CLOUD NATIVE
COMPUTING FOUNDATION

2020 Sponsorship Prospectus
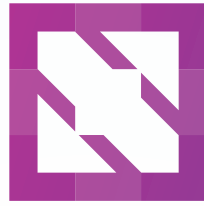
CLOUD NATIVE
COMPUTING FOUNDATION

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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 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 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. Kindly note co-located event packages are solely available to sponsors of KubeCon + CloudNativeCon Europe 2020. 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~~ SOLD OUT	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**

ServiceMeshCon

March 30, 2020 | Amsterdam

Join community members and users for a deep-dive day at ServiceMeshCon Europe, the day prior to KubeCon+CloudNativeCon Europe 2020.

Sponsorship Opportunities

LEVEL	DIAMOND ~~3 AVAILABLE~~ 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Speaking Opportunity Sponsor to work directly with program committee for content approval	5 minutes		
Pre-Conference Email Blast One time use of opt-in list to be sent by CNCF	•		
Message in Attendee Post-Conference Email	150 words		
Social Media Mentions from Project Handle	(1) mention	(1) mention	
Recognition in Opening Session	•	•	
Mobile Schedule Branding	•	•	•
Recognition on Event Website Prominent logo displayed on all website pages	•	•	•
Recognition on Event Signage Logo on on-site conference signage	•	•	•
Conference Attendee Passes Full-access passes to ServiceMeshCon. *KubeCon + CloudNativeCon registration required to attend all co-located events	6	4	2
COST	**$20,000**	**$15,000**	**$10,000**

Additional Sponsorships

Diversity Scholarship Fund | Starting at $1,500 | UNLIMITED

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 | 1 AVAILABLE

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

Session Recording | $3,000 | 1 AVAILABLE

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

Cloud Native SECURITY DAY

Join community members and users for a deep-dive day at Cloud Native Security Day Europe, the day prior to KubeCon+CloudNativeCon Europe 2020.

Sponsorship Opportunities

LEVEL	DIAMOND 3 AVAILABLE 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Speaking Opportunity Sponsor to work directly with program committee for content approval	5 minutes		
Pre-Conference Email Blast One time use of opt-in list to be sent by CNCF	•		
Message in Attendee Post-Conference Email	150 words		
Social Media Mentions from Project Handle	(1) mention	(1) mention	
Recognition in Opening Session	•	•	
Mobile Schedule Branding	•	•	•
Recognition on Event Website Prominent logo displayed on all website pages	•	•	•
Recognition on Event Signage Logo on on-site conference signage	•	•	•
Conference Attendee Passes Full-access passes to Cloud Native Security Day. *KubeCon + CloudNativeCon registration required to attend all co-located events	6	4	2
COST	$20,000	$15,000	$10,000

Additional Sponsorships

Diversity Scholarship Fund | Starting at $1,500 | UNLIMITED

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 | 1 AVAILABLE

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

Session Recording | $3,000 | 1 AVAILABLE

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

Serverless Practitioners Summit

March 30, 2020 | Amsterdam

Join community members and users for a deep-dive day at Serverless Practitioners Summit Europe, the day prior to KubeCon+CloudNativeCon Europe 2020.

Sponsorship Opportunities

LEVEL	DIAMOND 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Speaking Opportunity Sponsor to work directly with program committee for content approval	5 minutes		
Pre-Conference Email Blast One time use of opt-in list to be sent by CNCF	•		
Message in Attendee Post-Conference Email	150 words		
Social Media Mentions from Project Handle	(1) mention	(1) mention	
Recognition in Opening Session	•	•	
Mobile Schedule Branding	•	•	•
Recognition on Event Website Prominent logo displayed on all website pages	•	•	•
Recognition on Event Signage Logo on on-site conference signage	•	•	•
Conference Attendee Passes Full-access passes to Serverless Practitioners Summit. *KubeCon + CloudNativeCon registration required to attend all co-located events	6	4	2
COST	$20,000	$15,000	$10,000

Additional Sponsorships

Diversity Scholarship Fund | Starting at $1,500 | UNLIMITED

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 | 1 AVAILABLE

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

Session Recording | $3,000 | 1 AVAILABLE

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

gRPC Conf 2020

Thursday, June 25, 2020 | Austin, TX

Join key customers, project leads, and contributors that make up the gRPC ecosystem for a full day of talks, demos and case studies.

Experts will discuss real-world implementations of gRPC, best practices for developers, and topic expert deep dives. This is a must-attend event for those using gRPC in their applications today as well as those considering gRPC for their enterprise microservices.

There will be ample time for meeting project leads, networking with peers, and Q&A.

Sponsorship Opportunities

	DIAMOND 4 AVAILABLE	PLATINUM UNLIMITED*	GOLD UNLIMITED*
Speaking Opportunity	5 minutes		
Recognition During Opening Session	•	•	
(1) Pre or Post-Conference Email Blast to opt in attendees	•	•	
Recognition in Pre-Event Email Marketing	•	•	•
Social Media Recognition	(1) mention	(1) mention	(1) mention
Collateral at Registration	•	•	•
Mobile Schedule Branding	•	•	•
Sponsor Message in Post-Conference Email	150 words	100 words	75 words
Recognition on Event Website	•	•	•
Recognition on Event Signage	•	•	•
Attendee Passes	6	4	2
Cost	**$30,000**	**$15,000**	**$7,500**

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 gRPC Conf 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.

Reception | $7,500

Attendees will end the day with an evening of networking and conversation. Sponsorship includes:

• recognition on the agenda
• logo on the website
• recognition on signage

Lanyards | $2,000

Every attendee at the event will wear a name badge and lanyard and your logo will appear on the lanyard.

Conference T-Shirt | $7,500 | 1 AVAILABLE

gRPC and Sponsor Co-Branding on conference t-shirt.

SHANGHAI AT-A-GLANCE

	STRATEGIC 1 AVAILABLE SOLD OUT	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.

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 group tweet and (1) group tweet during event	(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
Track Sponsorship	NOT AVAILABLE	$8,000 FOR SINGLE DAY TRACK $15,000 FOR TWO-DAY TRACK	NOT AVAILABLE
Cross-Promotion of Pre-Approved Community Events* *Package only available to sponsors of KubeCon + CloudNativeCon.	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 SOLD OUT
Lanyards	1 AVAILABLE $37,000 SOLD OUT	1 AVAILABLE $25,000 SOLD OUT	1 AVAILABLE $40,000 SOLD OUT
Diversity Scholarship	UNLIMITED $5,000 AND UP	UNLIMITED $5,000 AND UP	UNLIMITED $5,000 AND UP
Diversity Lunch	1 AVAILABLE $10,000 SOLD OUT	NOT AVAILABLE	1 AVAILABLE $10,000 SOLD OUT
EmpowerUs Event	1 AVAILABLE $10,000	1 AVAILABLE $5,000	1 AVAILABLE $10,000 SOLD OUT
Session Recording	1 AVAILABLE $20,000 SOLD OUT	1 AVAILABLE $7,500	1 AVAILABLE $20,000 SOLD OUT
Keynote Livestream	1 AVAILABLE $10,000 SOLD OUT	1 AVAILABLE $7,500	1 AVAILABLE $12,500
Conference Wi-Fi	1 AVAILABLE $10,000 SOLD OUT	1 AVAILABLE $10,000	1 AVAILABLE $12,500 SOLD OUT
Keynote Chair Drop	4 AVAILABLE $12,500 EACH 3 AVAILABLE	3 AVAILABLE $10,000 EACH	4 AVAILABLE $15,000 EACH
Coffee Lounge	3 AVAILABLE $25,000 EACH	NOT AVAILABLE	3 AVAILABLE $30,000 EACH 2 AVAILABLE
Snack Lounge	3 AVAILABLE $25,000 EACH	NOT AVAILABLE	3 AVAILABLE $30,000 EACH
Games Lounge	1 AVAILABLE $25,000 SOLD OUT	1 AVAILABLE $5,000	1 AVAILABLE $30,000 SOLD OUT
Welcome Reception	1 AVAILABLE $30,000	1 AVAILABLE $15,000	1 AVAILABLE $35,000
All Attendee Party	2 AVAILABLE $30,000 EACH 1 AVAILABLE	NOT AVAILABLE	2 AVAILABLE $35,000 EACH 1 AVAILABLE
Charging Lockers	1 AVAILABLE $12,500	1 AVAILABLE $2,500	1 AVAILABLE $12,500
Hotel Key Cards/Sleeves	1 AVAILABLE $10,000 SOLD OUT	NOT AVAILABLE	1 AVAILABLE $10,000 SOLD OUT
Private Meeting Room	5 AVAILABLE $25,000 EACH 4 AVAILABLE	5 AVAILABLE $20,000 EACH	5 AVAILABLE $25,000 EACH

Marketing Promotional Opportunities

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

Track Sponsorship

Creation of an Open Source Summit track specifically designed for a developer community important to the sponsor. Track can be designed to embrace a developer community centered around any language, framework, architectural style, or product related to an existing Linux Foundation project or sub-foundation (except CNCF-hosted projects since those are being covered by the KubeCon + CloudNativeCon tracks).

Benefits include:
• Program co-chair for 1 track
• 10-minute introduction to the track each day
• 35-minute session within the track each day
• Sponsor logo on website
• Sponsor recognition on conference agenda and mobile schedule

Track topics include:
• Networking
• Edge
• Embedded/IoT
• Linux Development
• Blockchain
• Open Source Leadership
• AI & Machine Learning

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. A 3.5% credit card processing fee per registrant will be charged.

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).

Marketing Promotional Opportunities

(cont'd)

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

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

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

Marketing Promotional Opportunities

(cont'd)

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

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.

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.

Marketing Promotional Opportunities

(cont'd)

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

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.

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)

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 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.

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.

Sponsorship Details

Sponsoring Kubernetes Forum Tokyo allows you to expand in the region, connect with the local cloud native community members, and show your companies commitment and connection to Kubernetes. Sponsoring is a great way to have 1:1 conversations with the regional audience.

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

• 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 Kubernetes Forums receive a 5% discount, and CNCF members sponsoring three receive an 8% discount.

September 17, 2020

We are expecting 600 attendees at Kubernetes Forum Tokyo.

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE* (ONLY LOCAL)
Quantity	4 AVAILABLE	7 AVAILABLE	8 AVAILABLE	12 AVAILABLE	7 AVAILABLE
Five minute speaking opportunity	•				
Onstage recognition	•	•			
Email to opt-in attendees	(1) Pre or Post-Conference Email Blast to opt-in attendees	(1) Group email 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		
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(s), (2) chairs, wastebasket, basic power, and carpet	10ft x 10ft (2) 6ft tables	8ft x 8ft (2) 6ft tables	8ft x 8ft (1) 6ft table	6ft x 6ft (1) 6ft table	6ft x 6ft (1) 6ft table
Conference attendee passes	15	8	5	3	2
Logo on sponsor signage	•	•	•	•	•
Logo + link on conference website	•	•	•	•	•
Cost	**$35,000**	**$25,000**	**$15,000**	**$7,000**	**$3,000**

Additional Sponsorships

Sponsorship deadline: July 31, 2020

• Diversity Scholarships | Starting at $1,500

• Lanyards | $5,000

• Session recording | $2,500

• Attendee shirt | $5,000

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

Contact sponsor@cncf.io

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%
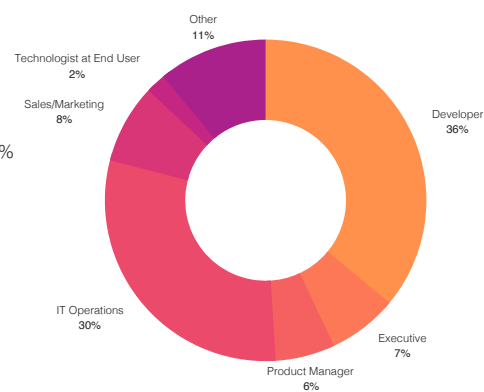 - Spain - 7%
  - Netherlands - 5%
  - France - 5%

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
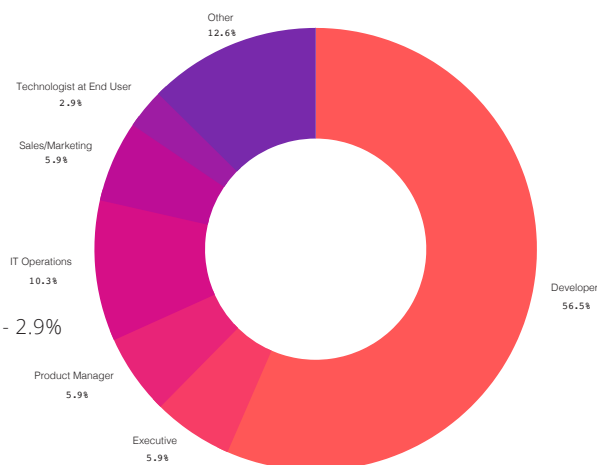
Developer - 56.5%

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 2019 Highlights
November 18 -21, 2019 I San Diego, California

KubeCon + CloudNativeCon North America 2019 was the Cloud Native Computing Foundation's (CNCF) largest event to date with record-breaking registrations, attendance, sponsorships, and co-located events. The conference had 11,891 registrations, a 48.6% increase over the previous year's event in Seattle. Of all attendees, 35% indicated being a part of an end user organization, an 11% increase from those in attendance at KubeCon + CloudNativeCon Europe 2019.

Of this year's registrants, 65% were first-time KubeCon + CloudNativeCon attendees. The top two reasons respondents cited for attending KubeCon + CloudNativeCon were to learn (48.2%) and to network (39.4%). Feedback from attendees was overwhelmingly positive, with an overall average rating of 4.2 out 5. Of those surveyed, each respondent said they would recommend the event to a colleague or friend.

11,981 attendees • 14 keynotes • 209 breakouts + lightning talks

1,801 CFP submissions • 3,804 keynote live stream sign-ups

115 diversity scholarships offered • 153 media + analysts

ATTENDEE BOOTH TRAFFIC

95% of attendees surveyed visited sponsor booths onsite

Total leads scanned at sponsor booths were 118,438 with an average of 498 scans per booth.

ATTENDEE DEMOGRAPHICS

Attendees from 67 countries across 6 continents
- 80% from the United States
- Other countries with a sizeable audience at the event include: Canada - 4%, Japan - 2%, UK - 2%, Germany - 1%, Israel - 1%, India - 1%
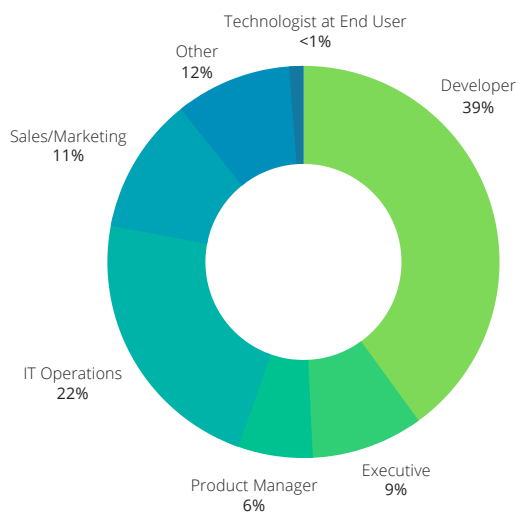
66% first-time attendees

1,809 End User companies participated
- 95 end user members/supporters
- Top 10 End User companies by attendance: Apple, Capital One, Intuit, Salesforce

ATTENDEE JOB FUNCTION

Other 12%
Technologist at End User <1%
Developer 39%
Sales/Marketing 11%
IT Operations 22%
Product Manager 6%
Executive 9%

Developer - 39%
- Data Scientist - 4%
- Full Stack Developer - 85%
- Machine Learning Specialist - 2%
- Web Developer - 9%
Executive - 9%
Product Manager - 6%
IT Operations - 22%
- DevOps - 47%
- Systems Admin - 22%
- Site Reliability Engineer - 29%
- Quality Assurance Engineer - 2%
Sales/Marketing - 11%
Technologist at End User - <1%
Other - 12%

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, New Delhi, 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 Kubernetes Forums receive a 5% discount, and CNCF members sponsoring three Kubernetes Forums 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.

CLOUD NATIVE
COMPUTING FOUNDATION

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.