



Rome 2020 Sponsorship Prospectus

February 21st, 2020

HUB LVenture Group, Roma Termini Via Marsala, 29/h, 00185 Roma (Italy)

Serverless became a buzzword in 2014 and for many it points to the future of software development in a post cloud world, while for others it evokes memories of vendor marketeers playing buzzword bingo.

ServerlessDays is a **community focused, single track, one day and no-profit event** that moves away from the hype and focuses on the reality of serverless based solutions. It's about fostering a community locally and helping all of us learn from each other as we embrace a new way of building applications.

ServerlessDays is the evolution of JeffConf, and we are building on the success of JeffConf Milano 2017, ServerlessDays Milano 2018, ServerlessDays Milano 2019 . We are hosting ServerlessDays Rome 2020 at LUISS EnLabs HUB in Roma Termini train station making it the easiest to reach venue possible for anyone coming from within and without Rome itself. We are planning conservatively to accommodate up to 150 attendees for this first edition in the capital.

The Team

The ServerlessDays Rome organising team consists of

- Paolo Latella (Cloud Practice Manager, AWS Authorized Instructor Champion, Mentor and Ambassador at XPeppers/Claranet Italia)
- Antonella Blasetti (Owner and IT Manager at Information Design, [Google Expert Cloud](#), Google Developer Community Leader, AWS, Azure and GCP Certified). Women Techmakers Ambassador.
- Marco Abis (Agile, DevOps & Cloud entrepreneur and expert)
- Mariano Calandra (AWS Authorized Instructor, Microservices and Serverless evangelist at XPeppers/Claranet Italia)

Every member of the team is working on ServerlessDays in their personal capacity, and not as representatives of their employers. The organising team members that are employed by vendors are restricted from all sponsorship negotiations to avoid any potential conflict of interest.

The Conference

Date: Friday, 21 February 2020

Venue: HUB LVenture Group, Roma Termini Via Marsala, 29/h, 00185 Rome

Expected attendance: 150 people

Format

The conference mixes elements of an unconference and a more traditional conference:

- Morning Sessions
 - Welcome
 - 1 keynote
 - lightning talks
- Extended Lunch
 - Includes Open Spaces session with 2 spaces for community discussion
- Afternoon Sessions
 - 4/5 sessions and possibly 1 closing keynote
- Closing remarks and happy hour

Attendee Profile

We expect our attendees to fit into one of two categories.

- **Developers** who are curious by nature, excited to explore new technologies and ways of doing things. The type of developer we see at serverless events works outside of their comfort zone and is often key to successfully introducing new technologies into an organisation.
- **Business stakeholders** looking for new solutions to unsolved problems. Technology provides business advantage, we see product managers, programme directors, and CTO's attending looking for something that can help drive their business forward.

We expect the attendees profile to be similar to that of the Serverless Italy meetups which run every month and attract a good mix of guests, from developers and product managers at local startups, multinational organizations, regional government agencies, global system integrators, etc.

The 2017, 2018 and 2019 Milan events were sold out and there is a demand for a similar event in the Capital to make it more accessible to anyone leaving far away from Milan.

Sponsorship Opportunities

To make the conference happen as a no-profit and inclusive event we need sponsors. The event is relatively no-frills to keep the budget down, but we still have costs to cover. We have a number of sponsorship opportunities.

To apply as a sponsor, or if you have any questions, drop us an email at rome@serverlessdays.io.

Headline Sponsors - 5,000€ (max 3 available)

Make the event happen. If you step up and take the Headline Sponsorship you will get:

- A large booth (two tables)
- Your logo will get prominence on stage, in the venue, on the website, on the t-shirts and you'll get multiple shout outs on stage.
- All the conference videos will have your logo on them when uploaded to YouTube.
- We're running an open space session with three open space areas during lunch and your logo will be on all the open space banners.
- We'll prepare a number of roll up banners printed that will be placed throughout the venue. Half the banners will only have the Headline Sponsors logos on them along with the ServerlessDays logo. The other banners will feature all sponsors logos.
- Bring your own banners. We'll allow you to bring two of your own banners and put them in spotlight positions.
- When your logo appears with any other non-headline sponsor logos it will always be at least 50% bigger than the other sponsors logo.
- You will also get 10 free tickets, including t-shirts, for your employees or customers/partners

Using a single-track conference format means we do not have lots of speaker slots. We have decided it would be more beneficial to the conference attendees, organisers and sponsors to use all the slots for amazing, high-quality talks from the serverless community rather than offer these slots as part of the sponsorship package. The three Headline Sponsors will have a booth slot in the open space, and will be able to participate in the CFP.

Supporter Sponsor - 2,500€ (max 6 available)

Your company is an outstanding supporter of serverless and wants to invest in making it grow.

You'd like to make a difference and help us make this event happen. You will get:

- A booth (one table)

- Your logo will be displayed on stage (slides), around the venue, on the website, on the t-shirts and you'll get multiple shout outs on stage
- You can provide a link to your careers page that will be shared with the attendees in our follow-up emails
- You can display up to 5 job postings (A4 paper sheets) in our job board, which will be placed in the coffee break and lunch area
- You will also get 5 free tickets, including t-shirts, for your employees or customers/partners

Community Sponsor - 1,000€ (max 10 available)

Your company is an active member of the serverless community, and looking to help us increase the use and knowledge base around serverless platforms. You will get:

- Your logo will be displayed on stage (slides), on the website, and on the t-shirts
You will also get 3 free tickets, including t-shirts
- You can display one job posting (A4 paper sheets) in our job board, which will be placed in
- the coffee break and lunch area

Become a Sponsor today!

We'd love to have you as a sponsor! To apply, or learn more, or if you'd be interested in different sponsorship opportunities, contact us at rome@serverlessdays.io.

ServerlessDays values diversity, and every attendee, including sponsors, will be subject to the event's Code of Conduct: <https://rome.serverlessdays.io/#coc>.

** sponsorship prices exclude VAT, when applicable.*