



Milano 2024, Sponsorship Prospectus

June, 13th 2024

C30, viale Cassala 30, Milano (Italy)

Serverless became a buzzword in 2014, and 10 years later, it now clearly represents the state-of-the-art of software development in a cloud-native world. ServerlessDays is a global network of conferences, born in 2017, and it hosts [several events worldwide](#).

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 solutions. It's about fostering a community locally and helping us learn from each other as we embrace the new way of building applications.

We are building on the success of JeffConf Milano 2017, ServerlessDays Milano 2018, 2019, 2020, 2021 and hosting **ServerlessDays Milano** in **2024**. We plan to accommodate on-site attendees. Some parts of the events will be live-streamed.

We'll host two international keynote speakers:

- [Eric Johnson](#) (Principal Developer Advocate at AWS)
- [Jeremy Daly](#) (CEO, Co-founder at Ampt)

The Team

The ServerlessDays Milano 2024 organizing team consists of the following:

- [Luca Bianchi](#) (CTO at Neosperience)
- [Alex Casalboni](#) (Principal Technical Keynote Lead at AWS)
- [Monica Colangelo](#) (Principal Cloud Architect at NTT DATA)
- [Marco Giuseppini](#) (Backend Cloud Infrastructure Engineer at Bending Spoons)
- [Vincenzo Marcella](#) (Serverless Developer at Serverless Guru)
- [Angelo Colleoni](#) (CTO at Aretés Srl)
- [Simone Lusenti](#) (CTO at Bugpilot)

ServerlessDays is organized *by the community for the community*. Each team member is working on ServerlessDays in their personal capacity and not as a representative of their employers.

The Conference

Date: Thursday, June 13th, 2024

Venue: [C30 - viale Cassala 30, Milano, Italy](#)

Expected attendance: 200 on-site, 150+ live-stream viewers

About the Location

C30 is a tech co-working space hosting more than 30 companies and 350 residents.

It's easily reachable by public transport (M2 Romolo, 90/91), by Train (Romolo FS), and by car. The venue is wheelchair accessible.

Format

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

- **Private Dinner** with speakers and sponsors
- **Morning Sessions** – Welcome, two keynotes and lightning talks
- **Extended Lunch** – Includes Open Session with spaces for interactive discussion
- **Afternoon Sessions** – Four sessions and one closing keynote
- **Happy hour**

() The keynote speakers, the final agenda, the venue, and some event details may vary according to the organization's needs.*

Language

ServerlessDays Milano 2024 will be held in **English** as the primary language; we have invited special international guests as our keynote speakers, and their speeches will be in **English**. Few talks might be delivered in **Italian**.

Ticket prices

Tickets are priced at 45€. Free tickets are available upon request for students and "*diversity attendees*." Some sponsorship packages may include discounted tickets for employees, customers, partners, and friends.

Diversity & Inclusion

ServerlessDays has a strict [Code of Conduct](#).

ServerlessDays is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, gender identity, expression, age, sexual orientation, disability, physical appearance, body size, race, or religion (or lack thereof).

We do not tolerate harassment of conference participants in any form. Participants, sponsors, and organizers violating these rules will be expelled from the conference without a refund at the sole discretion of the conference organizers.

Attendee Profile

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

- **Technical stakeholders: Backend Developers, Full-stack developers, and DevOps** who are keenly interested in exploring 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 organization.

- **Business stakeholders** who are trying to attract talent and find new solutions to complex problems. We typically attract product managers, program directors, technical recruiters, and CTOs.

ServerlessDays and our monthly Meetups attract a good mix of guests: developers and various technical roles at local startups, large corporations, public sector, and global system integrators; past editions attendees included *BGP Group, AdEspresso, Byte-Code, Optimist AI, Agile Lab, Comcast, Condé Nast Italia, Gruppo SCAI, DOCOMO Digital, Quantyca, Yoox, Buildo*, and many more.

All our past events since 2017 were sold out and rated five stars by most attendees.

Sponsorship Opportunities

We need sponsors to make the conference a no-profit and inclusive event. The event is relatively no-frills to keep the budget down, but we still have costs to cover. Past sponsors included Amazon Web Services, beSharp, Accenture, Cloudflare, Google Cloud, TeamSystem, Moviri, DAZN, Wisemotions, superluminar, SIGHUP, Neosperience, and Digital Attitude.

To apply as a sponsor, drop us an email at milan@serverlessdays.io.

Available Sponsorships Packages: (*)

Headline Sponsorship - ~~5,000€~~ (3 available) 4,000€ by Mar, 1st

Thanks for making the event happen!

As part of this package, you'll get:

- **40' slot on a side-track stage to present technical talks or discuss a use case (**)**
- Invite to the private dinner (the evening before the conference)
- **A large booth**
 - Approximate desk size: 180x80cm; three chairs; space for a backdrop plus a rollup banner or a tv stand (bring-your-own)
 - The booth will be placed outside the main track room, in the break area next to the venue cafeteria.
 - *C30's Co-working* residents may visit the sponsor's desk area.
- **1-minute video reel playing at the start of the conference**
- **1-minute video reel playing after each talk on the live stream and at the end of the recorded videos**
- Your logo will be printed on stage, on the event roll-ups, on the website, and the event swag; you'll also get multiple shout-outs on stage
- Your logo will be displayed on a still after each talk on the live stream and in the recorded videos
- You can post **5 job postings** (A4 paper sheet) on our job board in the break area
- Discounted tickets are available upon request

Gold Sponsorship - ~~3,500€~~ (3 available) 3,000€ by Mar, 1st

If you step up and take the Headline Sponsorship, you will get the following:

- Invite to the private dinner (the evening before the conference)
- A **standard** booth
 - Approximate desk size: 120x60cm; two chairs, space for a regular rollup banner (bring-your-own)
 - The booth will be placed outside the main track room, in the break area next to the venue cafeteria.
 - *C30's Co-working residents* may visit the sponsor's desk area.
- Your logo will be printed on stage, on the event roll-ups, on the website, and the event swag; you'll also get multiple shout-outs on stage
- Your logo will be displayed on a still after each talk on the live stream and in the recorded videos
- Your logo will be **50% larger** than the Supporter and Community sponsor
- You can post **3 job postings** (A4 paper sheets) on our job board in the break area
- Discounted tickets are available upon request

Supporter Sponsorship - 2,000€ (5 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:

- Invite to the private dinner (the evening before the conference)
- Your logo will be printed on stage, on the event roll-ups, on the website, and the event swag; you'll also get multiple shout-outs on stage
- Your logo will be displayed on a still after each talk on the live stream and in the recorded videos
- You can post **1 job posting** (A4 paper sheet) on our job board in the lunch break area
- Discounted tickets are available upon request

Community Sponsorship - 1,000€ (10 available)

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

- Invite to the private dinner (the evening before the conference)
- Your logo will be on the event roll-ups on the website, and you'll get multiple shout-outs on stage

Notes:

() All prices exclude VAT. Sponsors get 50% off tickets, subject to availability; discounted tickets may be purchased by the sponsor from the event ticketing website with the provided discount code. The booth staff will be given a free ticket. We cannot guarantee seat availability in the main track room for free tickets. Sponsors can participate in the Call-for-speakers, but we do not guarantee they will be assigned a slot in the main track agenda. All sponsorship tiers must be confirmed and **paid in full** at least 30 days before the conference. Our administrative partner will send you an IT VAT invoice (fattura IVA). We are open to non-cash sponsorships, such as materials, swag, and happy hour. Get in touch with our team at milan@serverlessdays.io to discuss. For packages including a booth - you may contact the organizers to arrange the shipping of up to 3 boxes of booth materials, swag, etc. Actual desk size may vary based on organizational needs. If included in your sponsorship tier, you must bring your own roll-up, backdrop, TV, and TV stand.*

*(**) We offer you a complimentary 40-minute slot, on a side-track stage. Slots may be assigned in the afternoon, after the lunch break and before the closing keynote. You may deliver technical talks, present use cases, or engage with some attendees. The side-track stage will be located at the same venue on a different floor. Attendees may freely join your sessions instead of attending the main track. The side-track room will have approximately 40 seats, a projector, and two microphones. The contents of the session must be approved by the CfP team: we are a technical conference and we generally do not accept marketing and sales speeches. For technical reasons, the session will not be live-streamed. **We have a total of 3 slots to be assigned on a first-come, first-served basis.** No discounts are given on any sponsorship package should your session not be accepted.*



Thanks for becoming a sponsor today!

To apply, learn more, or if you're interested in different sponsorship opportunities, contact us at milan@serverlessdays.io

Rev. 1, 2023-12-19

Rev. 2, 2023-12-21 Confirmed date and location; update sponsorship perks

Rev. 3, 2023-12-21 Included desk size, backdrop, rollup details

Rev. 4, 2023-12-22 English as primary language

Rev. 5, 2023-12-23 Updated live stream wording, updated ticket prices