on all ChefConf photo booth pictures.
Seattle Barista Bar	$10,000*	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*	Treat attendees to unique local microbrews as the sole sponsor of the ChefConf Microbrew Experience
Private Meeting Room	$5,000*	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.
Presence (ChefConf London)	–	Table with signage, 5 staff passes, Speaking opportunity, 1 Lead scanning device

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For even more sponsorship options please reach out to chefconf@chef.io

Custom lounges | Sponsored bars | Green/eco sponsorships | Keynote chair drop | “Welcome to Seattle” room drop

Women in tech pannel | Diversity luncheon | Unique Seattle off-site experience | Ad space on giant screens

ChefConf 2020 Agenda

Seattle

	Monday, June 1	Tuesday, June 2	Wednesday, June 3	Thursday, June 4
Exhibit Hall Hours	**4-7pm**	**11am-1pm & 4-7pm**	**11am-1pm**	**Exhibit hall closed**
Agenda	Registration Open Day Zero Workshops Community Summit	Keynote Breakouts Expo Expo Reception Game Night	Breakouts Expo Celebration (ChefConf Party)	Hackathon Contribtutor Summit

London

	Monday, June 15	Tuesday, June 16	Wednesday, June 17
Coming Soon			

Thank you to our 2019 sponsors!















































