Sponsor-Hosted Co-Located Event Best Practices + Event Guide

Thank you for your interest in co-locating an event alongside KubeCon + CloudNativeCon + Open Source Summit China 2023!

This guide serves as your main resource for information, best practices, and FAQs around contracting and planning your sponsor-hosted co-located event. We attempted to answer all frequently asked questions here, so please save and share this page with your planning team!

If after reviewing/referencing this guide you still have a question, contact us!

Co-Located Event Requirements
- Companies hosting co-located events must be level sponsors of KubeCon + CloudNativeCon + Open Source Summit China 2023
- Host companies are asked to choose between four co-located event packages
- Deadline to submit a request for on-site event space (based on availability): **Friday, 14 July**
- Deadline to submit a request for off-site cross-promotion package: **Friday, 4 August**
- Final Deadline to Submit Event Information for Posting: **Friday, 25 August**
- Full-day co-located events will run from 9:00 - 16:00 with access to meeting space starting at 8:00 for set-up. Half-day co-located events will run from either 9:00 - 12:00 or 13:30 - 16:30 with access starting at either 8:00 or 12:30, respectively, for set-up.
- The minimum recommended registration fee for co-located events is USD $50. If the host company elects to donate its profits to the Dan Kohn Scholarship Fund, this will be reflected on the website
- Companies looking to customize their event beyond the packages offered are encouraged to look at local venues and cross-promote their event on our website, event schedule, and registration platform for $10,000 (Cross-Promotion MPO - See page 13 for more information)
- All on-site event rooms will be set theater style, and the configuration is required to remain as such throughout the duration of your event.
- If using "Kubernetes" or another CNCF project in your event title, please refer to The Linux Foundation trademark guide for the correct and incorrect usage examples.
- It is the Sponsor's responsibility to provide all event information in both English and Simplified Chinese.

On-site Packages A - D Inclusions
- Meeting space in theater setup (required)
- Access to meeting space on event day from 9:00 - 16:00 (full day), 9:00 - 12:00 (half-day) or 13:30 - 16:30 (half-day). Set-up access provided 1 hour prior to event start time (8:00 or 12:30)
- Access to conference Wi-Fi + Dedicated Hardline to Lectern
- Power for presenter at podium
- Basic audio visual (AV) services: (1) projector, (1) screen, (1) wireless presentation advancer, basic audio, (2) microphones
- In-room AV technician for the duration of your event
- Meeting room + wayfinding signage
- Contact information of registered attendees including:
    - First name
    - Last name
    - Company
    - Title
    - Email address
    - Country
- Session scanner for managing attendee check-in on-site
- Attendee check-in table and (2) chairs outside event space
- Standard KubeCon + CloudNativeCon + Open Source Summit pass (see package for details)
- All-day water/coffee/tea + Morning and Afternoon breaks
- Marketing + promotion
- Included on event website, registration form, and schedule
- Managed event registration and fee collection (less credit card processing fees)

Additional Items/Services for On-site Packages A-D
- Lunch (to be purchased as an Add-on when executing your contract)
- Video recording: Session recording and/or live streaming (Available at the sponsor's expense to be ordered and paid for directly with the on-site service provider. Ordering information will be available once your contract is fully executed.)

Off-site Cross-Promotion MPO Inclusions
- Event listed on the conference website
- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- (Optional) Event listed on the KubeCon + CloudNativeCon + OSS registration form for attendees to add it to their conference registration. A credit card processing fee per registrant will be charged if a registration fee is required.
- NOTE: Cross-promo MPO sponsors are responsible for securing their own platform/venue and planning their respective events. Events cannot conflict or overlap with conference programming 27 - 28 September.
- Please contact sponsor@cncf.io to purchase

IMPORTANT DEADLINES

- **Deadline to submit on-site co-located event (Packages A-D) request form:** Friday, 14 July 29 at 23:59 PDT. Late requests will not be accepted.

- **Package A-D Contract Execution Deadline**: 10 business days after contract receipt (Once the 10 business day deadline has passed, space will be released to the next sponsor in line.)

- **Deadline to submit a request for off-site cross-promotion MPO:** Friday, 4 August at 23:59 PDT

- **Final Deadline to Submit Event Information for Posting:** Friday, 25 August at 23:59 PDT.

CONTRACTING INFORMATION

Request a Contract
Please complete the [co-location request form](#) for on-site event requests (Packages A-D). NOTE: Completion of this form does not guarantee contracted space. Space allocation will follow in the order requests are received.

Contracts for packages A-D must be executed within 10 business days of receipt. Once the 10 business day deadline has passed, space will be released to the next sponsor in line.

If you are interested in a Cross Promotion MPO (off-site event), please contact sponsor@cncf.io.

Deadline to purchase an off-site cross-promotion MPO: Friday, 4 August at 23:59 PDT

Deadline to submit to on-site co-located event (Packages A-D) request form: Friday, 14 July at 23:59 PDT. Late requests will not be accepted.

Package A-D Contract Execution Deadline: 10 business days after contract receipt (Once the 10 business day deadline has passed, space will be released to the next sponsor in line.)

CODE OF CONDUCT

LF Asia, LLC and its project communities are dedicated to providing a harassment-free experience for participants at all of our events, whether they are held in person or virtually. Our events are working conferences intended for professional networking and collaboration within the open source community. They exist to encourage the open exchange of ideas and expression and require an environment that recognizes the inherent worth of every person and group. While at our events or related ancillary or social events, any participants, including members, speakers, attendees, volunteers, sponsors, exhibitors, booth staff and anyone else, should not engage in harassment in any form.

Please review the full [Code of Conduct](#), which may be revised at any time by LF Asia, LLC and the terms are non-negotiable. Your registration for or attendance at any LF Asia, LLC event, whether it's held in person or virtually, indicates your agreement to abide by this policy and its terms.

PLANNING GUIDANCE

Communication
As a courtesy, the co-located event team will send deadline reminders. Room allocation communication will go out one month before event day. A "Know Before You Go" guide will be sent a week from event day.

Competitor Registration Policy
In the spirit of community, we do not endorse or recommend that sponsors place restrictions on registrations from "competitor" companies or organizations. If the sponsoring company insists on restricting who can register for their co-located event, said company is required to list such registration stipulations/parameters in their event description prior to canceling existing registrations or declining new registrations. We also require that said sponsor reach out to the individual directly to explain why their registration is being canceled prior to sending said cancellation requests to our team for processing.

Content
Event topics are not exclusive to one event. Posting event details early allows attendees to plan their travel (and tends to ensure higher ticket sales)! **Deadline to Submit Event Information for Posting:** Friday, 25 August at 23:59 PDT

To maintain a uniform website, all co-located events will be listed with:
- Title (Event Name hosted by Company Name)
- Date + Time
- Registration Fee
- 200-word max description
- (Optional) External event link

Demo Presentations
A hardline internet connection will be provided at the lectern. Should you intend to conduct any live demo sessions, we recommend utilizing this connection to ensure maximum speed for the presenter(s)!

External Food and Beverage, AV Services, Charging Strips, Recording/Livestreaming, Signage
No external food, beverage, orders, services, or service providers will be permitted onto the premises. Wayfinding and room signage is included for all on-site packages; placing additional/external signage within the venue is prohibited.

Health + Safety

All attendees of KubeCon + CloudNativeCon + Open Source Summit China 2023, including co-located event attendees, must abide by all event health and safety measures.

Marketing + Promotion

In addition to CNCF's marketing efforts, we encourage host companies to market their event to their target audience. You may also create an external website to be linked on our official co-located event page. (For security reasons, on-site events may not utilize external registration systems in addition to ours. Sponsors contracting a cross-promotion package have the option of using our registration system or their own.)

Publishing Events to the Event Website + Schedule

Events may be posted once the co-located event contract/addendum is fully executed. In order to have your co-located event listed on the website and registration form, please complete the information collection form sent to you via email as soon as possible (but no later than Friday, 1 September at 23:59 PDT).

> **Preliminary Information Needed**
> - Official event title - Event Name hosted by Company Name
> - Event time frame (9:00 - 16:00 max for Packages A-D)
> - Registration Fee (USD $50 minimum recommended)
> - 200 word (maximum) event description
> - (Optional) Link to external event website
> - Contact information for attendee questions
> - Venue (Cross-Promo MPO only)
> - Pre-planning coordinator name and email address
> - On-site event coordinator name, email address, and cell phone number

The deadline to submit event information for posting is **Friday, 25 August at 23:59 PDT**. Please note that all information must be provided in both English and Simplified Chinese.

Registration

All attendees, including speakers, organizer, facilitators, and internal staff, MUST be registered for KubeCon + CloudNativeCon + Open Source Summit AND your co-located event in order to enter the venue.

Discounts or complimentary code requests for your co-located event fee should be directed to the CNCF co-located event team and should include the discount percentage/amount, and number of uses you would like to provide. This applies for the co-located event fee only, NOT KubeCon + CloudNativeCon + Open Source Summit registration.

Event registration will close at the event's published end time. Once your event sells out, it will be marked as "Sold Out" on the co-located event website and schedule.

Attendee information (including first and last name, company, title, email address, and country) will be shared with your event planning contact.

Room Assignments
Room assignments will be provided via email 30 days prior to the event start date.

Sponsor Emails to Attendees
All KubeCon + CloudNativeCon + Open Source Summit sponsors are required to abide by these terms and best practices when sending emails to attendees. Sponsor emails should always:

- Be sent from an email address affiliated with your company (e.g. address@company.com)
- Clearly identify that the sender is employed by your company (e.g. "Hi, I'm Jane with XYZ Company")
- Indicate how you came into possession of the attendee's email address (e.g. "You are receiving this email because you registered for our co-located event at KubeCon + CloudNativeCon + Open Source Summit")
- Provide targeted content based on the attendee data that you've gathered instead of sending generic boilerplate messages. Personalize emails whenever possible.
- Don't bombard attendees with messages. Receiving too many emails is one of the top reasons for recipients to unsubscribe. Find a balance between staying in consistent contact and giving recipients time to digest your information.

If you require further information/clarification on these terms, please feel free to contact the CNCF co-located event planning team.

Staffing
Please ensure at least (2) team members are prepared to staff the event check-in table outside of your room during your event, and at least (1) team member attends the pre-event walk-through to pick up your session scanner. Your team is responsible for ensuring the correct attendees are checked in at your event.

Wi-Fi
Please send all packets and downloadable information to attendees prior to the event, as no amount of bandwidth is guaranteed to support 100+ people downloading all at once.

ON-SITE LOGISTICS | Best Practices + Reminders

Arrival + Badge Pickup
Please plan to pick up your badge at one of the pre-published registration locations on or before event day.

Attendee Check-In
All attendees must be registered for KubeCon + CloudNativeCon + Open Source Summit China 2023 AND your co-located event in order to attend. Registered attendees will show up as registered when you scan their QR code.

IMPORTANT: Your session scanner is not a registration device; it is solely enabled to check-in pre-registered attendees. Please direct persons looking to register and/or pick up their badge to any of our registration locations. We strongly discourage permitting unregistered persons into your space, as you may be giving away the seat of a pre-registered attendee, room capacities cannot be altered, and your attendance report data will be skewed.

On-site Event Activities
All activities must take place in your meeting room. No signage may be placed outside of your meeting room.

Photography
You may see an event photographer pop in and out during your session. Please note these photos are solely for LF Asia LLC's use and will be available on the Flickr page.

Pre-Event Set-up
We will be on-site and available to show you to your room and distribute your session scanners on Tuesday, 26 September at 8:00.

Room Set-up
Room assignment notifications 30 days prior to the event. Per your contract, all rooms will be set theater style with the number of seats stipulated in your contracted package and must remain in said configuration for the duration of the event. We will provide signage outside of your room along with (1) attendee check-in table and (2) chairs. Sponsor-specific signage may be utilized inside of your room but is prohibited in the hallways.

NOTE: A camera riser will be set in every room for KubeCon + CloudNativeCon + Open Source Summit breakouts on subsequent days. These may not be removed.

Security

Please be mindful of your personal belongings while on-site. We have no way of ensuring items left unattended in your event space (or elsewhere on the premises) will be there upon your return.

Session Scanners

A session scanner and charger will be allocated to you during your event set-up on Tuesday, 26 September at 8:00. Please ensure your scanner remains charged while it is in your possession; scanners that power down will need to be reset to your particular event by our staff. Please return your scanner by 16:30 on Tuesday, 26 September; a fee for unreturned scanners will be charged to the sponsor.

Signage

We will provide both wayfinding signage directing attendees to your room as well as a sign with your event name outside of your room. All additional signage must be placed inside your meeting room; sponsor signage/decor is prohibited in the hallway.

Venue

[Shanghai Convention & Exhibition Center of International Sourcing](#)
Address: No.2739 West Guangfu Road, Putuo District, Shanghai (200062)

Wi-Fi

WiFI network information will be shared with sponsors via the Know Before You Go Guide, and will be provided to all attendees upon arrival of the event.

IMPORTANT: Please send all attendee materials, downloads, etc. *before* arriving on-site, as there is no amount of bandwidth that will ensure speed for 1000+ people downloading all at once.

POST-EVENT GUIDANCE

Attendance Reports

An attendance report based on session scanner data will be provided to your team within one week.

Post-Event Breakdown

Please ensure you clear your room of all supplies, signage, banners, merchandise, etc. at the conclusion of your event. To ensure you are not held fiscally liable for your session scanner, please do not forget to return it by 16:30 on your event day.

Post-Event Payment

If you are charging a registration fee for your event, LF Asia, LLC will pass through registration revenue less credit card and registration processing fees. Within 30 days post-event, you will receive an email noting your revenue (less fees) with instructions to submit an invoice to LF Asia, LLC for payment. If you are donating your fees to the Dan Kohn Diversity Scholarship Fund, we will confirm the final amount donated.

CONTACT US

We attempted to answer all frequently asked questions here, so please save and share this page with your planning team!

If after reviewing/referencing this guide you still have a question, please send your inquiry to our sponsor-hosted co-located event lead at wwest@linuxfoundation.org