

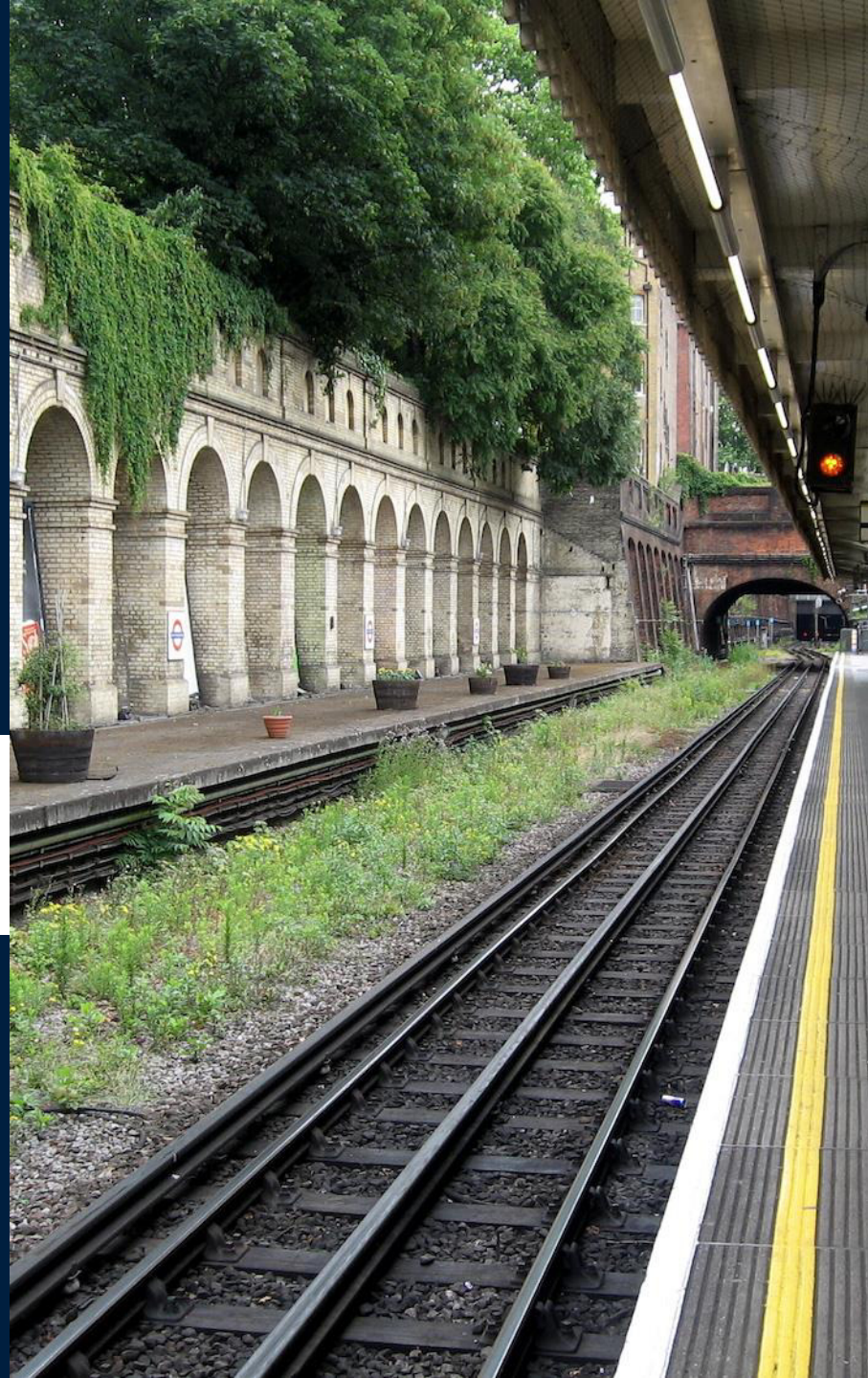
`/serverless/` **DAYS**

London

9 to 11 July 2019

One Day. One Track. One Community

Sponsor Prospectus



The New Kingmakers

Steve O'Grady writes in *The New Kingmakers* that the most successful companies today are those that understand the strategic role that developers will play in their success or failure.

The Serverless paradigm enables organisations to ship features faster without compromising on security or availability. Small teams of developers have never been more productive and never had a bigger impact on their organisations. ServerlessDays events are attended by these developers pushing the boundaries of new technology to the advantage of the organisations they work for.

The best way to sum up the ServerlessDays community is to quote Steve Ballmer. “Developers! Developers! Developers!”

If you want to get in front of an audience of forward thinking developers, whether you’re looking to promote your products & services or looking to hire, then ServerlessDays is the event for you.



2018.

Following on from the first JeffConf in 2017, ServerlessDays London was run a year later, once again at St John's in Hoxton. We capped tickets at 280 due to venue capacity, and sold out a week in advance.

From 2017 we had a **60% increase** in attendees, **100%+ increase** in sponsors, and **live streamed** the conference, with viewers as far as Boston. We also added a **video stream** to sponsor area, and a **job board**.

2018 Attendee Companies

Cabinet Office
Ecotricity
Barclays
Holiday Extras
Gartner
BBC
Docker

IET
Lego Group
Moixa
Just Eat
The Financial Times
Perform Group / DAZN
WeaveWorks

Tesco
Daimler Benz
Amido
Reason
BlueTel
Redmonk

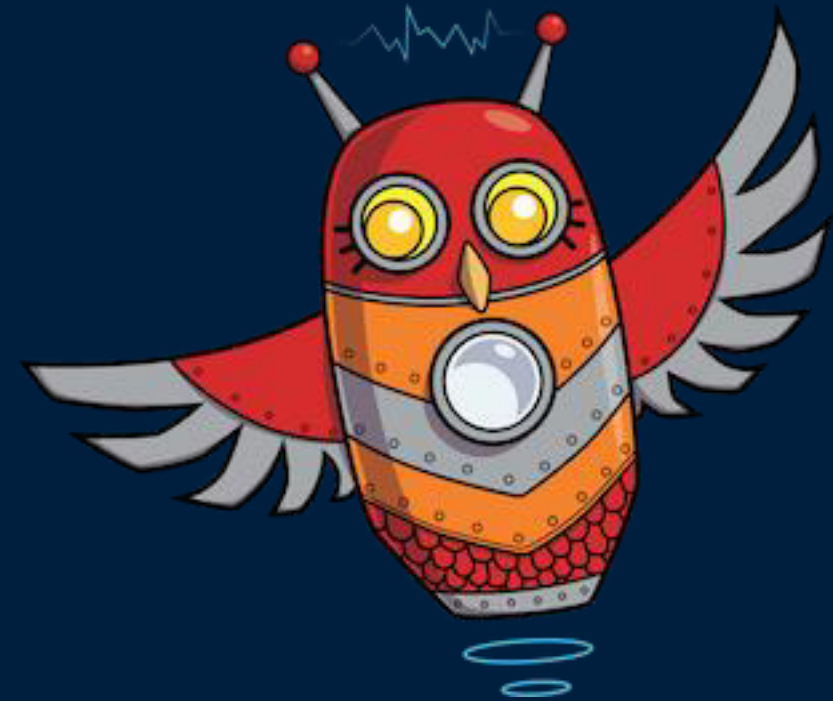


2019.

As much as we love St John's Hoxton, which was our home for the first two years, we will be moving to Imperial College in South Kensington.

We are aiming to expand ServerlessDays, with **two workshop days**, preceding the main day, and targeting **500 attendees** for the main ServerlessDays event on **11 July 2019**. Imperial College, with a capacity of 750 people in The Great Hall, and with multiple suites of workshop rooms give us space to grow.

We expect ServerlessDays London to be the **biggest Serverless event in Europe** this year.



Venue

The **Great Hall** will host the talks. It has a capacity of 750 people, is accessible, with a full AV and lighting rig.

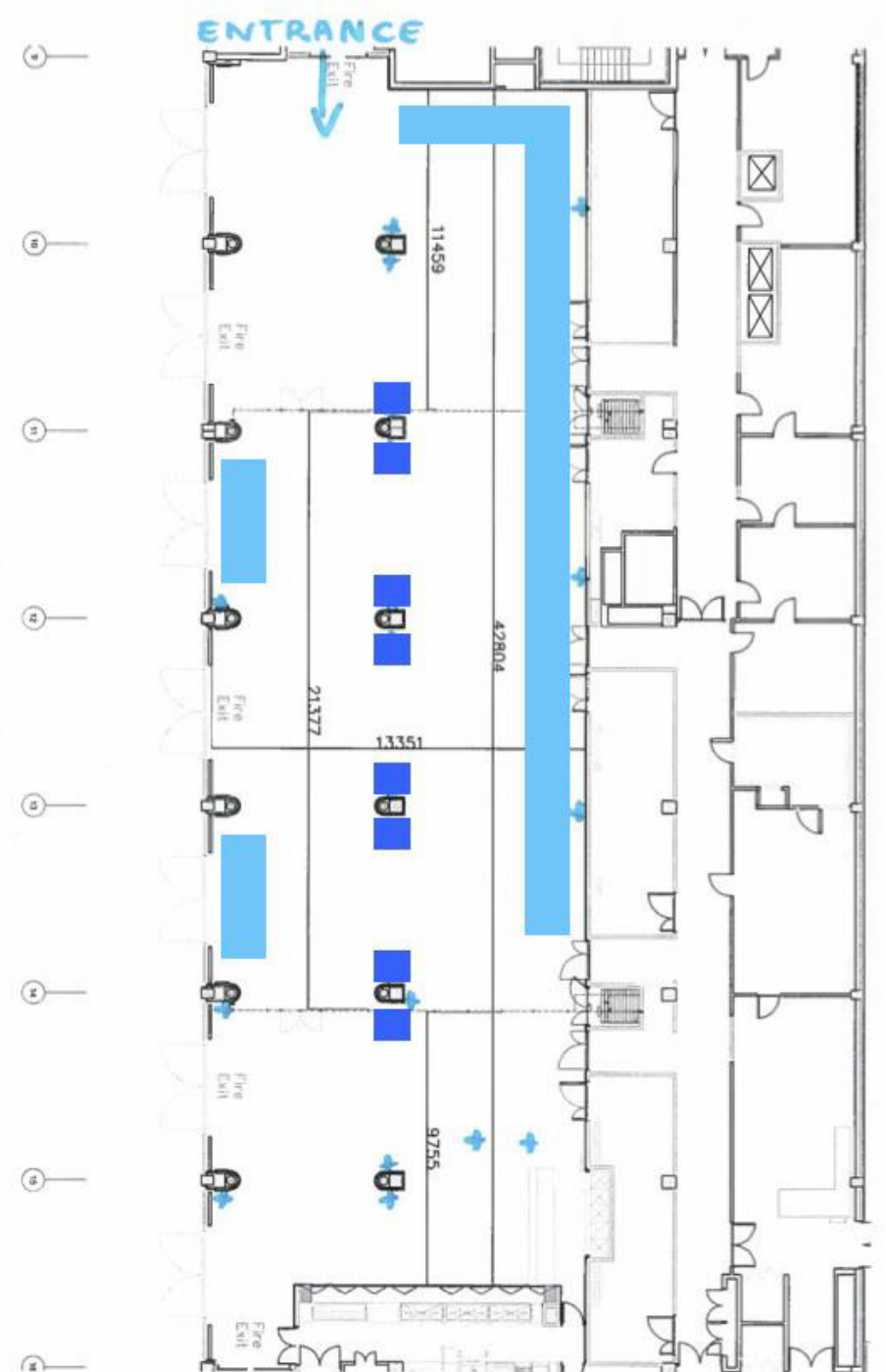
A large stage provides ample space for Sponsor branding.



Venue

The Queen's Tower Rooms, adjacent to The Great Hall provide the exhibition and food space. Platinum & Gold sponsors will be around the edges, and Silver sponsors will get poseur tables on the pillars.

Food will be served on the far side, with seating in the room, and additional seating outside on the Queen's Lawn.



Timeline

| | |
|----------------|------------------------------------------------------------------------------------------|
| 25 March 2019 | ServerlessDays London Announcement! Website Launch CFP Opens Tickets go on Sale |
| 6 May 2019 | CFP Closes |
| 13 May 2019 | Speakers Notified |
| 20 May 2019 | Speaker Announcement |
| 9,10 July 2019 | Workshops |
| 11 July 2019 | ServerlessDay! |



Sponsorship

We are offer four tiers of sponsorship, and 4 additional one off sponsorship opportunities.

| Tier | Slots | Price |
|-----------|--------------|---------|
| Platinum | 3 Available | £12,000 |
| Gold | 8 Available | £6,000 |
| Silver | 8 Available | £3,000 |
| Community | 10 Available | £1,000 |

Additional sponsorship:

Lanyard sponsorship

Video Streaming Sponsorship

Captioning Sponsorship



Platinum

Booth space - first refusal on pick of booth space. Included will be 1 large table with tablecloth, plus 2 chairs. The space will be 50% larger than a Gold sponsor. You can bring branding to fill the space behind the table, e.g. 3x banner stands. AV available as an extra. WIFI included.

Your logo will get prominence on stage, in the venue, on the website, and will be least 50% bigger than the other non-platinum sponsors logo.

Blog Post promoted by a tweet from the ServerlessDays London account

Included on all emails to ServerlessDays London attendees and network

A single email to all ServerlessDays attendees that have opted in to receive marketing emails, promoting yourself, a product or service.

You will also get 8 tickets with your sponsorship.



£12,000
Excl. VAT

Gold

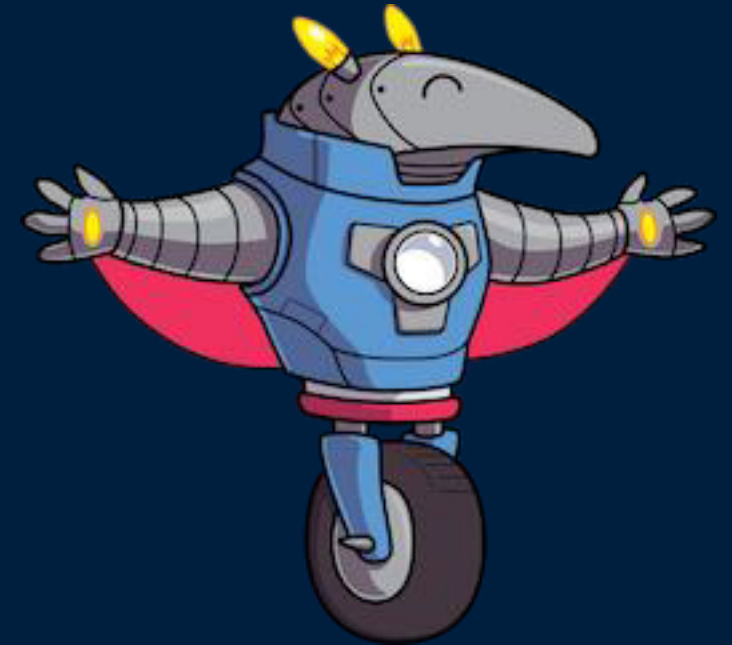
Booth space - Included will be 1 large table with tablecloth, plus 2 chairs. You can bring 2 banner stands. AV available as an extra. WIFI included.

Your logo will get promoted, in the venue, on stage, on the website, and you'll get a shout out on stage. Your logo will be larger than silver and community sponsor logos.

Included on all emails to ServerlessDays London attendees and network.

An email shared with two other Gold Sponsors to all ServerlessDays attendees that have opted in to receive marketing emails promoting yourself, a product or service.

You will also get 6 tickets with your sponsorship.



£6,000
Excl. VAT

Silver

Booth space - 1 x Poseur table + 1 x Pull up banner

Your logo will get promoted in the venue & on the website & stage. There will be signage through out the venue with your logo.

Shared email with other Silver sponsors to ServerlessDays London database with logo

You will also get 4 tickets with your sponsorship.



£3,000

Excl. VAT

Community

Logos on signage on stage, in the venue, on the website.

Shout outs on stage.

3 tickets with your sponsorship



£1,000
Excl. VAT

Additional

Lanyard Sponsor: £4,000

Your branded lanyard will be given to all attendees with their badge. Sponsor to provide the lanyards. Lanyards will be required to be worn at all times to enable access to the various areas of the event.



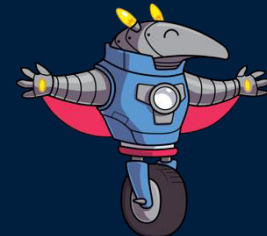
Video Sponsor: £8,000

Your logo will be attached to all live streaming and on demand video. The Live Stream will be promoted prior to the event, and the Video will be promoted by ServerlessDays post event



Captioning Sponsor: £3,000

We are dedicated to supporting diversity and inclusion at our events, including provision of a bursary. To support this during the event live captioning will be taking place - this screen and activity will be branded with your logo.



Workshops

We are looking to offer workshops as part of the ServerlessDays London program for 2019. Imperial College gives us the opportunity to run multiple workshops across the campus.

We are offering flexible workshop packages to organizations and individuals looking to run a workshop in the two days prior to the event.

The workshop packages include the following

- Mix of rooms that can accommodate between 20 to 40 people
- WIFI, AV, power for all attendees, and sufficient seating and desk space for a laptop
- Hot lunch, tea & coffee
- Promotion, registration & ticket sales through ServerlessDays London

We can also offer bespoke packages if looking to take multiple rooms.



Workshops

Indicative* Workshop Rates (Full day, including hot lunch, tea & coffee)

40 person room - £1,800

20 person room - £1,100

Payment terms

Offering Free workshops - Payment upfront before the day is required.

Paid for workshops - All ticket sales must be through ServerlessDays London, who will pay you the balance less the room rate after the event

We do require that 30% of tickets are made available for the D&I scholarship

* Prices will vary depending on exact room size



Diversity & Inclusion

The singular aim of ServerlessDays is to grow the Serverless community. This is only achievable if we bring everyone with us and create an inclusive event.

With this in mind we have the following targets for ServerlessDays London 2019.

- 50% speakers from underrepresented minorities
- Scholarship for 30% of tickets to under represented minorities including main event and workshops

We will be doing the following to improve inclusivity

- Physically accessible space with ramps and elevators that ensure access to all parts of the conference
- Live captioning for the hearing impaired and non-native English speakers
- Day care fund to sponsor day care for attendees with children



Contact

Please contact Ginny Follen at ginny@serverlessdays.io or the team at london@serverlessdays.io if you are interested in any of these sponsorship opportunities.

All prices quoted exclude VAT and any other applicable taxes.

