BE4DATA

Be for data

PARIS MONITORING DAYS *Conference*

Edition 4 - 2026

The unmissable gathering for monitoring and observability enthusiasts. Join a community shaping the future of IT performance.

SPONSORSHIP PACK

PARIS MONITORING DAYS *Conference*

Edition 4 - 2026

The event that brings together vendors, IT leaders, and monitoring experts.

Paris Monitoring Day is the flagship annual event for the monitoring and observability community. For its fourth edition, it brings together practitioners, decision-makers, professionals, and tech leaders for expert talks, hands-on workshops, and high-value networking.

Open to French-speaking, English-speaking, and broader tech communities alike, PMD is designed to spark meaningful peer-to-peer conversations.

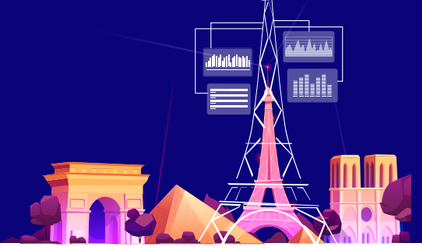
PARIS MONITORING DAYS *Conference*

OUR GOAL

"Alone, we go fast.
Together, we go further"

- Unite the monitoring community
- Share experiences and use cases
- Promote the field and recruit
- Develop a common standard

PMD is not affiliated with any publisher or vendor. All stacks, tools, and solutions are welcome—an independent space where the community can express itself freely, without commercial influence.



PARIS MONITORING DAYS *Conference*

THE PMD IS...

HUMAN SCALE

01 Genuine exchanges between peers

TECHNICAL

02 Focused on real-world feedback and practice

COMMUNITY

Warmth and excellence

03

NEUTRAL

Not affiliated with any vendor/editor are welcome.

04

PARIS MONITORING DAYS *Conférence*

WHY BRANDS PARTNER WITH PMD

A growing platform with expanding reach and tangible partner value.

2025 REVIEW

Paris Monitoring Day is becoming a reference point for engaging a highly qualified IT audience and creating momentum before, during, and after the event.

120

Qualified participants

An audience of IT decision-makers and technical professionals who are directly affected by your solutions

05

Committed sponsors

Partners who are already part of a visible and actionable sponsorship initiative

+100%

growth since 2023

A growth trajectory that enhances the event's visibility and the impact of its partners

Observed growth

2023

2024

2025

PARIS MONITORING DAYS *Conference*

WHAT THIS MEANS FOR YOU

An engaged audience with a high level of technical expertise and decision-making authority.

A qualified audience that fosters meaningful interactions and generates business opportunities.

IT decision-makers, infrastructure managers, and highly influential professionals.

A monitoring and observability community known for its high technical standards. Valuable discussions to help you grow

Meaningful interactions to build brand awareness, credibility, and business opportunities.

The perfect place to meet IT decision-makers, build valuable connections, and promote your solutions

- Founders / CTO
- Start-up / scale-up
- Department Heads
- Project Managers
- DevOps/SRE Engineers
- Developers

And many other key roles in the monitoring, observability, and IT ecosystem.

Our audience

- 🇫🇷 France
- 🇧🇪 Belgium
- 🇨🇭 Switzerland
- 🇨🇦 Canada
- 🌍 Francophone African Community
- 🌍 English-speaking community

OPEN TO EVERYONE

English speakers welcome · International community, all countries in the international community

PARIS MONITORING DAYS *Conference*

WHY BECOME A PARTNER?

Position your brand at the heart of a fast-growing technical ecosystem and connect with observability enthusiasts and qualified IT decision-makers.

Target audience

Connect with a selection of IT decision-makers and AI experts who are actively seeking innovative solutions.

250+
expected participants

Brand credibility

Position your company as a key player in the AI ecosystem by associating your brand with this premier event.

120
companies represented

Useful meetings

Take advantage of exclusive networking opportunities with founders, CTOs, and tech decision-makers during dedicated sessions.

Networks + Technical Profiles

A growing ecosystem

Join a dynamic, rapidly growing community across the French-speaking world and position yourself for the future.

Issue 4 - November 2026

OUR PACKAGES

Choose the level of commitment that fits your goals

2026

DIAMOND
€10k
MAXIMUM IMPACT

- ✓ SPEECH
  Opening Keynote
  30 min
- ✓ COMMUNICATION CHANNELS
  Priority across all channels
- ✓ ON-SITE ACTIVATION
  Premium booth, central location
- ✓ BETWEEN SESSIONS
  Increased presence on an ongoing basis
- ✓ DIGITAL CHANNELS
  Premium interview + LinkedIn + email campaign
- ✓ QUALIFIED LEADS
  Qualified opt-ins included
- ✓ STATUS
  Lead Partner
- ✓ ADMISSION INCLUDED
  6 passes

PLATINUM
€6k
HIGH VISIBILITY

- ✓ SPEECH
  Expert presentation
  20 min
- ✓ MEDIA PLATFORMS
  Presence on major platforms as a secondary channel
- ✓ ON-SITE ACTIVATION
  Premium Booth
- ✓ BETWEEN SESSIONS
  Visibility included
- ✓ DIGITAL CHANNELS
  Interview light + LinkedIn + email marketing
- ✓ QUALIFIED LEADS
  Qualified opt-ins included
- ✓ STATUS
  Major Partner
- ✓ ADMISSION INCLUDED
  4 passes

GOLD
€4k
ACTIVATION BUSINESS

- ✓ PRESENTATION
  Use case / pitch
  10 min
- ✓ MEDIA CHANNELS
  Presence on media channels
- ✓ ON-SITE ACTIVATION
  Exhibition Booth
- ✓ BETWEEN SESSIONS
  Visibility included
- ✓ DIGITAL RELAYS
  Featured in emails
- ✓ QUALIFIED LEADS
  Qualified opt-ins included
- ✓ STATUS
  Official Partner
- ✓ ADMISSION INCLUDED
  3 passes

Silver
€2k
FIELD PRESENCE

- ✓ SPEECH
  5-minute pitch
- ✗ COMPONENTS
  Not included
- ✓ ON-SITE ACTIVATION
  Exhibition Booth
- ✓ BETWEEN SESSIONS
  Visibility included
- ✗ DIGITAL RELAYS
  Not included
- ✗ QUALIFIED LEADS
  Not included
- ✓ STATUS
  Partner
- ✓ ADMISSION INCLUDED
  2 passes

COFFEE BREAK
Starting at **€1,5K**
A MEMORABLE MOMENT

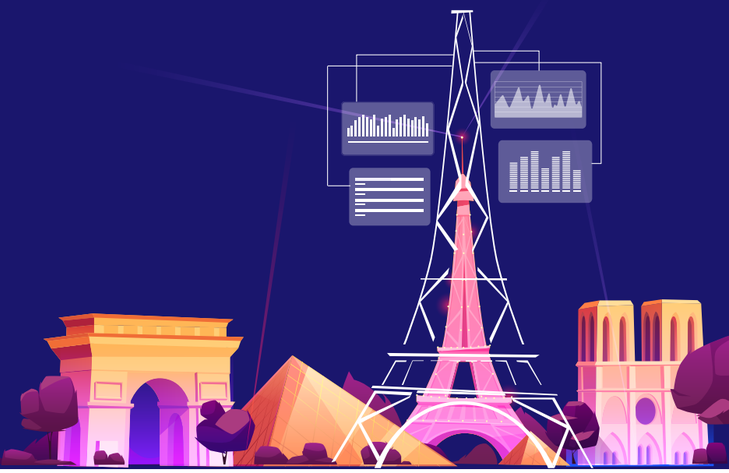
- ✗ SPEECH
  Not included
- ✗ COMPONENTS
  Not included
- ✓ ON-SITE ACTIVATION
  Break area / coffee break
- ✓ BETWEEN SESSIONS
  Visibility included
- ✗ DIGITAL RELAYS
  Not included
- ✓ QUALIFIED LEADS
  Depending on the selected activation
- ✓ STATUS
  Activation Partner
- ✗ ACCESS INCLUDED
  Not specified

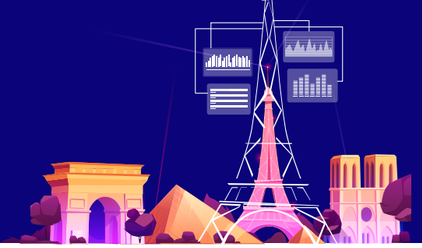
YOUR VISIBILITY DOESN'T END AT THE BOOTH

Speaking opportunities, brand presence, sponsored content, and qualified leads: each tier enhances your impact before, during, and after the event.

All packages include visibility during breaks; higher tiers add additional exposure, content, and qualified leads.

SPONSOR STAND OVERVIEW
PARIS MONITORING DAYS 2026





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VISIBILITY

Your brand everywhere

A multi-channel presence to maximize your impact before, during, and after the event.

- Instagram
- LinkedIn
- Newsletter
- Live
- Website
- Twitter
- Videos
- Flyers

YOUR VISIBILITY DOESN'T END AT THE BOOTH

We promote your brand across all of our communication channels: social media, newsletters, our website, and event materials.

8 weeks
rural

10k+
impressions

ALREADY MORE THAN

250+

expected participants

Networking premium
Sessions for partners

Measurable ROI
Detailed post-event reports

International reach
6 countries represented

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BE4DATA
Be for data

Join the 2026 adventure

BECOME A KEY PLAYER IN MONITORING

Contact us

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