CLOUD NATIVE
COMPUTING FOUNDATION

2019/2020 Sponsorship Prospectus
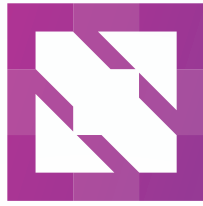
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KubeCon | CloudNativeCon

The Cloud Native Computing Foundation's flagship conference gathers leading technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

Kubernetes and other cloud native technologies enable higher velocity software development at a lower cost than traditional infrastructure. Cloud native – orchestrating containers as part of a microservices architecture – is a departure from traditional application design. The Cloud Native Computing Foundation is helping to build a map through this new terrain, and KubeCon + CloudNativeCon is where the community comes together to share their expertise on this formerly uncharted but increasingly popular territory.

KubeCon + CloudNativeCon North America 2019
San Diego, USA I November 18 - 21, 2019
12,000+ attendees

KubeCon + CloudNativeCon Europe 2020
Amsterdam, The Netherlands | March 30 - April 2, 2020
10,000+ attendees

KubeCon + CloudNativeCon + Open Source Summit China 2020
Shanghai, China I July 28 - 30, 2020
4,000+ attendees

KubeCon + CloudNativeCon North America 2020
Boston, USA I November 17 - 20, 2020
16,000+ attendees

Who Attends?

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon.

Benefits of Sponsorship:

• Engage with the industry's top developers, end users and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups

• Inform the cloud native community about your organization's products and services

• Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community

• Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world

• Associate your brand with one of the fastest growing technology communities

• Support and engage with the ecosystem behind many of the most popular open source projects

• Discuss strategic partnerships with leaders from other companies

• Join CNCF's hosted projects – Kubernetes, Prometheus, Envoy, CoreDNS, containerd, Fluentd, OpenTracing, gRPC, CNI, Jaeger, Notary, TUF, Vitess, NATS, Linkerd, Helm, Rook, Harbor, etcd, Open Policy Agent, CRI-O, TiKV – and help bring cloud native project communities together

KUBECON + CLOUDNATIVECON 2019 MARKETING PROMOTIONAL OPPORTUNITIES

See following pages for detailed descriptions. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for Marketing Promotional Opportunities must be received by September 20, 2019.

	SAN DIEGO
Cross-Promotion of Pre-Approved Co-Located Events	UNLIMITED $6,000
Attendee T-Shirt	1 AVAILABLE $35,000 SOLD OUT
Lanyards	1 AVAILABLE $35,000 SOLD OUT
Diversity Scholarship	UNLIMITED $5,000 AND UP
Diversity Lunch	1 AVAILABLE $7,500 SOLD OUT
Women's Event	1 AVAILABLE $7,500 SOLD OUT
Session Recording	1 AVAILABLE $15,000 SOLD OUT
Keynote Livestream	1 AVAILABLE $10,000 SOLD OUT
Conference Wi-Fi	1 AVAILABLE $10,000 SOLD OUT
Keynote Chair Drop	4 AVAILABLE $12,500 EACH 1 AVAILABLE
Lounge Sponsor	5 AVAILABLE $20,000 EACH SOLD OUT
Attendee Play Station	1 AVAILABLE $7,500
Exclusive Coffee Bar in Sponsor Showcase	3 AVAILABLE SOLD OUT (1 PER DAY) $7,500 PER DAY
Specialty Break Sponsor	6 AVAILABLE (2 PER DAY - 3 DAYS TOTAL) $7,500 EACH
Welcome Reception	2 AVAILABLE $20,000 EACH 1 AVAILABLE
All Attendee Party	4 AVAILABLE $25,000 EACH
Charging Lockers	1 AVAILABLE $10,000 SOLD OUT
Hotel Key Cards	1 AVAILABLE $5,000 SOLD OUT
Attendee Head Shots	1 AVAILABLE $2,500 SOLD OUT

Marketing Promotional Opportunities

Contact
sponsor@cncf.io
to secure your
sponsorship today.

Cross-Promotion of Pre-Approved Community Events

Organizing an event for attendees? The Cloud Native Computing Foundation would be happy to help promote your event to our attendees. Benefits include:

- Your event listed on the conference website.
- Optional: Your event listed on the KubeCon + CloudNativeCon registration form. Attendees can add your event to their conference registration. Additional registration processing fees apply based on number of attendees and event revenue.

Attendee T-Shirt

Sponsor logo will be placed on all attendee t-shirts.
Logo size and placement subject to t-shirt design and approval.

Lanyards

Showcase your logo on every attendee with the lanyard sponsorship.

Diversity Scholarship

The Cloud Native Computing Foundation's scholarship program provides support to women, people with disabilities and other underrepresented minorities who may not otherwise have the opportunity to attend KubeCon + CloudNativeCon for financial reasons. Diversity and inclusion are important to CNCF, and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program. Benefits include:

- Logo on website
- Recognition during the opening keynote
- Recognition in scholarship acceptance notifications
- Opportunity to provide and distribute branded item or gift to scholarship recipients (at sponsor's expense)

Diversity Lunch

Everyone attending is invited to join this special lunch and program featuring discussion around diversity and inclusivity in an open source community. The sponsor of this event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Benefits include:

- Recognition on the agenda
- Signage at the luncheon
- Opportunity to nominate a presenter
- 5-minute opening or closing remarks – content subject to approval
- Sponsor may provide and distribute attendee giveaways at own expense

Women's Event

All women attending KubeCon + CloudNativeCon are invited to join this special event and program featuring discussion around diversity and inclusivity in an open source community. The sponsor of this event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community.

Benefits include:

- Recognition on the agenda and website
- Signage at the event
- Opportunity to nominate a presenter
- 5-minute opening or closing remarks – content subject to approval
- Sponsor may provide and distribute attendee giveaways at own expense

Session Recording

Extend your presence long after the live conference concludes with the session recording sponsorship. Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo
- Recognition on conference website

Marketing Promotional Opportunities (cont'd)

Contact
sponsor@cncf.io
to secure your sponsorship today.

Keynote Livestream

Extend your presence beyond on-site attendees with the keynote livestream sponsorship. Benefits include:

- Sponsor logo on livestream webpage
- Recognition in (1) pre-event email

Conference Wi-Fi

Keep attendees connected by sponsoring our dedicated conference Wi-Fi throughout the venue. Benefits include:

- Provide a name of your choice for the SSID
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship

Keynote Chair Drop

Maximize your visibility by providing collateral or promo items for attendees in the keynote room.

- Provide (1) piece of collateral or promo item per chair to be placed in the keynote room
- Sponsor may choose (1) keynote (subject to availability and reserved on a first come first serve basis)
- Sponsor is responsible for printing and on-time delivery of all materials by the advance shipping deadline.
- Sponsor is responsible for all costs associated with the production and delivery of all materials.
- A sample of the deliverable must be provided to CNCF for approval prior to shipping.

Lounge Sponsor

The 20'x20' lounges in the exhibit hall are always "the place to be" for attendees to recharge and to connect with other attendees. Sponsors have the unique opportunity to showcase their branding with prominently placed signage. Benefits include:

- Basic lounge seating with power outlets for attendees to recharge devices (and themselves)
- Prominent signage displayed in the lounge
- Logo included on sponsor showcase map
- Opportunity to select lounge location based on current floor plan (selection in the order in which the signed sponsorship contracts were received)
- (1) 42" monitor with floor stand. Sponsor is responsible for providing video/slide content to be played on a loop on the monitor (no audio).
- Additional opportunities at sponsor's expense (must get approval from CNCF):
  - Add food and/or beverages
  - Attendee giveaways

Lounge layout and design will be determined by CNCF. Lead retrieval and sales activities are not allowed in the lounge. All marketing/promotional activities are subject to approval by CNCF.

Attendee Play Station

Creative environment where weary attendees can unwind and interact with fellow attendees. Play Station includes:

- Games and activities may include ping pong, giant yard games, foosball, and arcade games
- Board games and building sets
- Sponsor branding
- Recognition on venue map
- Sponsor may set up competitions with prizes and leader boards at own expense

Marketing Promotional Opportunities

(cont'd)

Contact
sponsor@cncf.io
to secure your
sponsorship today.

Exclusive Coffee Bar in Sponsor Showcase

Keep attendees caffeinated with a custom branded specialty coffee bar in the sponsor showcase. Benefits include:

- Directional signage
- Specialty coffees served during morning and afternoon breaks.
- (1) 42" monitor with floor stand in the coffee bar. Sponsor is responsible for providing video/ slide content to be played on a loop on the monitor (no audio).
- Additional opportunities at sponsor's expense:
  - Host specialty break food
  - Brand coffee menu with your company name
  - Logo items, including coffee cups, napkins, etc.

Specialty Break Sponsor

Add some fun to our breaks and provide a specialty break item for one morning or afternoon break.
- Signage on all break stations in sponsor showcase.
- Recognition on conference schedule

Welcome Reception

The Cloud Native Computing Foundation will organize a welcome party in the sponsor showcase and invite all conference attendees, speakers, Board of Directors, Technical Committee, press and analysts for a fun evening to network, talk shop and meet new people. The CNCF team will manage the logistics, theming and experience, you sit back and enjoy the recognition.

- Recognition on the agenda
- Signage on the bars, food buffets and entrance to the reception
- Logo napkins at the bars
- Choose one specialty item:
  - Branded coasters
  - Specialty drink and branded cups

All Attendee Party

Treat attendees to a special experience! We'll take attendees offsite for a fun-filled evening with activities, food, drinks and new friends. Benefits include:
- Recognition on agenda
- Signage at entrance and throughout venue including on bars and buffets
- Logo napkins at bars and buffets
- Choose one specialty item:
  - Specialty drink and branded cups
  - Branded photo booth
  - Live entertainment (band or DJ)

Marketing Promotional Opportunities
(cont'd)

Contact
sponsor@cncf.io
to secure your
sponsorship today.

Charging Lockers

Keep attendees charged and connected by providing a safe and secure charging solution for electronic devices. Sponsorship includes 4 lockers placed in prominent locations across the event venue with custom branding on each locker and custom logo or video on each locker's touchscreen.

Hotel Key Cards

Sponsor branding on one side of the conference host hotel key cards.

Attendee Head Shots

Support professionalism in the community by providing attendees the opportunity to take complimentary headshots by a professional photographer in a private meeting room. Benefits include:

- Logo on website
- Sponsor recognition on signup form
- Sponsor signage

Other Events Pricing Table

EVENT	DIAMOND	PLATINUM	GOLD	SILVER	DEADLINE
PromCon (November 7 - 8, 2019)	**$11,000**	-	**$3,250**	**$1,250**	**OCT. 4**
ServiceMeshCon (November 18, 2019)	~~$15,000~~ **SOLD OUT**	**$10,000**	**$5,000**	-	**SEPT. 20**
EnvoyCon (November 18, 2019)	~~$20,000~~ **SOLD OUT**	**$15,000**	**$10,000**	**$5,000**	**SEPT. 20**
Observability Practitioners Summit (November 18, 2019)	**$25,000**	**$15,000**	**$10,000**	-	**SEPT. 20**
FoundationDB Summit (November 18, 2019)	**$50,000**	**$15,000**	**$10,000**	**$7,500**	**SEPT. 20**
Cloud Native Security Day (November 18, 2019)	~~$20,000~~ **SOLD OUT**	**$15,000**	**$10,000**	-	**SEPT. 20**
Serverless Practitioners Summit (November 18, 2019)	**$15,000**	**$10,000**	**$5,000**	-	**OCT. 18**

PromCon

November 7 + 8, 2019 | Munich, Germany

Why sponsor PromCon?

Prometheus is a leading open-source monitoring system and time series database which is used by companies of all sizes for their mission-critical monitoring.

PromCon attracts a crowd of experienced and influential infrastructure engineers, both via in-person attendance and through video recordings that are made available to the public after the conference. Featuring your name and brand in front of this audience will drive the adoption of your products and services in the infrastructure world, as well as present you with potential hiring opportunities! And of course, if your organisation is using Prometheus already, you will benefit directly from helping its community to grow and thrive.

To give you an idea of the overall buzz in the Prometheus ecosystem, in July 2019, we counted:

- **47,000+** total GitHub stars across our repositories
- **6000+** contributors
- **6100+** pull requests (180+ open)
- **7000+** issues (750+ open)
- **600+** people in our IRC channel (#prometheus on freenode)
- **1500+** people on the mailing lists who have created 3400+ threads
- **150+** 3rd party integrations

There are several Fortune 500 companies using Prometheus, as well as some of the tech world's most influential movers and shakers.

You can find a small selection of companies using Prometheus on https://prometheus.io/.

PromCon

Sponsorship Opportunities

Diamond Sponsorship $11,000

6 AVAILABLE 2 AVAILABLE

• Logo on the PromCon website, with a link to your company website
• Option to distribute swag at the conference
• Logo on stage signage
• Mentioned in all marketing mail sent to PromCon attendees
• Logo in post-event blog post, with a link to your company website
• Logo on all session recordings after the event
• Option for booth space (table-top display)*
• Mentioned on social media (@PrometheusIO)
• Three (3) free attendee tickets

*First come, first served until all space is reserved

Gold Sponsorship $3,250

4 AVAILABLE

• Logo on the PromCon website, with a link to your company website
• Option to distribute swag at the conference
• Two (2) free attendee tickets

Silver Sponsorship $1,250

4 AVAILABLE 1 AVAILABLE

• Logo on the PromCon website, with a link to your company website
• Option to distribute swag at the conference
• One (1) free attendee tickets

Social (Evening Event) $5,500

2 AVAILABLE

• Logo on the PromCon website, with a link to your company website
• Option to distribute swag at the conference
• Logo in post-event blog post, with a link to your company website
• Logo on stage signage
• Mentioned in all marketing mail sent to PromCon attendees

Diversity Sponsorship $3,250

UNLIMITED

• Logo on the PromCon website, with a link to your company website
• Option to distribute swag at the conference
• Logo in post-event blog post, with a link to your company website

Contact **sponsor@cncf.io**
to secure your sponsorship today.

ServiceMeshCon

November 18, 2019 | San Diego

Join community members and users for a deep-dive day at ServiceMeshCon, the day prior to KubeCon+CloudNativeCon 2019.

Sponsorship Opportunities

LEVEL	DIAMOND 2 AVAILABLE SOLD OUT	PLATINUM	GOLD
Cost / Quantity	$15,000	$10,000	$5,000
Keynote Speaking Opportunity	5 minutes		
Recognition During Opening Session	•	•	
(1) Pre or Post-Conference Email Blast to opt in attendees	•		
Social Media Recognition From Project Handle	(1) mention	(1) mention	
Mobile Schedule Branding	•	•	•
Sponsor Message in Post-Conference Email	150 words		
Recognition on Event Website	•	•	•
Recognition on Event Signage	•	•	•
Attendee Passes	6	4	2

Additional Sponsorships

Diversity Scholarship Fund | Starting at $1,500

The Cloud Native Computing Foundation's scholarship program provides support to women, people with disabilities and other underrepresented minorities who may not otherwise have the opportunity to attend ServiceMeshCon for financial reasons. Diversity and inclusion are important to CNCF, and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program.

Lunch | $5,000

Includes logo on the event website and branded signage on lunch stations.

Session Recording | $3,000 SOLD OUT

Extend your presence beyond on-site attendees with the post-event session recordings. Includes logo on the event website and introduction slide on each video will include 'Sponsored by' with your logo.

envoycon

November 18, 2019 | San Diego, California

Why sponsor EnvoyCon?

As on the ground microservice practitioners quickly realize, the majority of operational problems that arise when moving to a distributed architecture are ultimately grounded in two areas: networking and observability. It is simply an orders of magnitude larger problem to network and debug a set of intertwined distributed services versus a single monolithic application.

Originally built at Lyft and now a CNCF incubating project, Envoy is a high performance C++ distributed proxy designed for single services and applications, as well as a communication bus and "universal data plane" designed for large microservice "service mesh" architectures. Envoy runs alongside every application and abstracts the network by providing common features in a platform-agnostic manner. When all service traffic in an infrastructure flows via an Envoy data plane, it becomes easy to monitor problem areas via consistent observability, tune overall performance, and add substrate features in a single place.

To give you an idea of the overall buzz in the Envoy proxy we counted:

- 5000+ total GitHub stars across our repositories
- 200+ contributors
- 2500+ pull requests (25+ open)
- 1000+ issues (250+ open)

There are several internet scale companies like Airbnb, Apple, Google, Microsoft, Netflix, Pinterest and Tecent using Envoy, as well as some of the tech world's most influential movers and shakers: https://www.envoyproxy.io/community.

You can find a small selection of companies using Envoy on https://www.envoyproxy.io/.

Sponsorship Opportunities

Diamond Sponsorship $20,000 SOLD OUT

• Table top exhibit space
• Logo on the EnvoyCon website, with a link to your company website
• Mentioned in all marketing mail sent to EnvoyCon attendees
• Mentioned on social media (@EnvoyProxy)
• Logo in EnvoyCon post-event blog post, with a link to your company website
• Option to distribute swag at the EnvoyCon conference
• Seven (7) free EnvoyCon attendee tickets
• 5-minute speaking opportunity

Platinum Sponsorship $15,000 MAX 2 1 AVAILABLE

• Table top exhibit space
• Logo on the EnvoyCon website, with a link to your company website
• Mentioned in all marketing mail sent to EnvoyCon attendees
• Mentioned on social media (@EnvoyProxy)
• Logo in EnvoyCon post-event blog post, with a link to your company website
• Option to distribute swag at the EnvoyCon conference
• Four (4) free EnvoyCon attendee tickets

Gold Sponsorship $10,000

• Logo on the EnvoyCon website, with a link to your company website
• Logo on sponsor event signage
• Option to distribute swag at the conference
• Two (2) free attendee tickets

Silver Sponsorship $5,000

• Logo on the EnvoyCon website, with a link to your company website
• Logo in post-event blog post, with a link to your company website
• Mentioned in all marketing mail sent to EnvoyCon attendees
• One (1) free EnvoyCon attendee tickets

Social (evening event) $5,500 1 AVAILABLE

LIMIT 3 SPONSORS:

• Logo on the EnvoyCon website, with a link to your company website
• Option to distribute swag at the evening event
• Logo in post-event blog post, with a link to your company website
• Mentioned in all marketing mail sent to EnvoyCon attendees
• One (1) free EnvoyCon attendee tickets

Diversity Sponsorship $3,500

• Logo on the EnvoyCon website, with a link to your company website
• Logo in post-event blog post, with a link to your company website

Contact events@cncf.io
to secure your sponsorship today.

Observability Practitioners Summit

November 18, 2019 | San Diego, California

Why sponsor Observability Practitioners Summit?

The Observability Practitioners Summit is a new conference, focused on pushing the field of monitoring and observability forwards by providing a mix of high-quality talks and opportunities for discussion between the maintainers and users of tracing, metrics, logging, and alerting systems.

Representatives of OpenTelemetry/OpenTracing, Prometheus, Fluentd and Jaeger will be in attendance.

Sponsorship Opportunities

Diamond Sponsorship $25,000

MAX 3 1 AVAILABLE

- Logo on the Observability Practitioners Summit website, with a link to your company website
- Mention in one pre-event attendee e-mail sent to Observability Practitioner Summit attendee
- One ten-minute (10) lightning talk. We ask that you keep it in-line with the Observability Practitioners Summit theme
- Logo on sponsor event signage
- Option to distribute swag at the Observability Practitioners Summit conference
- (7) free attendee tickets for Observability Practitioners Summit
- Email to opt-in attendees, pre or post event.
- Sponsor message in attendee post-event email - 75 words

Platinum Sponsorship $15,000

- Logo on the Observability Practitioners Summit website, with a link to your company website
- Mention in one pre-event attendee e-mail sent to Observability Practitioner Summit attendees
- Logo on event sponsor signage
- Option to distribute swag at the Observability Practitioners Summit conference
- Four (4) free Observability Practitioners Summit attendee tickets
- Sponsor message in attendee post-event email- - 50 words

Gold Sponsorship $10,000

- Logo on the Observability Practitioners Summit website, with a link to your company website
- Logo on sponsor event signage
- Option to distribute swag at the conference
- Two (2) free Observability Practitioners Summit attendee tickets

Social (evening event) $5,000

LIMIT 3 SPONSORS:

- Logo on the Observability Practitioners Summit website, with a link to your company website
- One (1) free Observability Practitioners Summit attendee tickets

Diversity Sponsorship $1,500

- Logo on the Observability Practitioners Summit website, with a link to your company website

Contact observabilitysummit@linuxfoundation.org to secure your sponsorship today.   15

FoundationDB SUMMIT

November 18, 2019 | San Diego, California

SPONSORSHIP AT-A-GLANCE

Contact foundationdbsummit@cncf.io to secure your sponsorship today.

	DIAMOND 1 AVAILABLE	PLATINUM 3 AVAILABLE SOLD OUT	GOLD 4 AVAILABLE	SILVER 5 AVAILABLE
Speaking Opportunity Sponsor to work directly with program committee on sign off for content of sessions	20 minutes	5 minutes		
Pre or Post-Conference Email Blast One time use of opt-in list to be sent by Foundation DB	•	•		
Recognition in Pre-Event Email Marketing	•	•	•	
Social Media Recognition	3 posts	2 posts	1 post	
Collateral at Registration	•	•	•	
Mobile App Branding	•	•	•	
Sponsor Message in Post-Conference Email	150 words	100 words	75 words	50 words
Recognition on Event Website Logo on event website with click through to company website	•	•	•	•
Recognition on Event Signage Logo on Summit signage	•	•	•	•
Attendee Passes Full access passes for sponsor employees	10	7	5	3
Sponsorship Cost	**$50,000**	**$15,000**	**$10,000**	**$7,500**

MARKETING PROMOTIONAL OPPORTUNITIES

T-Shirt Sponsor $5,000 | 1 AVAILABLE

Showcase your logo on every attendee with the t-shirt sponsorship. FoundationDB creative services will provide the design and sponsor logo will be placed prominently.

Evening Reception $15,000 | 1 AVAILABLE

FoundationDB will organize an evening reception and invite all event attendees for a fun evening to network, talk shop, and meet new people. The FoundationDB team will manage the logistics and experience, you sit back and enjoy the recognition.

Sponsor receives:

- Recognition on the schedule
- Signage at the reception
- Logo napkins at the bar

Session Recording ~~$5,000 | 1 AVAILABLE~~ SOLD OUT

Extend your presence long after the live event concludes with the session recording sponsorship.

Sponsor receives:

- Sponsor logo on all session recordings
- Recognition on conference website

Diversity Scholarship $1,500 | UNLIMITED

FoundationDB's scholarship program provides support to the traditionally underrepresented and/or marginalized group in the technology and/or open source communities, including but not limited to: persons identifying as LGBTQ, women, persons of color, and/or persons with disabilities, who may not otherwise have the opportunity to attend FoundationDB Summit for financial reasons. Equal access and diversity are important to FoundationDB and we aim to remove this obstacle from underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the Diversity Scholarship.

Sponsor receives:

- Recognition during the opening keynote
- Signage onsite at the event

Speaker Travel Funds UNLIMITED

Help speakers attend the event who otherwise might not be able to make it.

Sponsor receives:

- Recognition during the opening keynote
- Signage onsite at the event

Cloud Native Security Day

November 18, 2019 | San Diego, California

Join community members and users for a deep-dive day at Cloud Native Security Day, the day prior to KubeCon+CloudNativeCon 2019.

Sponsorship Opportunities

LEVEL	DIAMOND 2 AVAILABLE SOLD OUT	PLATINUM	GOLD
Cost / Quantity	$20,000	$15,000	$10,000
Keynote Speaking Opportunity	5 minutes		
Recognition During Opening Session	•	•	
(1) Pre or Post-Conference Email Blast to opt in attendees	•		
Social Media Recognition From Project Handle	(1) mention	(1) mention	
Mobile Schedule Branding	•	•	•
Sponsor Message in Post-Conference Email	150 words		
Recognition on Event Website	•	•	•
Recognition on Event Signage	•	•	•
Attendee Passes	6	4	2

Additional Sponsorships

Diversity Scholarship Fund | Starting at $1,500

The Cloud Native Computing Foundation's scholarship program provides support to women, people with disabilities and other underrepresented minorities who may not otherwise have the opportunity to attend Cloud Native Security Day for financial reasons. Diversity and inclusion are important to CNCF, and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program.

Lunch | $5,000

Includes logo on the event website and branded signage on lunch stations.

Session Recording | $3,000 SOLD OUT

Extend your presence beyond on-site attendees with the post-event session recordings. Includes logo on the event website and introduction slide on each video will include 'Sponsored by' with your logo.

Serverless Practitioners Summit

November 18, 2019 | San Diego, California

Hosted by CNCF and Cloud Foundry Foundation

Join community members and users for a deep-dive day at Serverless Practitioner Summit, the day prior to KubeCon + CloudNativeCon 2019.

Sponsorship Opportunities

LEVEL	DIAMOND	PLATINUM	GOLD
Cost / Quantity	$15,000 3 AVAILABLE	$10,000	$5,000
Keynote Speaking Opportunity	5 minutes		
Recognition During Opening Session	•	•	
1 Pre or Post-Conference Email Blast to Opt-in Attendees	•		
Social Media Recognition from Project Handle	(1) mention	(1) mention	
Mobile Schedule Branding	•	•	•
Sponsor Message in Post-Conference Email	150 words		
Recognition on Event Website	•	•	•
Recognition on Event Signage	•	•	•
Attendee Passes	6	4	2

Additional Sponsorships

Diversity Scholarship Fund | Starting at $1,500

The Cloud Native Computing Foundation's scholarship program provides support to women, people with disabilities and other underrepresented minorities who may not otherwise have the opportunity to attend Serverless Practitioners Summit for financial reasons. Diversity and inclusion are important to CNCF, and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program.

Lunch | $5,000

Includes logo on the event website and branded signage on lunch stations.

Session Recording | $3,000

Extend your presence beyond on-site attendees with the post-event session recordings. Includes logo on the event website and introduction slide on each video will include 'Sponsored by' with your logo.

Kubernetes Forums

Kubernetes Forums in global cities bring together international and local experts with adopters, developers, and practitioners in an accessible and compact format. The Forums are designed to promote face-to-face collaboration and deliver rich educational experiences. At the Forums, attendees can engage with the leaders of Kubernetes and other CNCF-hosted projects and help set direction for the cloud native ecosystem. Kubernetes Forums have both a beginner and an advanced track; about half of the speakers are international experts and half are from the local area.

Kubernetes Forums allow international speakers and sponsor teams to double their cloud native event engagement with two events running consecutively in two cities during a single week. Sponsors can economically reach a broader audience within a brief window while saving on travel costs and maximizing their event and evangelist teams' time with global audiences.

Speakers and sponsors will arrive in Seoul no later than Sunday, December 8. The CFP-based sessions occur Monday, December 9. On Tuesday, December 10, attendees select among several co-located events. These may be cloud- or distribution-specific training or any other topics of interest to Kubernetes Forum attendees. Tuesday night, the sponsors and international speakers will take a red-eye flight to Sydney and recover Wednesday, where the time zone is only 1 hour different. The international speakers will present the same material from the Seoul event on Thursday, December 12, interspersed with a slate of new talks from different local speakers in Sydney. On Friday, December 13, the co-located events repeat.

Sponsorship Details

Sponsors can separately choose sponsorship level and co-lo size for each city. Co-Located events will be held on day 2 of Kubernetes Forums. Platinum and gold CNCF members doing diamond sponsorships and co-located events at both locations get first priority, then other organizations doing diamond and co-located events at both locations, then platinum and gold members doing other sponsorships, then everyone else.

Benefits of Sponsorship

• Extend your organization's visibility and presence to the developers, architects, & technical leaders in the local community
• Opportunity to network with quality, regionally targeted attendees during the event
• Associate your brand with one of the fastest growing technology communities
• Support and engage with the ecosystem around many of the most popular open source projects

2020 Budgeting

In 2020, CNCF is organizing Kubernetes Forums in: Bengaluru & New Delhi, Tel Aviv, Mexico City & Sao Pãulo, Tokyo & Seoul, Singapore & Sydney. Event sponsorships will be similar in price and details to Seoul & Sydney in December 2019.

A 3% discount is available for CNCF members sponsoring one of these events or for non-members sponsoring two or more. CNCF members sponsoring two or more Kubernetes Forums receive a 5% discount, and CNCF members sponsoring five or more receive an 8% discount.

Kubernetes Forum Seoul
December 9 - 10, 2019

Kubernetes Forum Sydney
December 12 - 13, 2019

We are expecting 1,500 attendees at each event. Sponsor booths are on Day 1 of each event.

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE* (ONLY LOCAL)
Quantity (per city)	SEOUL - 4 AVAILABLE SYDNEY - ~~2 AVAILABLE~~ 2 AVAILABLE	SEOUL - 5 AVAILABLE SYDNEY - 4 AVAILABLE	SEOUL - 5 AVAILABLE SYDNEY - 5 AVAILABLE	SEOUL - 8 AVAILABLE SYDNEY - ~~10 AVAILABLE~~ 9 AVAILABLE	SEOUL - ~~5 AVAILABLE~~ 3 AVAILABLE SYDNEY - 5 AVAILABLE
Five minute speaking opportunity	•				
Onstage recognition	•	•			
Email to opt in attendees	(1) Pre or Post-Conference Email Blast to opt in attendees	(1) Pre-Event Email Blast to opt in attendees			
Collateral or giveaway distributed at registration: sponsor provides one item/piece	•	•			
Social media**	(1) standalone tweet	(1) standalone tweet	(1) group tweet		
Ticket to speaker and ambassador dinner	3	2	1		
Lead retrieval	2	2	1		
Recognition in event promotional emails	logo + link in recognition in promo materials	logo + link in recognition in promo materials	name + link recognition in promo materials	name + link recognition in promo materials	name + link recognition in promo materials
Exhibit space includes: table, (2) stools or chairs, wastebasket, basic power, and carpet	8ft x 8ft (2) 6' tables	8ft x 8ft (1) 6' table	6ft x 6ft (2) high cocktail round tables	4ft x 4ft (1) high cocktail round table	4ft x 4ft (1) high cocktail round table
Conference attendee passes	25	15	10	4	2
Logo on sponsor signage	•	•	•	•	•
Logo + link on conference website	•	•	•	•	•
Cost (each event)	**$35,000**	**$25,000**	**$15,000**	**$7,000**	**$3,000**

Additional Sponsorships

Sponsorship deadline: October 18th

• Diversity Scholarships | Starting at $1,500

• Lanyards | $5,000

• Specialty coffee bar | $5,000

• Session recording | $2,500 SOLD FOR SYDNEY

• Attendee shirt | $5,000 SOLD FOR SYDNEY

*Bronze sponsorships are only available to organizations whose offices are solely in the same country as the Kubernetes Forum.

**Social media for Seoul can be either one Twitter or Facebook post.

Contact sponsor@cncf.io

Kubernetes Forum Seoul

December 9 - 10, 2019

Kubernetes Forum Sydney

December 12 - 13, 2019

Co-Located Event Packages

The opportunity to co-locate your event with Kubernetes Forums can help you effectively reach the cloud native community. We have four set package options, listed below. Platinum and gold CNCF members doing diamond sponsorships and co-located events at both locations get first priority, then other organizations doing diamond and co-located events at both locations, then platinum and gold members doing other sponsorships, then everyone else.

To request co-located event space, complete this request form and the team will follow up. Any questions reach out to sponsor@cncf.io.

	PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D
Timeframe	8:00 AM - 5:00 PM	8:00 AM - 5:00 PM*	8:00 AM - 5:00 PM	8:00 AM - 5:00 PM
Room rental and furniture	•	•	•	•
Conference Wi-Fi	•	•	•	•
Power available for presenter and AV	•	•	•	•
Audio visual (AV) services + in-room AV technician all day	AV - (1) projector, (1) screen, wireless presenter, basic audio, (2) microphones and AV Technician	AV - (1) projector, (1) screen, wireless presenter, basic audio, (2) microphones and AV Technician	AV - (1) projector, (1) screen, wireless presenter, basic audio, (2) microphones and AV Technician	AV - (1) projector, (1) screen, wireless presenter, basic audio, (2) microphones and AV Technician
Meeting room and wayfinding signage	•	•	•	•
On-site event support	•	•	•	•
Marketing and promo - Featured placement on website and registration form	•	•	•	•
(1) Kubernetes Forum pass for your presenter	•	•	•	•
Session scanner	•	•	•	•
All day coffee, water and tea	•	•	•	•
Attendee lunch	•	•	•	•
Seoul capacity in classroom	50	100	200	300
Sydney capacity in classroom	~~60~~ SOLD FOR SYDNEY	80	150	~~300~~ SOLD FOR SYDNEY
Package price (each location)	**$18,000**	**$22,000**	**$30,000**	**$37,000**

*Package B in Sydney will run from 8:00 AM - 3:00 PM.

Co-lo deadline: October 18th

AMSTERDAM AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.
Signed contracts must be received by January 29, 2020.

KubeCon | CloudNativeCon
Europe 2020

	DIAMOND* 6 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** OPEN	END USER*** OPEN
Five-minute keynote Topic subject to co-chair approval	•					
Emails to opt-in attendees	(1) exclusive pre- or post-conference email					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in attendee post-conference thank you email	logo and link	company name and link only				
Executive meeting room	(1) exclusive meeting room for the duration of the event	shared meeting room - bookable for (1) 2-hour meeting or (2) 1-hour meetings during event				
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•			
Logo recognition on keynote screens	•	•	•			
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•		
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on mobile schedule	•	•	•	•	•	•
Social media posts	(1) pre-event standalone tweet and (1) during the event standalone tweet	(1) pre-event standalone tweet and (1) during the event standalone tweet	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Discounted conference passes: unlimited 20% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	20	15	12	8	5	2
Exhibit space Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet	9m (w) x 6m (d) custom-built only	6m (w) x 6m (d) custom-built or turnkey	4.5m (w) x 3m (d) custom-built or turnkey	3m (w) x 2.5m (d) turnkey only	2.5m (w) x 2m (d) turnkey only	2.5m (w) x 2m (d) turnkey only
Lead retrieval device	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Sponsorship Cost	**$170,000**	**$100,000**	**$65,000**	**$21,000**	**$7,000**	**$7,000**

*CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.
**Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees. ***Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.
CNCF reserves the right to increase/decrease the number of available sponsorships.

SHANGHAI AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.
Signed contracts must be received by May 22, 2020.

	STRATEGIC 1 AVAILABLE	DIAMOND 5 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP / END USER*** OPEN
Brand on Attendee t-shirt	•					
Brand on lanyards	•					
Executive Lunch	•					
Keynote: Topic subject to co-chair approval	(1) 10-minute keynote	(1) 5-minute keynote				
Emails to opt-in attendees	(1) exclusive pre- or post-conference email	(1) exclusive pre- or post-conference email				
Leadership Team: Direct engagement with the CNCF executive director and the event team to help make the event successful.	•	•	•			
Recognition in event promotional emails	logo and link	logo and link	company name and link only			
Sponsor recognition in attendee post-conference thank you email	logo and link	logo and link	company name and link only			
Executive meeting room	(1) exclusive meeting room for the duration of the event	(1) exclusive meeting room for the duration of the event	shared meeting room - bookable for (1) 2-hour meeting or (2) 1-hour meetings during event			
20-minute demo: Your presentation in the demo theater located on the exhibit floor will be listed in the main schedule	•	•	•	•		
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•	•		
Logo recognition on keynote screens	•	•	•	•		
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•	•	
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on mobile schedule	•	•	•	•	•	•
Social media posts	(1) standalone WeChat article or (2) standalone Twitter posts	(1) standalone WeChat article or (2) standalone Twitter posts	(1) standalone WeChat article or (2) standalone Twitter posts	(1) group WeChat article or (1) group Twitter post	(1) group WeChat article or (1) group Twitter post	(1) group WeChat article or (1) group Twitter post
Discounted conference passes: unlimited 50% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	(20) VIP Passes and (100) Standard Passes	(10) VIP Passes and (50) Standard Passes	(8) VIP Passes and (30) Standard Passes	(4) VIP Passes and (20) Standard Passes	(2) VIP Passes and (15) Standard Passes	(5) Standard Passes
Exhibit space: Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet	11m (w) x 11m (d) custom-built only	6m (w) x 6m (d) custom-built or turnkey	6m (w) x 3m (d) custom-built or turnkey	3m (w) x 3m (d) custom-built or turnkey	2.5m (w) x 2.5m (d) turnkey only	2.5m (w) x 2.5m (d) turnkey only
Lead retrieval device	(2) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Sponsorship Cost	**$286,000**	**$131,000**	**$79,000**	**$52,000**	**$21,000**	**$6,000**

*CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.
**Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.
***Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.
CNCF reserves the right to increase/decrease the number of available sponsorships.

BOSTON AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.
Signed contracts must be received by August 28, 2020.

	DIAMOND* 6 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** OPEN	END USER*** OPEN
Five-minute keynote Topic subject to co-chair approval	•					
Emails to opt-in attendees	(1) exclusive pre- or post-conference email					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in attendee post-conference thank you email	logo and link	company name and link only				
Executive meeting room	(1) exclusive meeting room for the duration of the event	shared meeting room - bookable for (1) 2-hour meeting or (2) 1-hour meetings during event				
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•			
Logo recognition on keynote screens	•	•	•			
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•		
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on mobile schedule	•	•	•	•	•	•
Social media posts	(1) pre-event standalone tweet and (1) during the event standalone tweet	(1) pre-event standalone tweet and (1) during the event standalone tweet	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Discounted conference passes: unlimited 20% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	20	15	12	8	5	2
Exhibit space Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet	30ft (w) x 20ft (d) custom-built only	20ft (w) x 20ft (d) custom-built or turnkey	15ft (w) x 10ft (d) custom-built or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
Lead retrieval device	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Sponsorship Cost	**$190,000**	**$115,000**	**$75,000**	**$26,000**	**$7,000**	**$7,000**

*CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.
**Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees. ***Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.
CNCF reserves the right to increase/decrease the number of available sponsorships.

KUBECON + CLOUDNATIVECON 2020 MARKETING PROMOTIONAL OPPORTUNITIES

See following pages for detailed descriptions. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for Marketing Promotional Opportunities must be received by the following deadlines:

Amsterdam: February 12, 2020   •   Shanghai: June 5, 2020   •   Boston: September 11, 2020

	AMSTERDAM	SHANGHAI	BOSTON
Cross-Promotion of Pre-Approved Community Events	UNLIMITED $6,000	UNLIMITED $6,000	UNLIMITED 6,000
Attendee T-Shirt	1 AVAILABLE $37,000	1 AVAILABLE $25,000 SOLD OUT	1 AVAILABLE $40,000
Lanyards	1 AVAILABLE $37,000	1 AVAILABLE $25,000 SOLD OUT	1 AVAILABLE $40,000
Diversity Scholarship	UNLIMITED $5,000 AND UP	UNLIMITED $5,000 AND UP	UNLIMITED $5,000 AND UP
Diversity Lunch	1 AVAILABLE $10,000	NOT AVAILABLE	1 AVAILABLE $10,000
EmpowerUs Event	1 AVAILABLE $10,000	1 AVAILABLE $5,000	1 AVAILABLE $10,000
Session Recording	1 AVAILABLE $20,000	1 AVAILABLE $7,500	1 AVAILABLE $20,000
Keynote Livestream	1 AVAILABLE $10,000	1 AVAILABLE $7,500	1 AVAILABLE $12,500
Conference Wi-Fi	1 AVAILABLE $10,000	1 AVAILABLE $10,000	1 AVAILABLE $12,500
Keynote Chair Drop	4 AVAILABLE $12,500 EACH	3 AVAILABLE $10,000 EACH	4 AVAILABLE $15,000 EACH
Coffee Lounge	3 AVAILABLE $25,000 EACH	NOT AVAILABLE	3 AVAILABLE $30,000 EACH
Snack Lounge	3 AVAILABLE $25,000 EACH	NOT AVAILABLE	3 AVAILABLE $30,000 EACH
Games Lounge	1 AVAILABLE $25,000	1 AVAILABLE $5,000	1 AVAILABLE $30,000
Welcome Reception	1 AVAILABLE $30,000	1 AVAILABLE $15,000	1 AVAILABLE $35,000
All Attendee Party	2 AVAILABLE $30,000 EACH	NOT AVAILABLE	2 AVAILABLE $35,000 EACH
Charging Lockers	1 AVAILABLE $12,500	1 AVAILABLE $2,500	1 AVAILABLE $12,500
Hotel Key Cards/Sleeves	1 AVAILABLE $10,000	NOT AVAILABLE	1 AVAILABLE $10,000
Private Meeting Room	5 AVAILABLE $25,000 EACH	5 AVAILABLE $20,000 EACH	5 AVAILABLE $25,000 EACH

Marketing Promotional Opportunities

Contact
sponsor@cncf.io
to secure your
sponsorship today.

Cross-Promotion of Pre-Approved Community Events

Organizing an event for attendees? The Cloud Native Computing Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of KubeCon + CloudNativeCon are eligible for cross-promotion of their community events. Benefits include:

• Your event listed on the conference website and schedule.
• Optional: Your event listed on the KubeCon + CloudNativeCon registration form. Attendees can add your event to their conference registration. Additional registration processing fees apply based on number of attendees and event revenue.

Attendee T-Shirt

Sponsor logo will be placed on all attendee t-shirts.
Logo size and placement subject to t-shirt design and CNCF approval. Logo must be single color only (no gradient colors).

Lanyards

Showcase your logo on every attendee with the lanyard sponsorship. Logo size and placement subject to lanyard design and CNCF approval. Logo must be single color only (no gradient colors).

Diversity Scholarship

The Cloud Native Computing Foundation's scholarship program provides support to women, people with disabilities and other underrepresented minorities who may not otherwise have the opportunity to attend KubeCon + CloudNativeCon for financial reasons. Diversity and inclusion are important to CNCF, and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program. Benefits include:

• Logo on website
• Logo recognition during the opening keynote
• Recognition in scholarship acceptance notifications
• Photo opportunity with scholarship recipients

Diversity Lunch

Everyone attending is invited to join this special lunch and program featuring discussion around diversity and inclusivity in an open source community. The sponsor of this event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Benefits include:

• Recognition on the conference website and schedule

• Signage at the lunch

• Nominate a presenter to give 5-minute opening or closing remarks - content subject to approval

• Sponsor may provide and distribute attendee giveaways at own expense

Marketing Promotional Opportunities

(cont'd)

Contact
sponsor@cncf.io
to secure your
sponsorship today.

EmpowerUs Event

Attendees who identify as women or non-binary individuals at KubeCon + CloudNativeCon are invited to join this special event and program featuring discussion around all things cloud native, and the evolving diversity, inclusivity and civility in our fast-growing ecosystem.

Benefits include:

- Recognition on the conference website and schedule
- Signage at the event
- Nominate a presenter to give 5-minute opening or closing remarks - content subject to approval
- Sponsor may provide and distribute attendee giveaways at own expense

Session Recording

Extend your presence long after the live conference concludes with the session recording sponsorship. Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo
- Sponsor recognition in post-event email to attendees

Keynote Livestream

Extend your presence beyond on-site attendees with the keynote livestream sponsorship. Benefits include:

- Sponsor logo on livestream webpage
- Recognition in (1) pre-event email

Conference Wi-Fi

Keep attendees connected by sponsoring our dedicated conference Wi-Fi throughout the venue. Benefits include:

- Provide a name of your choice for the SSID
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship

Keynote Chair Drop

Maximize your visibility by providing collateral or promo items for attendees in the keynote room.

- Provide (1) piece of collateral or promo item per chair to be placed in the keynote room
- Sponsor may choose (1) keynote (subject to availability and reserved on a first come first serve basis)
- Sponsor is responsible for printing and on-time delivery of all materials by the advance shipping deadline.
- Sponsor is responsible for all costs associated with the production and delivery of all materials.
- A sample of the deliverable must be provided to CNCF for approval prior to shipping.

Marketing Promotional Opportunities

(cont'd)

Contact
sponsor@cncf.io
to secure your sponsorship today.

Coffee Lounge

Keep attendees well-caffeinated with a branded coffee lounge. Benefits include:

• Dedicated space with coffee bar and basic lounge seating in the Sponsor Showcase
• Prominent sponsor branding
• Logo recognition on Sponsor Showcase map
• Specialty coffees served during morning and afternoon breaks.
• (1) 42" monitor. Sponsor is responsible for providing video/slide content to be played on a loop on the monitor (no audio).
• Additional opportunities at sponsor's expense (subject to approval):
- Branded coffee cups
- Branded napkins

Lounge location, layout and design will be determined by CNCF. Lead retrieval, promotions and sales activities are not allowed in the lounge.

Snack Lounge

Provide delicious and fun snacks to attendees all day long with a branded snack lounge. Benefits include:

• Dedicated space with self-serve snack bar and basic lounge seating in the Sponsor Showcase
• Prominent sponsor branding
• Logo recognition on Sponsor Showcase map
• Self-serve snacks during exhibit hours
• (1) 42" monitor. Sponsor is responsible for providing video/slide content to be played on a loop on the monitor (no audio).
• Additional opportunities at sponsor's expense (subject to availability and approval by CNCF):
- Branded food items
- Branded napkins

Lounge location, layout and design will be determined by CNCF. Lead retrieval, promotions and sales activities are not allowed in the lounge.

Games Lounge

Provide a creative environment where attendees can unwind and interact with fellow attendees. Benefits include:

• Dedicated space with games and basic lounge seating in the Sponsor Showcase
• Games may include ping pong, giant yard games, foosball, arcade games, board games etc.
• Prominent sponsor branding
• Logo recognition on Sponsor Showcase map
• (1) 42" monitor. Sponsor is responsible for providing video/slide content to be played on a loop on the monitor (no audio).
• Sponsor may set up competitions and provide prizes at own expense (subject to approval by CNCF)

Lounge location, layout and design will be determined by CNCF. Lead retrieval, promotions and sales activities arenot allowed in the lounge.

Marketing Promotional Opportunities
(cont'd)

Contact
sponsor@cncf.io
to secure your
sponsorship today.

Welcome Reception

The Cloud Native Computing Foundation will organize a welcome party in the Sponsor Showcase and invite all conference attendees, speakers, Board of Directors, Technical Committee, press and analysts for a fun evening to network, talk shop and meet new people. The CNCF team will manage the logistics, theming and experience, you sit back and enjoy the recognition.

• Recognition on the conference website and schedule
• Nominate a presenter to give 5-minute opening or closing remarks - content subject to approval
• Signage on the bars, food buffets and entrance to the reception
• Logo napkins at the bars
• Choose one specialty item:
   - Branded photo booth
   - Branded games
   - Branded coasters
   - Live Entertainment
   - Specialty drink and branded cups

All Attendee Party

Treat attendees to a special experience! We'll take attendees offsite for a fun-filled evening with activities, food, drinks and new friends. Benefits include:

• Recognition on conference website and schedule
• Signage at entrance and throughout venue including on bars and buffets
• Logo recognition on transportation vehicles and pick-up locations if transportation to/from offsite venue is provided
• Logo napkins at bars and buffets
• Choose one specialty item:
   - Specialty drink and branded cups
   - Branded photo booth
   - Live entertainment (band or DJ)

Charging Lockers

Keep attendees charged and connected by providing a safe and secure charging solution for electronic devices. Sponsorship includes multiple lockers placed in prominent locations across the event venue with custom branding on each locker and custom logo or video on each locker's touchscreen.

Hotel Key Cards or Sleeves

Display your sponsor branding on one side of the hotel key cards or key card sleeves (subject to availability) at up to 3 host hotels in the official event hotel block.

Private Meeting Room

Reserve a dedicated meeting room at the conference venue for your own private meetings with clients, business partners or staff. Benefits include:

• 3m x 4m (or larger) meeting room
• Access to meeting room during exhibit hours on main conference days
• Room includes (1) table, (6) chairs, 5amp power drop with power strip
• Additional furniture available at sponsor's own expense
• Sponsor logo sign on the room door
• Sponsor logo on the venue map

The meeting room may not be used for workshops, trainings or other programs that may conflict with the conference agenda.

KubeCon + CloudNativeCon Europe 2020 Co-Located Event Packages for March 30, 2020

The opportunity to co-locate your event in the same venue as KubeCon + CloudNativeCon Europe 2020 can help you effectively reach the cloud native community. We have five set package options, listed below. All packages will include access to the meeting room the day prior, March 29, 2020, from 16:00 - 18:00 for set up and day of, March 30, 2020, from 8:00 - 17:00. Please select the package that best suits your needs, keeping in mind that we will not be able to accommodate an increased number of attendees at a later date.

To receive an email when the event request form opens, express your interest by completing the information request form on the Day Zero Co-Located Events page of the event website. Space will be assigned on a first come, first served basis with priority given to Diamond and Platinum sponsors who submit a request within five business days of the request form opening. The remaining requests will then be followed in the order the submissions were received.

All requests must be received 45 days prior to the start of the conference.
Deadline for KubeCon Europe is Thursday, February 13th, if not sold out prior.

KUBECON + CLOUDNATIVECON EUROPE 2020

PACKAGE INCLUDES	PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D	PACKAGE E
CAPACITY	50 classroom	100 classroom	150 classroom	300 classroom	Cross-Promotion Only
Room Rental and Set-up	•	•	•	•	
Collect Registration Fees On Your Behalf	•	•	•	•	
Complimentary Access to Existing Conference Wi-Fi	•	•	•	•	
Power Available for Presenter + AV	•	•	•	•	
Audio Visual (AV) Services	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	
In-room AV Technician All Day	•	•	•	•	
Meeting Room & Wayfinding Signage	•	•	•	•	
On-site Event Management	•	•	•	•	
Featured Placement on Website and Registration Form	•	•	•	•	•
(1) Standard KubeCon Pass for Your Presenter	•	•	•	•	
(1) Badge Scanner	•	•	•	•	
All Day Coffee/Tea + Water	•	•	•	•	
TOTAL	**$24,000**	**$37,000**	**$42,500**	**$56,500**	**$6,000**

KubeCon + CloudNativeCon Europe 2019 Highlights
May 20 - 23, 2019 I Barcelona, Spain

KubeCon + CloudNativeCon Europe 2019 built on the success of past CNCF events with record-breaking registrations, attendance, sponsorships, as well as co-located events. The event had 7,700 registrations, an 84% increase over the previous year's event in Copenhagen. KubeCon + CloudNativeCon Europe 2019 had only 2% no-shows. This is significantly lower than the average for developer-centric technology events. Of the registrants, 74% were first-time KubeCon + CloudNativeCon attendees and 13% were new to open source.

Feedback from attendees was strongly positive, with an overall average rating of 4.26 on a scale of 1 to 5 (85.2%). The top two reasons respondents cited for attending KubeCon + CloudNativeCon were to learn (72.4%) and to network (18.6%). Of those surveyed, all would highly recommend the event to a colleague or friend.

**7,700 attendees • 3,242 participating companies
318 sessions • 1,535 CFP submissions • 353 speakers
95 registered press and analysts • 146 sponsors**

ATTENDEE BOOTH TRAFFIC

96.5% of attendees surveyed visited sponsor booths onsite.

Total leads scanned at sponsor booths were 63,578 with an average of 435 scans per booth.

ATTENDEE DEMOGRAPHICS

Attendees from 93 countries across 6 continents

- 17% from the United States
- Other countries with a sizeable audience at the event include:
  - Germany - 14%
  - United Kingdom - 11%
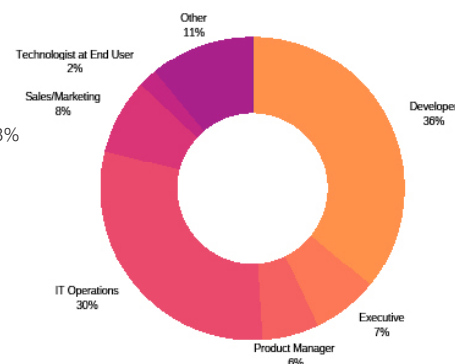 - Spain - 7%
  - Netherlands - 5%
  - France - 5%

3,242 companies participated

- 195 members companies

ATTENDEE JOB FUNCTION

- Developer - 36%
  - Data Scientist - 4%
  - Full Stack Developer - 83%
  - Machine Learning Specialist - 3%
  - Web Developer - 10%
- Executive - 7%
- Product Manager - 6%
- IT Operations - 30%
  - DevOps - 47%
  - Systems Admin - 26%
  - Site Reliability Engineer - 24%
  - Quality Assurance Engineer - 3%
- Sales/Marketing - 8%
- Technologist at End User Company - 2%
- Other - 11%

Other 11%
Technologist at End User 2%
Sales/Marketing 8%
Developer 36%
IT Operations 30%
Executive 7%
Product Manager 6%

The Cloud Native Computing Foundation held its second event in China in 2019. China is the second largest contributor of code to Kubernetes and more than 10% of CNCF members are from China, including 16% of platinum members and 35% of gold members. China also makes up a crucial part of the CNCF and Kubernetes vendor ecosystems, containing 26% of Certified Kubernetes vendors, 19% of Kubernetes Certified Service Providers, and 32% of Kubernetes Training Partners.

3,500 attendees • 1,134 participating companies
252 sessions • 937 CFP submissions • 314 speakers
54 registered press and analysts • 42 sponsors

ATTENDEE BOOTH TRAFFIC

100% of attendees surveyed visited sponsor booths onsite

Total leads scanned at sponsor booths were 16,939 with an average of 483 scans per booth.

ATTENDEE DEMOGRAPHICS

Attendees from 43 countries across 5 continents
- 83% from China
- Other countries with a sizeable audience at the event include United States (8%), Japan (2%), India (1%), Singapore (1%)

1.134 companies participated
- 75 members companies
- 28 Kubernetes Certified Service Providers
- 10 Kubernetes Training Partners

ATTENDEE JOB FUNCTION
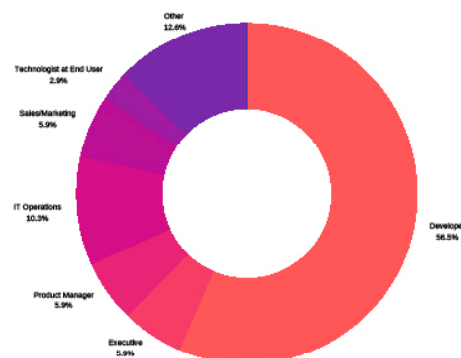
Developer - 56.5%

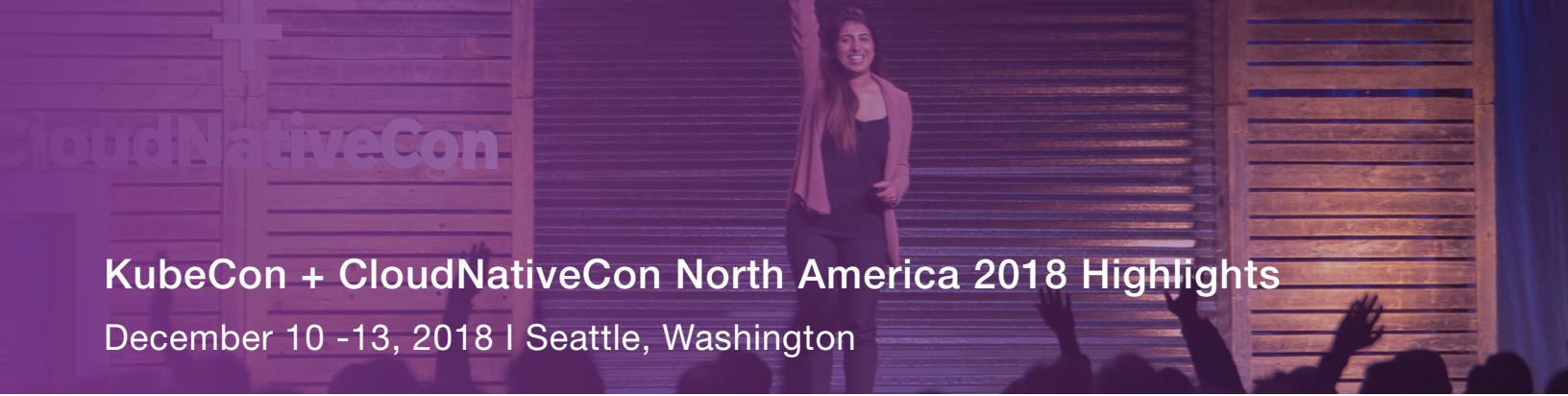Executive - 5.9%

Product Manager - 5.9%

IT Operations - 10.3%

Sales/Marketing - 5.9%

Technologist at End User - 2.9%

Other - 12.6%

KubeCon + CloudNativeCon North America 2018 Highlights
December 10 -13, 2018 l Seattle, Washington

KubeCon + CloudNativeCon North America 2018 was a major success with record-breaking registrations, attendance, sponsorships, and co-located events. The event sold out with 8,000 registrations (and a 1,000+ person waitlist), with only 2.5% percent no-shows, which is extremely rare and much lower than the industry average. Of the 8,000, 73% were first-time KubeCon attendees and 14% were new to open source.

Feedback from attendees was overwhelmingly positive, with an overall average rating of 4.35 / 5. The top two reasons that people attended KubeCon + CloudNativeCon were for networking (34%) and to attend breakout sessions (36%). Of those surveyed, all would highly recommend the event to a colleague or friend.

8,000 attendees (1,000+ waitlist) • 20 keynote speakers • 318 breakout sessions • 1,621 CFP submissions • 1,580 keynote live stream sign-ups 144 diversity scholarships offered   •   98 registered press and analysts
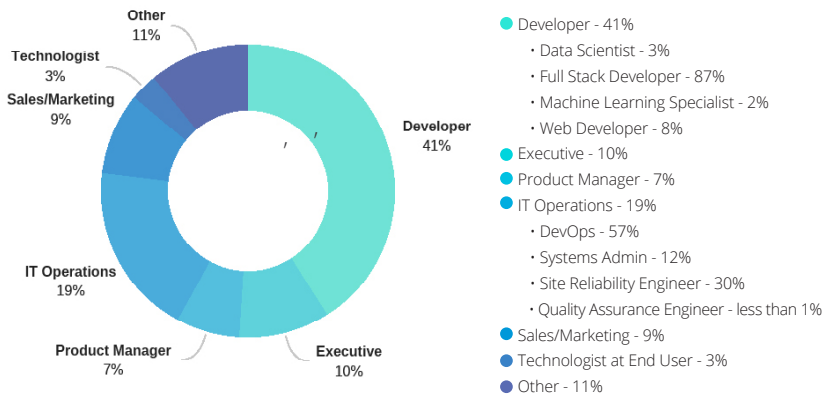

ATTENDEE BOOTH TRAFFIC
95% of attendees surveyed visited sponsor booths onsite
Total leads scanned at sponsor booths were 69,888 with an average of 395 scans per booth.

ATTENDEE DEMOGRAPHICS

Attendees from 66 countries across 6 continents

- 81% from the United States
- Other countries with a sizeable audience at the event include Canada (4.6%), Japan (2%), United Kingdom (1.7%), Germany (1%)

97.5% of registrants attended the event

1,824 companies participated

- 196 member companies
- 22 Kubernetes Certified Service Providers
- 6 Kubernetes Training Partners

ATTENDEE JOB FUNCTION

Other 11%
Technologist 3%
Sales/Marketing 9%
Developer 41%
IT Operations 19%
Product Manager 7%
Executive 10%

- Developer - 41%
  - Data Scientist - 3%
  - Full Stack Developer - 87%
  - Machine Learning Specialist - 2%
  - Web Developer - 8%
- Executive - 10%
- Product Manager - 7%
- IT Operations - 19%
  - DevOps - 57%
  - Systems Admin - 12%
  - Site Reliability Engineer - 30%
  - Quality Assurance Engineer - less than 1%
- Sales/Marketing - 9%
- Technologist at End User - 3%
- Other - 11%

In 2020, CNCF is holding its flagship KubeCon + CloudNativeCon events in Amsterdam, Shanghai, and Boston. We offer the following discounts:

3% discount for CNCF members sponsoring one of these events or for non-members sponsoring two or more.

5% discount for CNCF members sponsoring two of these events.

8% discount for CNCF members sponsoring all three of these events.

CNCF is holding Kubernetes Forums in Bengaluru, Mexico City, New Delhi, Sao Pãulo, Seoul, Singapore, Sydney, Tel Aviv, and Tokyo. A 3% discount is available for CNCF members sponsoring one of these events or for non-members sponsoring two or more. CNCF Members sponsoring two or more Kubernetes Forums receive a 5% discount, and CNCF members sponsoring five or more receive an 8% discount.

CNCF also hosts several other events such as PromCon and Day 0 Co-Located Events such as EnvoyCon and ServiceMeshCon. A 3% discount is available for CNCF members sponsoring one of these events or for non-members sponsoring two or more. CNCF members sponsoring two or more of these events receive a 5% discount.

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Contact sponsor@cncf.io
to secure your sponsorship today.

kubecon.io

CNCF is part of the Linux Foundation, which also hosts dozens of other open source events.
See them all at events.linuxfoundation.org.