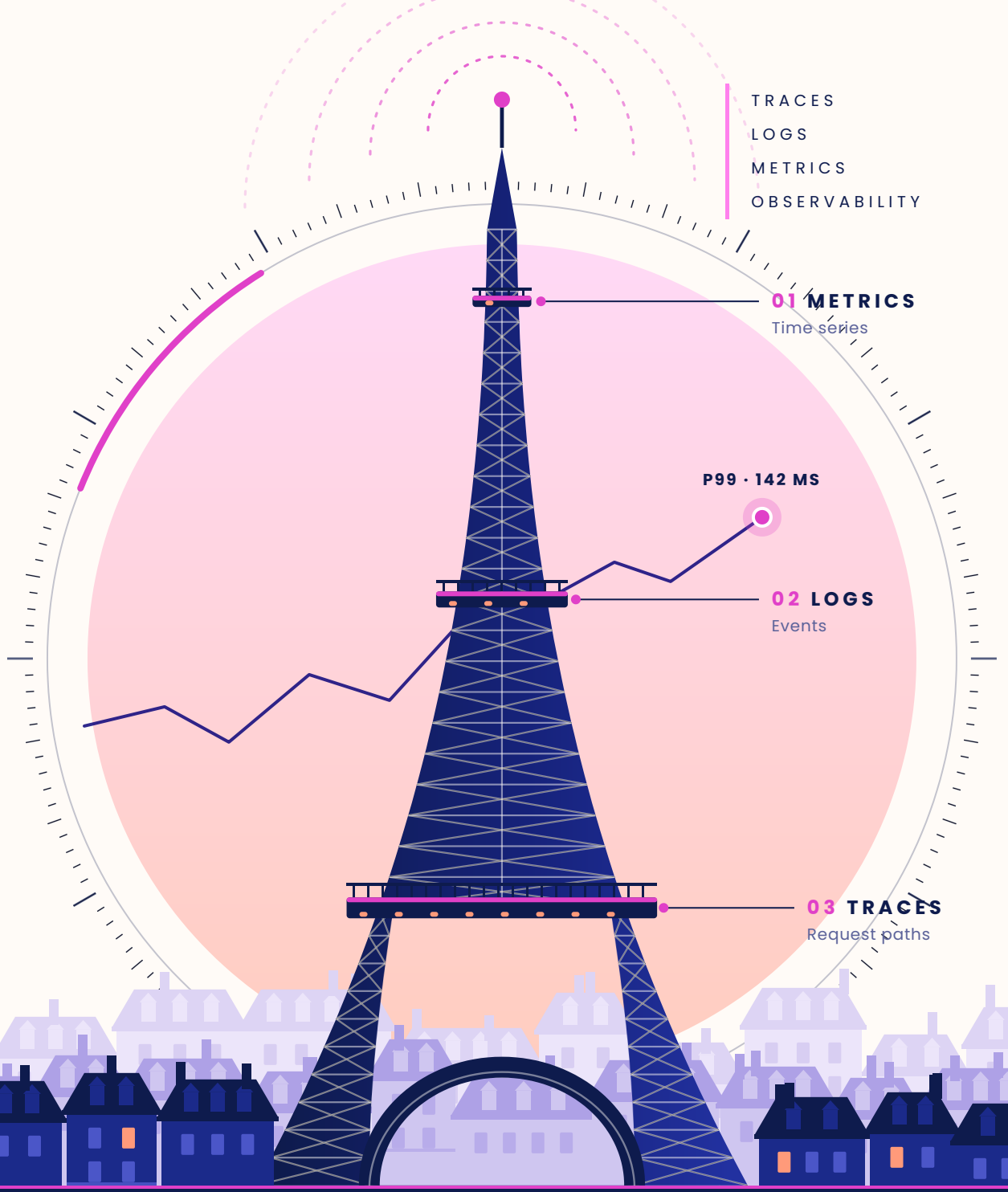
BE4DATA
Be for data

PARIS MONITORING DAY

The meeting point for monitoring and observability enthusiasts.

2027 EDITION

SPONSORSHIP PROSPECTUS



Not a trade show. A conversation between peers.

Every year, Paris Monitoring Day brings together the people who keep monitoring and observability alive: practitioners, decision-makers and experts. No sales-driven mega-show here, but technical talks, a round table and time to exchange, where field experience flows freely.

The result: an audience that came to learn, compare and meet. Precisely the people your teams want to have in front of them.



01

Peer to peer

Authentic exchanges, on equal terms.

02

Technical

100% hands-on and field feedback.

03

Friendly

A warm spirit, real rigor.

04

Independent

No vendor behind it: every stack is welcome.

“Alone we go fast. Together we go further.”

1 **Unite the monitoring community**

2 **Let field experience circulate**

3 **Promote the craft and attract talent**

4 **Build a common standard**

INDEPENDENCE

Its value: trust

PMD belongs to no vendor. Every stack, tool and solution has its place, and the community speaks freely. That is what gives the event its weight, and your presence with it: your brand earns what advertising cannot buy, credibility. Becoming a partner means supporting this space, not steering it.

> *“Great to meet people using different monitoring tools. Not tied to a vendor. I will be back.”*
>
> Attendee · 2024 edition

2025: the proof in the facts

25 November 2025 · Paris

149+
attendees

13
technical talks

1
round table

6
sponsors

THEY TRUSTED US IN 2025

MetricsHub® · splunk> a CISCO company · ClickHouse · phenisys CRÉATEURS DE PERFORMANCE · SERAMOS · SOMONE IT Monitoring & Event Management

Behind the numbers, what matters: conversations between sessions, an engineer talking to a vendor, someone discovering a tool they had never used. Meetings that carry on long after the day itself.



In front of you: those who decide, and those who build

WHO YOU WILL MEET

- Founders / CTOs
- Start-ups / scale-ups
- Department heads
- Project managers
- DevOps / SRE engineers
- Developers

A COMMUNITY WITHOUT BORDERS

- France
- Belgium
- Switzerland
- Canada
- French-speaking Africa community
- English-speaking community

Open to all — English speakers welcome.

ON THE 2025 PROGRAM

- Business observability
- AI
- OpenTelemetry
- Agentic Observability



Four good reasons to be there in 2027

Speak to your target

Practitioners and IT decision-makers actively looking for solutions: 149+ attendees in 2025, together for one day.

Build credibility

Associate your brand with an independent event known for its technical depth.

Build relationships, not contact lists

Founders, CTOs, DevOps and SRE engineers: real conversations, during breaks and dedicated time slots.

Show your expertise

Take the stage, share your field experience and listen to the community: the best way to be heard.

Five packages, matched to the ambition of your presence

From the coffee break to the opening keynote: choose the place you want to hold in the community.

	Diamond €10,000 MAXIMUM IMPACT	Platinum €6,000 STRONG VISIBILITY	Gold €4,000 BUSINESS ACTIVATION	Silver €2,000 ON-SITE PRESENCE	Coffee Break from €1,500 BRAND MOMENT
Speaking slot	Opening keynote, 30 min	Expert talk, 20 min	Use case / pitch, 10 min	Pitch, 5 min	—
On-site activation	Premium booth, central spot	Premium booth	Exhibition booth	Exhibition booth	Coffee break area
Passes included	6	4	3	2	to be defined
Status	Lead partner	Major partner	Official partner	Partner	Activation partner

Diamond & Platinum

Diamond
€10,000

SPEAKING SLOT
Opening keynote, 30 min

COMMUNICATION MATERIALS
Priority on all materials

ON-SITE ACTIVATION
Premium booth, central spot

BETWEEN SESSIONS
Reinforced continuous presence

DIGITAL RELAYS
Premium interview + LinkedIn + emailing

QUALIFIED LEADS
Qualified opt-ins included

STATUS
Lead partner

PASSES INCLUDED
6 passes

Platinum
€6,000

SPEAKING SLOT
Expert talk, 20 min

COMMUNICATION MATERIALS
Presence on main materials, second tier

ON-SITE ACTIVATION
Premium booth

BETWEEN SESSIONS
Visibility included

DIGITAL RELAYS
Light interview + LinkedIn + emailing

QUALIFIED LEADS
Qualified opt-ins included

STATUS
Major partner

PASSES INCLUDED
4 passes

Gold, Silver & Coffee Break

Gold
€4,000

SPEAKING SLOT
Use case / pitch, 10 min

COMMUNICATION MATERIALS
Presence on materials

ON-SITE ACTIVATION
Exhibition booth

BETWEEN SESSIONS
Visibility included

DIGITAL RELAYS
Featured in emails

QUALIFIED LEADS
Qualified opt-ins included

STATUS
Official partner

PASSES INCLUDED
3 passes

Silver
€2,000

SPEAKING SLOT
Pitch, 5 min

COMMUNICATION MATERIALS
Not included

ON-SITE ACTIVATION
Exhibition booth

BETWEEN SESSIONS
Visibility included

DIGITAL RELAYS
Not included

QUALIFIED LEADS
Not included

STATUS
Partner

PASSES INCLUDED
2 passes

Coffee Break
from €1,500

SPEAKING SLOT
Not included

COMMUNICATION MATERIALS
Not included

ON-SITE ACTIVATION
Coffee break area in your brand colors

BETWEEN SESSIONS
Visibility included

DIGITAL RELAYS
Not included

QUALIFIED LEADS
Depending on chosen activation

STATUS
Activation partner

PASSES INCLUDED
To be defined

A presence that starts before the event… and lasts after it

Before

- Announcement of your partnership
- LinkedIn, newsletter and website relays
- Featured in emails

During

- Speaking slot on stage
- Booth and between sessions
- Meetings with the community

After

- Videos and edition content
- Qualified opt-in leads
- Review of your partnership

DISTRIBUTION CHANNELS

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

The level of visibility depends on the chosen package (see package details).

The 4th edition is being built now

PMD 2027 will take place in Paris. We keep what has proven its worth: technical talks, workshops, field feedback and time for peer exchange.

Date	To be announced
Exact venue	To be announced
Program and speakers	To be announced
2027 sponsors	To be announced

Joining us early means helping shape the edition. All announcements will be published on be4data.com.



BE4DATA
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CONTACT

Let’s build the 2027 edition together

Tell us your goals: we will propose the package that gets you there.

LET'S TALK

contact@be4data.com

www.be4data.com

