

# CLOUD NATIVE COMPUTING FOUNDATION

2026

## SPONSORSHIP PROSPECTUS



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# WHY SPONSOR?



The [Cloud Native Computing Foundation](#) (CNCF) is the open source software foundation dedicated to making cloud native computing ubiquitous. As part of the non-profit Linux Foundation, CNCF provides support, oversight, and direction for [180+ cloud native projects](#) including Kubernetes, Envoy, Prometheus, containerd, and many others.

Join our community as we bring together the world's top developers, end users, and vendors at the largest open source developer conferences. Together we will shape the future of the rapidly evolving cloud native ecosystem.

## BENEFITS OF SPONSORSHIP:

### HIGH-PROFILE AUDIENCE

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

### QUALIFIED LEADS

CNCF events draw a highly targeted and relevant audience of technical leaders and decision-makers who are valuable prospects for future business.

### THOUGHT LEADERSHIP

Showcase your expertise and educate the community about your organization's products, services, open source strategies, and cloud native direction.

### NETWORK WITH KEY STAKEHOLDERS

Access an extensive network of industry professionals to build strategic partnerships, develop business opportunities, and initiate collaborations.

### SOLUTIONS SHOWCASE

Present your latest offerings and connect with new and existing customers face-to-face to receive valuable user feedback on your products and services.

### ASSOCIATION WITH LEADING TECHNOLOGIES

Align your brand with some of the highest velocity open source projects and position your company within the vast cloud native ecosystem.

### MARKET INTELLIGENCE

Gauge industry trends as you meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.

### TALENT ACQUISITION

Recruit the brightest minds in the industry to fill your open positions.

### ACCESS TO COMMUNITY

Meet with maintainers and contributors of [CNCF's hosted projects](#) and help bring cloud native project communities together.

### VENDOR-NEUTRAL CONTENT

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

### SUPPORT OPEN SOURCE

Give back to the open source community. Profits from events are reinvested and directly support CNCF's hosted projects.

## TESTIMONIALS FROM OUR SPONSORS



**KubeCon****CloudNativeCon****Europe 2026**

## MAINTAINER SUMMIT

The CNCF Maintainer Summit is an exclusive event for the people behind our projects to gather face-to-face, collaborate, and celebrate the projects that make “Cloud Native”. Programming will be focused around sharing best practices, diving into contributing processes, and solving common problems across projects to enrich our great community of maintainers. For more event insights, review the [Maintainer Summit Europe 2025 post-event report](#).

**Event Date:**

22 March 2026



**Location:** RAI Amsterdam  
Amsterdam,  
The Netherlands



**Estimated Number of Attendees:** 300+

**Who Attends?**

CNCF Project Maintainers, which include developers, architects and technical leaders.

## Why Sponsor?

- Support Maintainers:** Maintainers are the backbone of many essential cloud native projects. The summit will provide the opportunity for maintainers to collaborate & solve problems.
- Brand Association with Open Source Values:** Sponsoring the Maintainer Summit associates your brand with the open-source ethos, demonstrating a commitment to collaboration, transparency, and community-driven innovation.
- Foster a Stronger Ecosystem:** Sponsorship contributes to the overall health of cloud native projects, ensuring that maintainers have the support they need to continue their work.

Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) to confirm availability and secure your sponsorship today. Sponsorship contracts must be received by **2 Feb 2026**.

## SPONSORSHIP OPPORTUNITIES



### Maintainer Summit Supporter

**\$25,000****LIMITED AVAILABILITY****Benefits include:**

- Logo recognition on website
- Logo recognition on on-site signage
- Recognition in pre & post event attendee Maintainer Summit emails
- Recognition in opening remarks
- Provide attendee giveaways \*CNCF Approval Required
- Host a table\* in the Project Pavilion for a 3-hour shift to engage with maintainers and contributors. Lead collection is not permitted.
- Logo and sponsor message (150 characters or less) to be shared on digital signage in the KubeCon + CloudNativeCon Project Pavilion (Tues-Thurs)

*\*CNCF will determine table + space size and must approve any signage. Three-hour shift scheduling will be prioritized based on the order in which contracts are signed.*



### AM + PM Breaks Sponsor

**\$5,000****LIMITED AVAILABILITY****Benefits include:**

- Logo recognition on on-site signage, including food & beverage stations during AM + PM Breaks
- Recognition in opening remarks



### Lunch Sponsor

**\$7,500****LIMITED AVAILABILITY****Benefits include:**

- Logo recognition on on-site signage, including food & beverage stations during lunch
- Recognition in opening remarks



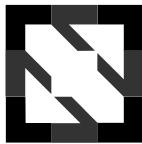
### Reception Sponsor

**\$17,500****LIMITED AVAILABILITY****Benefits include:**

- Logo recognition on on-site signage, including food & beverage stations during reception
- Logo recognition on website
- Recognition in opening remarks
- Recognition in pre & post event attendee Maintainer Summit emails
- Provide attendee giveaways \*CNCF Approval Required



# KubeCon



# CloudNativeCon

## Europe 2026

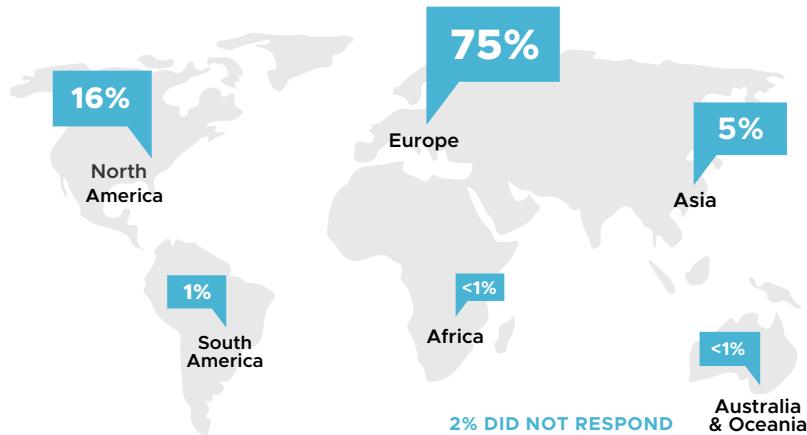
CNCF's flagship event is the world's largest open source technology conference, drawing thousands of adopters and leading technologists from the cloud native and open source communities. This premier gathering serves as a hub for advancing the education and development of cloud native computing, offering unparalleled opportunities for networking, learning, and exploring the latest innovations in the field.

1 CO-LOCATED EVENT DAY	3 MAIN CONFERENCE DAYS	350+ SESSIONS AND KEYNOTES	600+ SPEAKERS	12,000+ ESTIMATED NUMBER OF ATTENDEES*	5,000+ PARTICIPATING COMPANIES	200+ SPONSORS AND EXHIBITORS
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## KUBECON + CLOUDNATIVECON EUROPE 2025 HIGHLIGHTS

April 1-4, 2025 | London, United Kingdom

### ATTENDEE GEOGRAPHY



### MOST REPRESENTED COUNTRIES

1. UK
2. USA
3. GERMANY
4. NETHERLANDS
5. FRANCE
6. NORWAY
7. SWITZERLAND
8. POLAND
9. SPAIN
10. ISRAEL

### EVENT DATES:

March 23: Pre-Event Programming  
(Co-located Events)  
March 24-26: Main Conference



### LOCATION:

RAI, Amsterdam, The Netherlands



### WHO ATTENDS?

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

### DEMOGRAPHICS

12,418

REGISTRATIONS

46%

FIRST-TIME ATTENDEES

TOP THREE  
ATTENDEE  
JOB FUNCTIONS

4,559  
DEVOPS / SRE /  
SYSADMIN

1,921  
DEVELOPER

1,735  
ARCHITECT

MEDIA  
COVERAGE

156  
ATTENDING MEDIA  
& ANALYSTS

310  
ARTICLES/BLOGS/  
PODCASTS/  
BYLINES

71%  
INCREASE FROM 2024  
EUROPEAN EVENT

SPONSOR  
BOOTH  
TRAFFIC

97,185  
ONSITE LEADS TOTAL

461  
ONSITE LEADS  
AVERAGE/  
BOOTH

SEE THE FULL [POST-EVENT TRANSPARENCY REPORT](#) FOR MORE DETAILS



## SPONSORSHIP BENEFITS AT-A-GLANCE

Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by **January 14, 2026**.

	<b>DIAMOND*</b> 9 AVAILABLE 2 AVAILABLE	<b>PLATINUM</b> UNLIMITED	<b>GOLD</b> UNLIMITED	<b>SILVER</b> UNLIMITED	<b>START-UP<sup>†</sup></b> + END USER <sup>‡</sup> + NON-PROFIT UNLIMITED
<b>Speaking opportunity</b> Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session).	Choice of (1) 5-minute keynote or (1) 30-minute breakout session				
<b>Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>Opportunity to participate in media + analyst panel during the event</b>	✓				
<b>Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	Logo and link	Company name and link only			
<b>Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post		
<b>Opportunity to provide (1) contributed article to key publications pre- or post-event</b> Placement subject to publication availability	✓	✓	✓	✓	
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	15	12	8	5
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet	9m (w) x 6m (d) raw exhibit space	6m (w) x 6m (d) Choice of raw exhibit space or turnkey	4.5m (w) x 3m (d) Choice of raw exhibit space or turnkey	3m (w) x 2.5m (d) turnkey only	2.5m (w) x 2m (d) turnkey only
<b>Physical lead retrieval device(s)</b> To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
<b>CNCF MEMBER PRICING<sup>§</sup></b>	<b>\$235,000</b>	<b>\$144,000</b>	<b>\$84,000</b>	<b>\$29,500</b>	<b>\$12,000</b>
<b>NON-MEMBER PRICING</b>	<b>\$282,000</b>	<b>\$172,800</b>	<b>\$100,800</b>	<b>\$35,400</b>	<b>NOT APPLICABLE</b>

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

\* Diamond sponsorships are available on a first come first serve basis.

† Start-up sponsors must hold active CNCF membership, must be in business for less than 4 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.

§ Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

# MARKETING PROMOTIONAL OPPORTUNITIES

Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by **January 14, 2026**.



KubeCon



CloudNativeCon

Europe 2026



## Dan Kohn Scholarship Fund

**\$7,500 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED**

**UNLIMITED**

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. Scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups.

### BENEFITS INCLUDE:

- Sponsor recognition on event website
- Logo recognition on rotating slides before and after keynotes
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @KubeCon\_X handle
- Sponsor recognition in scholarship acceptance notifications

## Cross-Promotion of Pre-Approved Community Events

**\$10,000 EACH** **UNLIMITED**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, summits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program on March 24-26.

### BENEFITS INCLUDE:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$40,000** **1 AVAILABLE** **SOLD OUT**

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

### BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors).
- Sponsor logo recognition on signage at the t-shirt pick-up counters

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.



## Lanyards

**\$40,000** **1 AVAILABLE** **SOLD OUT**

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.



## Session Recording

**\$30,000** **1 AVAILABLE**

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

### BENEFITS INCLUDE:

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF

# MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

Europe 2026



## Attendee Experiences

NEW

\$20,000 EACH    2 AVAILABLE

Create memorable moments at the conference by co-sponsoring multiple high-traffic destinations in the Solutions Showcase. This sponsorship package combines attendee experiences, opportunities for meaningful connection, and wellness, while offering unmatched sponsor visibility across multiple touchpoints:

### ENTERTAINMENT ZONES

Bring the fun with interactive games, creative building activities, or live performances that energize attendees in a lively, engaging environment.

### NETWORK NOOK

Fuel meaningful conversations and connections in a comfortable lounge with built-in charging stations and casual seating designed for collaboration.

### RELAXATION STATION

Support attendee wellbeing with a peaceful retreat offering chair massages and other wellness activities.

#### BENEFITS INCLUDE:

- Dedicated stations in the Solutions Showcase
- Prominent sponsor logo on signage at each station
- Customizable sponsor branding on furnishings (subject to availability and approval by CNCF)
- Option to set the topic for (1) attendee meet-up at the Network Nook (subject to approval by CNCF)
- Logo recognition on Solutions Showcase map
- Sponsor recognition on event website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF

Lounge locations, layout, and design, as well as activities will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted at any of the stations.



## Conference Wi-Fi

\$20,000    1 AVAILABLE    SOLD OUT

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

#### BENEFITS INCLUDE:

- Provide a name of your choice for the SSID (subject to approval by CNCF)
- Digital and print signage with logo throughout the conference venue notating your Wi-Fi sponsorship
- Sponsor logo on the back of attendee name badges



## Activation Zone

\$20,000 EACH    4 AVAILABLE    SOLD OUT

- AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY
- ONE ACTIVATION ZONE PER SPONSOR ONLY
- PROPOSED ACTIVITIES MUST BE SUBMITTED FOR APPROVAL DURING THE CONTRACT PHASE

Create an interactive environment for attendees to engage in fun activities, hands-on games, or other immersive experiences. Examples may include coding challenges, VR and AR experiences, collaborative art, or customized giveaways. No demos, talks, or presentations are permitted. Activation Zones are intended to enhance the attendee experience in a meaningful way. This is your opportunity to stand out and get creative.

#### BENEFITS INCLUDE:

- Dedicated 6m x 6m raw island space in the Solutions Showcase
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor recognition and activation description on event website
- Optional: Sponsor may set up competitions and provide prizes at own expense (subject to approval by CNCF)
- 2 complimentary conference passes

The location of the Activation Zone within the Solutions Showcase will be pre-determined by CNCF and may not be combined with a sponsor's booth space. The Activation Zone is intended for pre-approved hosted activities only and may not be treated as additional exhibit space.

The sponsor is responsible for building out the space including all furniture, AV, power, internet, etc. at their own expense. Activation Zones must meet general event and venue regulations, including but not limited to, height restrictions and safety measures. Layout, design, branding, and all activities are subject to review and approval by CNCF and the venue. The sponsor is responsible for onsite logistics and staffing of the Activation Zone.

Lead retrieval and sponsor-hosted activities are permitted within the Activation Zone.

# MARKETING PROMOTIONAL OPPORTUNITIES

Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by **January 14, 2026**.



KubeCon



CloudNativeCon

Europe 2026

## Private Meeting Room

**\$20,000 EACH** **10 AVAILABLE** **3 AVAILABLE**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

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

#### BENEFITS INCLUDE:

- Minimum capacity (10) people per room
- Access to meeting room on main conference days (March 24-26) during official event hours or Solution Showcase open hours (whichever applies based on room location)
- Room includes (1) table, (10) chairs, (2) 5amp power drops with power strips
- Additional furniture, power, and AV are subject to availability and at sponsor's own expense
- Digital or printed sponsor logo sign on or near the room door
- Room number and sponsor logo included on the Solutions Showcase map or venue map (depending on room location)

The meeting room is intended for small group meetings only and may not be used for workshops, sessions, or other programs that may conflict with the conference agenda.

## Coffee Bar

**\$20,000 EACH** **4 AVAILABLE** **3 AVAILABLE**

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar located inside the Solutions Showcase.

#### BENEFITS INCLUDE:

- Dedicated space with coffee bar and basic lounge seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Specialty coffees served during morning and lunch breaks
- (1) 43" monitor or similar. Sponsor may provide (1) video or slides to be played on a loop on the monitor (no audio)
- Additional opportunities at sponsor's own expense (subject to availability and approval by CNCF):
  - Branded coffee cups
  - Branded napkins

Coffee bar location, layout, and design, as well as coffee service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions and sales activities are not permitted at the coffee bar.

## Community Hub

**\$20,000 EACH** **3 AVAILABLE** **2 AVAILABLE**

The Community Hub at KubeCon + CloudNativeCon is a welcoming space for attendees to connect, learn, and celebrate inclusion and accessibility. The Hub will host community groups, workshops, peer group mentoring, and offer networking opportunities during Hub hours.

#### BENEFITS INCLUDE:

- Sponsor logo recognition on event website
- Sponsor recognition on the official conference schedule
- Sponsor logo recognition on onsite signage
- Sponsor logo recognition on rotating slides before and after keynotes
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor can provide swag with CNCF approval
- Option to nominate presenters/facilitators for (1) workshop (subject to approval by CNCF)
- Option to set a topic for the program (subject to approval by CNCF)



# MARKETING PROMOTIONAL OPPORTUNITIES

Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by **January 14, 2026**.



KubeCon



CloudNativeCon

Europe 2026



## Cloud Native Executive Strategy Summit

**\$15,000** **3 AVAILABLE**

### AVAILABLE TO ACTIVE CNCF MEMBERS ONLY

The Cloud Native Executive Summit will be an exclusive forum for an elite group of technology leaders from end user organizations to collectively prioritize issues, share top-of-mind concerns, and problem-solve. A summary will be generated from this effort to benefit the larger ecosystem. A private reception will follow the Summit and will be an exclusive opportunity for sponsors to connect with top leadership from end user members, select prospective end user members, CNCF + Linux Foundation executives, and members of the CNCF Board of Directors.

#### BENEFITS INCLUDE:

- (1) 5-minute speaking opportunity at the end of the Summit
- (2) tickets to the Reception
- Logo recognition on signage at Reception
- Option to provide materials or swag (subject to CNCF approval)
- Recognition in Summit attendee communications; including a 100-word message from the sponsors to be included in a
- CNCF post-event email
- Mention in the final Summit summary

Sponsorship does not include participation in the Summit as participation is exclusive to invited end user leaders only.



## Attendee Headshots

**\$10,000** **1 AVAILABLE**

Support professionalism in the community by providing attendees the opportunity to get complimentary headshots taken by a professional photographer in a private setting. CNCF Ambassadors, conference speakers, program committee members, and scholarship recipients will receive priority before headshots are offered to general attendees.

#### BENEFITS INCLUDE:

- Sponsor recognition on event website
- Sponsor logo recognition on attendee sign-up form
- Sponsor logo on onsite signage at dedicated headshots room

Lead retrieval and sponsor-hosted activities are not permitted.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES COMING SOON!



## Attendee Communication Spotlight

**\$10,000** **2 AVAILABLE**

Available to confirmed level sponsors only

One attendee communication spotlight per sponsor only

Gain prominent visibility and engage with attendees through our exclusive pre-event communications package. This sponsorship highlights your key messages across multiple touchpoints and reaches a targeted audience at strategic moments before and during the conference.

#### BENEFITS INCLUDE:

- Choice of (1) customizable 400-character message included in (1) pre-event or post-event email sent to attendees by CNCF
- (1) customizable 400-character message included in (1) out of (4) daily event update emails sent to attendees by CNCF
- (1) customizable pre-event post from the official @KubeCon\_X handle including social card

All content is subject to approval by CNCF.



## CNCF Kids Day

**\$5,000** **3 AVAILABLE**

Sponsoring Kids Day allows you to support the education and inspiration of the next generation of tech innovators, giving children aged 8 to 14 in the local community a chance to explore cloud computing, Kubernetes, and open source technologies. By investing in Kids Day, you help foster a future tech community, while also showcasing your commitment to nurturing young talent and promoting technological growth.

#### BENEFITS INCLUDE:

- Logo recognition on event website
- Logo recognition on onsite signage
- Recognition in pre-event promotional communications
- Recognition in post-event transparency report
- Opportunity to provide swag or collateral to participants (subject to CNCF approval)



# CNCF-hosted Co-located Events at KubeCon + CloudNativeCon Europe 2026



Experience the power of collaboration as you meet, network, and form connections with peers and like-minded individuals in the vibrant cloud native community. By sponsoring a co-located event hosted by CNCF, you'll gain valuable mind share among a targeted audience, while engaging face-to-face with over 5,000 developers, architects, and technical leaders. The all-access pass offers attendees the freedom to participate in any CNCF-hosted co-located event on 23 March 2026, amplifying the potential audience for sponsors to interact with throughout this exhilarating day of exploration and innovation.

Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) to confirm availability and secure your sponsorship today. Signed contracts must be received by 2 February 2026.



**Event Date:** 23 March 2026



**Location:** RAI, Amsterdam, The Netherlands



**Estimated Number of Attendees:** 5,000+



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

## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND LIMITED	PLATINUM LIMITED	GOLD UNLIMITED	START-UP* + NON-PROFIT UNLIMITED
5-minute keynote at selected co-located event** <i>Topic subject to program committee approval</i>	✓			
Table top sponsor space + lead retrieval*** <i>6'x4' footprint includes: (1) 6' (or similar) table, (2) chairs, (1) lead retrieval device and power</i>	✓	✓		
Recognition during opening session	✓	✓	✓	✓
Combined sponsor mention on @KubeCon_X account, shared (1) time, listing sponsor's X handle	✓	✓	✓	✓
Logo on sponsor signage	✓	✓	✓	✓
Logo recognition on event schedule	✓	✓	✓	✓
Logo and link on event webpage	✓	✓	✓	✓
Complimentary all-access pass: includes CNCF-hosted Co-located Events (Mon) & KubeCon + CloudNativeCon Europe (Tues-Thurs)	5	4	2	2
Opportunity to provide (1) attendee giveaway item/swag in co-located event meeting room. <i>CNCF approval required</i>	✓	✓	✓	✓
<b>CNCF MEMBER PRICING****</b>	<b>\$35,000</b>	<b>\$25,000</b>	<b>\$9,500</b>	<b>\$5,000</b>
<b>NON-MEMBER PRICING</b>	<b>\$42,000</b>	<b>\$30,000</b>	<b>\$11,400</b>	<b>NOT APPLICABLE</b>

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

\*Start-up sponsors must hold an active CNCF membership, must be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.

\*\*If keynote exceeds allotted time, CNCF reserves the right to post only contracted keynote time to YouTube post-event.

\*\*\*Onsite leads only, leads can only be collected within assigned table top sponsor space.

\*\*\*\*Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

## ADD-ON OPPORTUNITIES

<b>Session Recording</b>	<b>FULL DAY: \$7,500   HALF DAY: \$3,750</b>	<b>1 PER CO-LOCATED EVENT</b>
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Extend your presence long after the live event concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

**Benefit:** Sponsor recognition slide with logo at the beginning of each video recording.

# CNCF-hosted Co-located Events at KubeCon + CloudNativeCon Europe 2026



Please see below for available sponsorship opportunities per CNCF-hosted co-located event.

CO-LOCATED EVENT	DIAMOND	PLATINUM	SESSION RECORDING
Agencies Day: MCP + Agents Half Day Event, One Track	2 AVAILABLE SOLD OUT	1 AVAILABLE SOLD OUT	1 AVAILABLE
ArgoCon Full Day Event, Two Tracks	4 AVAILABLE 2 AVAILABLE	3 AVAILABLE 2 AVAILABLE	1 AVAILABLE SOLD OUT
BackstageCon Full Day Event, One Track	3 AVAILABLE SOLD OUT	3 AVAILABLE	1 AVAILABLE
CiliumCon Half Day Event, One Track	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Cloud Native AI + Kubeflow Day Full Day Event, Two Tracks	4 AVAILABLE 1 AVAILABLE	3 AVAILABLE 1 AVAILABLE	1 AVAILABLE
Cloud Native Telco Day Full Day Event, One Track	3 AVAILABLE 2 AVAILABLE	3 AVAILABLE	1 AVAILABLE
FluxCon Half Day Event, One Track	2 AVAILABLE 1 AVAILABLE	1 AVAILABLE	1 AVAILABLE SOLD OUT
KeycloakCon Half Day Event, One Track	2 AVAILABLE 1 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Kubernetes on Edge Day Half Day Event, One Track	3 AVAILABLE 1 AVAILABLE	1 AVAILABLE SOLD OUT	1 AVAILABLE
KyvernoCon Half Day Event, One Track	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Observability Day Full Day Event, Two Tracks	3 AVAILABLE 1 AVAILABLE	4 AVAILABLE SOLD OUT	1 AVAILABLE
Open Source SecurityCon Full Day Event, One Track	3 AVAILABLE 2 AVAILABLE	5 AVAILABLE 1 AVAILABLE	1 AVAILABLE SOLD OUT
Open Sovereign Cloud Day Half Day Event, One Track	2 AVAILABLE	1 AVAILABLE SOLD OUT	1 AVAILABLE
OpenTofu Day Half Day Event, One Track	2 AVAILABLE	1 AVAILABLE SOLD OUT	1 AVAILABLE
Platform Engineering Day Full Day Event, Two Tracks	4 AVAILABLE 1 AVAILABLE	6 AVAILABLE SOLD OUT	1 AVAILABLE
WasmCon Half Day Event, One Track	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE



**Event Date:** May 21–22, 2026

**Location:** Minneapolis, MN

**Est. Number of Attendees:** 200+

**Who Attends?**

Developers, architects, engineers and technical leaders, COOs, and CTOs.

Observability Summit brings together developers, operators, and business leaders who are shaping the future of open source observability. From deep-dives to hands-on workshops, every moment is curated by the community, for the community! This event will be focused on real challenges, practical solutions, and innovations driving the next era of visibility and control. This is a must attend event to help you build, scale and succeed.

Recorded content from the event will be available post event on YouTube for those who cannot attend onsite. Visit our [website](#) for additional event details. Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) to confirm availability and secure your sponsorship today. Signed contracts must be received by **April 1, 2026**.

## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFIT	DIAMOND 4 AVAILABLE SOLD OUT	PLATINUM 5 AVAILABLE SOLD OUT	GOLD UNLIMITED	START-UP* UNLIMITED
<b>Speaking opportunity</b> Content must meet CFP criteria and is subject to program committee approval	5-minute keynote			
<b>Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	x	x		
<b>Table top sponsor space + lead retrieval</b> (1) Lead Retrieval Device, 6'x4' footprint includes (1) 6' table, 2 chairs, power & conference wifi	x	x		
<b>Recognition in event promotional emails and attendee communications</b>	logo + link	logo + link	company name + link	company name + link
<b>Logo recognition during opening session</b>	x	x	x	x
<b>Logo on sponsor signage</b>	x	x	x	x
<b>Logo recognition on event schedule</b>	x	x	x	x
<b>Logo and link on event website</b>	x	x	x	x
<b>Complimentary conference passes</b> To be used for booth staff or attendees. Includes access to keynotes, breakout sessions, and exhibits.	4	2	1	1
<b>Provide attendee giveaway during event</b> Giveaways must be distributed at sponsor table top and/or meeting room. *CNCF Approval Required	x	x	x	x
<b>SPONSORSHIP COST</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$8,500</b>	<b>\$5,000</b>

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

\*Start-up sponsors must have a CNCF membership and be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.



**Event Date:** May 21–22, 2026

**Location:** Minneapolis, MN

**Est. Number of Attendees:** 200+

**Who Attends?**

Developers, architects, engineers and technical leaders, COOs, and CTOs.

## ADD-ON OPPORTUNITIES

### **Session Recording** \$4,000 1 AVAILABLE

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

**Benefits include:**

- Sponsor recognition slide with logo at the beginning of each video recording

### **Happy Hour Reception Day 1**

#### \$5,000 1 AVAILABLE

- Logo recognition on on-site signage, including food & beverage stations during reception
- Recognition in opening remarks
- Recognition in pre & post event attendee emails

### **Cross-Promotion of Pre-Approved Community Events** \$2,500 UNLIMITED

AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside Observability Summit, we would be happy to help promote your event to our attendees. Examples are educational classes, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program on May 21–22.

**Benefits include:**

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email

**KubeCon****CloudNativeCon****India 2026**

This highly anticipated conference will once again bring together a dynamic mix of developers, engineers, and thought leaders in India to dive into the latest advancements in cloud native technologies. KubeCon + CloudNativeCon India promises to showcase cutting-edge innovations, foster networking opportunities, and continue driving the growth of open source communities across the region.

**2**

MAIN CONFERENCE DAYS

**80+**

SESSIONS AND KEYNOTES

**100+**

SPEAKERS

**4,000+**

ESTIMATED NUMBER OF ATTENDEES\*

**1200+**

PARTICIPATING COMPANIES

## KUBECON + CLOUDNATIVECON INDIA 2025 HIGHLIGHTS

AUGUST 6-7, 2025 | HYDERABAD, INDIA

### DEMOGRAPHICS

**4,017**

REGISTRATIONS

**74%**

FIRST-TIME ATTENDEES

### TOP COUNTRIES IN ATTENDANCE

1. INDIA
2. USA
3. SINGAPORE
4. UNITED KINGDOM
5. GERMANY

TOP THREE ATTENDEE JOB FUNCTIONS

**1,893**DEVOPS/SRE/  
SYSADMIN**748**

DEVELOPER

**615**

ARCHITECT

MEDIA COVERAGE

**32**

ATTENDING MEDIA &amp; ANALYSTS

**49**ARTICLES/POSTS/  
PRESS RELEASES/  
BLOGS

SPONSOR BOOTH TRAFFIC

**19,248**

ONSITE LEADS TOTAL

**494**

AVERAGE LEADS PER BOOTH

SEE THE [FULL POST-EVENT TRANSPARENCY REPORT](#) FOR MORE DETAILS.



KubeCon

CloudNativeCon

India 2026

# SPONSORSHIP BENEFITS AT-A-GLANCE

Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by 2026 May 7.

	DIAMOND* LIMITED AVAILABILITY	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY	START-UP <sup>†</sup> + END USER <sup>‡</sup> + NON-PROFIT LIMITED AVAILABILITY
<b>Speaking opportunity</b> Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session)	Choice of (1) 5-minute keynote or (1) 30-minute breakout session				
<b>Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	Logo and link	Company name and link only			
<b>Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post	(1) pre-event group post		
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	10	6	4	2
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, and basic power. Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power. ***Booth sizes are subject to change based on venue.	6m (w) x 6m (d) turnkey booth***	6m (w) x 3m (d) turnkey booth***	3m (w) x 3m (d) turnkey booth***	2.5m (w) x 2.5m (d) exhibit space with branded cabinet***	Tabletop exhibit only
<b>Physical lead retrieval device(s)</b> To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
<b>CNCF MEMBER PRICING<sup>§</sup></b>	<b>\$125,000</b>	<b>\$60,000</b>	<b>\$35,000</b>	<b>\$18,000</b>	<b>\$6,000</b>
<b>NON-MEMBER PRICING</b>	<b>\$150,000</b>	<b>\$72,000</b>	<b>\$42,000</b>	<b>\$21,600</b>	<b>NOT APPLICABLE</b>

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

\* Diamond sponsorships are available on a first come first serve basis.

† Start-up sponsors must hold active CNCF membership, must be in business for less than 4 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.

§ Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

# MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

India 2026



## Dan Kohn Scholarship Fund

**\$7,500 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED**

**UNLIMITED**

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. Scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups.

### BENEFITS INCLUDE:

- Sponsor recognition on event website
- Logo recognition on rotating slides before and after keynotes
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @KubeCon\_X handle
- Sponsor recognition in scholarship acceptance notifications



## Cross-Promotion of Pre-Approved Community Events

**\$10,000 EACH** **UNLIMITED**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, summits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program.

### BENEFITS INCLUDE:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$15,000** **1 AVAILABLE** **SOLD OUT**

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

### BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.



## Lanyards

**\$10,000** **1 AVAILABLE** **SOLD OUT**

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.



## Session Recording

**\$15,000** **1 AVAILABLE**

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

### BENEFITS INCLUDE:

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF



## Peer Group Mentoring

**NEW**

**\$5,000** **1 AVAILABLE**

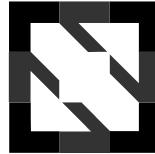
This very popular activity provides participants with the chance to meet with experienced open source veterans across many CNCF projects while paired with two to ten other people in a pod-like setting to explore community, career and technical questions together.

### BENEFITS INCLUDE:

- Sponsor logo recognition on event website
- Sponsor recognition on the official conference schedule
- Sponsor logo recognition on onsite signage
- Option to set a table topic (subject to approval by CNCF)
- Option to provide a 5-minute opening statement



# KubeCon



# CloudNativeCon

## Japan 2026

CNCF is proud to host KubeCon + CloudNativeCon in Japan again in 2026. The foundation's flagship event will bring together a diverse community of developers, architects, and industry leaders to explore the latest innovations and trends in cloud native technologies. As the conference takes root in Japan, it promises to offer unique insights, foster collaboration, and highlight the vibrant growth of the cloud native ecosystem in the region.



### EVENT DATES:

2026 July 29-30



### LOCATION:

Yokohama, Japan



### WHO ATTENDS?

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

**2**

MAIN  
CONFERENCE  
DAYS

**70+**

SESSIONS AND  
KEYNOTES

**100+**

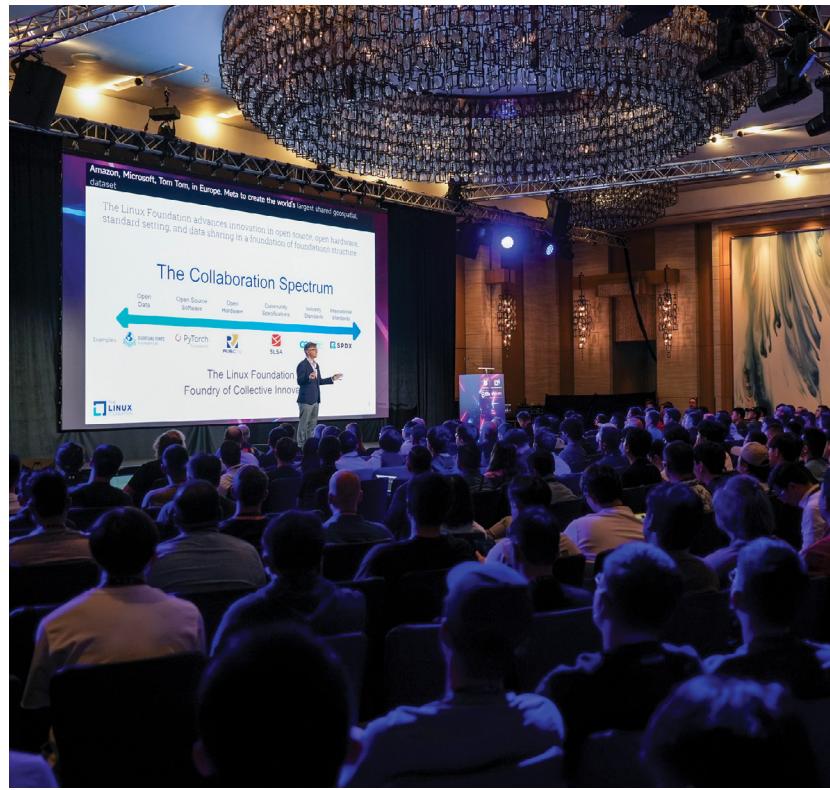
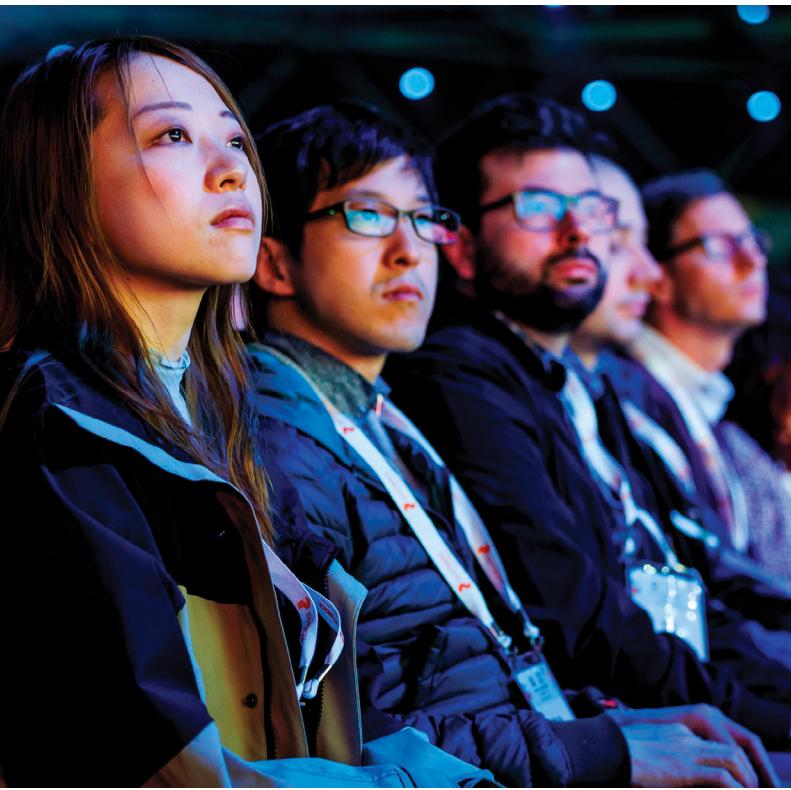
SPEAKERS

**2,000+**

ESTIMATED NUMBER  
OF ATTENDEES\*

**400+**

PARTICIPATING  
COMPANIES





KubeCon

CloudNativeCon  
Japan 2026

# SPONSORSHIP BENEFITS AT-A-GLANCE

Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by 2026 June 10.

	DIAMOND* LIMITED AVAILABILITY	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY	START-UP <sup>†</sup> +END USER <sup>‡</sup> +NON-PROFIT LIMITED AVAILABILITY
<b>Speaking opportunity</b> Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session)	Choice of (1) 5-minute keynote or (1) 30-minute breakout session				
<b>Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	Logo and link	Company name and link only			
<b>Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post	(1) pre-event group post		
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, includes access to keynotes, sessions, and exhibits	20	10	6	4	2
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, and basic power. Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power. ***Booth sizes are subject to change based on venue.	5 m (w) x 2m (d) turnkey booth***	4m (w) x 2m (d) turnkey booth***	3m (w) x 2m (d) turnkey booth***	2m (w) x 2m (d) exhibit space with branded cabinet***	Tabletop exhibit only
<b>Physical lead retrieval device(s)</b> To be used at booth only	(2) devices	(2) devices	(1) device	(1) device	(1) device
<b>CNCF MEMBER PRICING<sup>§</sup></b>	<b>\$125,000</b>	<b>\$60,000</b>	<b>\$35,000</b>	<b>\$18,000</b>	<b>\$6,000</b>
<b>NON-MEMBER PRICING</b>	<b>\$150,000</b>	<b>\$72,000</b>	<b>\$42,000</b>	<b>\$21,600</b>	<b>NOT APPLICABLE</b>

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KubeCon



CloudNativeCon

Japan 2026



## Dan Kohn Scholarship Fund

**\$7,500 MINIMUM – ADDITIONAL DONATIONS ENCOURAGED**

**UNLIMITED**

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. Scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups.

### BENEFITS INCLUDE:

- Sponsor recognition on event website
- Logo recognition on rotating slides before and after keynotes
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @KubeCon\_X handle
- Sponsor recognition in scholarship acceptance notifications



## Cross-Promotion of Pre-Approved Community Events

**\$10,000 EACH** **UNLIMITED**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, summits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program.

### BENEFITS INCLUDE:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$15,000**

**1 AVAILABLE**

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

### BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.



## Lanyards

**\$10,000**

**1 AVAILABLE**

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.



## Session Recording

**\$15,000**

**1 AVAILABLE**

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

### BENEFITS INCLUDE:

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF



KubeCon



CloudNativeCon



China 2026



KubeCon + CloudNativeCon + OpenInfra Summit + PyTorch Conference China 2026 will bring together the OpenInfra, cloud native, and AI communities in Shanghai, China. This flagship event unites adopters, technologists, and community members from across the region to drive innovation in open source infrastructure, cloud native computing, machine learning and next-generation AI around common, industry-wide use cases.

**EVENT DATES:**

2026 September 8 – 9

**LOCATION:**

Shanghai, China

**WHO ATTENDS?**

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

**2**

MAIN CONFERENCE DAYS

**75+**

SESSIONS AND KEYNOTES

**100+**

SPEAKERS

**1,000+**

ATTENDEES\*

**400+**

PARTICIPATING COMPANIES



\*Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final attendance numbers cannot be guaranteed prior to the event.



KubeCon



CloudNativeCon



PyTorch

China 2026

# SPONSORSHIP BENEFITS AT-A-GLANCE

Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by July 17, 2026.

	<b>DIAMOND*</b> LIMITED AVAILABILITY	<b>PLATINUM</b> LIMITED AVAILABILITY	<b>GOLD</b> LIMITED AVAILABILITY	<b>SILVER</b> LIMITED AVAILABILITY	<b>START-UP<sup>†</sup> + END USER<sup>‡</sup> NON-PROFIT</b> LIMITED AVAILABILITY
<b>Speaking opportunity</b> Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session)	Choice of (1) 5-minute keynote or (1) 30-minute breakout session				
<b>Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	logo and link	company name and link only			
<b>Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X from official @KubeCon_, OpenInfra, and PyTorch handle</b>	(1) pre-event standalone post with social card	(1) pre-event group post	(1) pre-event group post		
<b>Posts in CNCF, OpenInfra, and LF's WeChat groups</b>	(1) standalone WeChat article and poster	(1) standalone WeChat article and poster	(1) shared group WeChat article and poster	(1) shared group WeChat article and poster	(1) shared group WeChat article and poster
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, includes access to keynotes, sessions, and exhibits	20	10	6	4	2
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, and basic power. Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power. ***Booth sizes are subject to change based on venue.	6m (w) x 3m (d) turnkey booth***	4.5m (w) x 3m (d) turnkey booth***	3m (w) x 3m (d) turnkey booth***	2.5m (w) x 2.5m (d) exhibit space with branded cabinet***	Tabletop exhibit only
<b>Physical lead retrieval device(s)</b> To be used at booth only	(2) devices	(2) devices	(1) device	(1) device	(1) device
<b>SPONSORSHIP COST</b>	<b>\$125,000</b>	<b>\$60,000</b>	<b>\$35,000</b>	<b>\$18,000</b>	<b>\$6,000</b>
<b>NON-MEMBER PRICING</b>	<b>\$150,000</b>	<b>\$72,000</b>	<b>\$42,000</b>	<b>\$21,600</b>	<b>N/A</b>

The Linux Foundation reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

\* Diamond sponsorships are available on a first come first serve basis.

† Start-up sponsors must hold active CNCF membership, must be in business for less than 4 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.

¶ Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

# MARKETING PROMOTIONAL OPPORTUNITIES

Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by July 17, 2026.



KubeCon



CloudNativeCon



China 2026



## Dan Kohn Diversity Scholarship Fund

**\$7,500 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED**

**UNLIMITED**

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. Scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups.

### BENEFITS INCLUDE:

- Sponsor recognition on event website
- Logo recognition on rotating slides before and after keynotes
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @KubeCon\_X handle (formerly Twitter)
- Sponsor recognition in scholarship acceptance notifications.



## Cross-Promotion of Pre-Approved Community Events

**\$10,000 EACH** **UNLIMITED**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon + OpenInfra Summit China, we would be happy to help promote your event to our attendees. Examples are educational classes, summits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program.

### BENEFITS INCLUDE:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon + OpenInfra Summit China registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$15,000** **1 AVAILABLE**

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

### BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors).

Logo color, size, and placement will be determined by The Linux Foundation based on the overall t-shirt design.



## Lanyards

**\$10,000** **1 AVAILABLE**

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors).

Logo color, size, and placement will be determined by The Linux Foundation based on the overall lanyard design.



## Session Recording

**\$15,000** **1 AVAILABLE**

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

### BENEFITS INCLUDE:

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF.

**KubeCon****CloudNativeCon****North America 2026**

CNCF's flagship event is the world's largest open source technology conference, drawing thousands of adopters and leading technologists from the cloud native and open source communities. This premier gathering serves as a hub for advancing the education and development of cloud native computing, offering unparalleled opportunities for networking, learning, and exploring the latest innovations in the field.

**EVENT DATES:**

November 9: Pre-Event Programming  
(Co-located Events)  
November 10-12: Main Conference

**LOCATION:**

Salt Palace Convention Center,  
Salt Lake City, Utah

**WHO ATTENDS?**

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

<b>1</b> CO-LOCATED EVENT DAY	<b>3</b> MAIN CONFERENCE DAYS	<b>350+</b> SESSIONS AND KEYNOTES	<b>600+</b> SPEAKERS	<b>10,000+</b> ESTIMATED NUMBER OF ATTENDEES*	<b>3,000+</b> PARTICIPATING COMPANIES	<b>250+</b> SPONSORS AND EXHIBITORS
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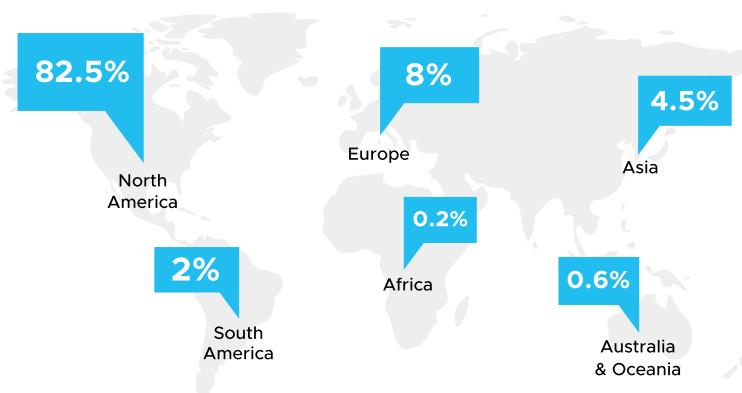
**KUBECON + CLOUDNATIVECON NORTH AMERICA 2024 HIGHLIGHTS**

NOVEMBER 12-15, 2024 | SALT LAKE CITY, UTAH

**DEMOGRAPHICS**

**9,195**  
REGISTRATIONS

**50.29%**  
FIRST-TIME ATTENDEES

**ATTENDEE GEOGRAPHY****TOP THREE ATTENDEE JOB FUNCTIONS**

**2,377**  
DEVOPS / SRE /  
SYSADMIN

**1,710**  
DEVELOPER

**1,477**  
ARCHITECT

**MEDIA COVERAGE**

**136**  
ATTENDING MEDIA & ANALYSTS

**3,184**  
ARTICLES/POSTS/ PESS RELEASES

**SPONSOR BOOTH TRAFFIC**

**94,795**  
LEADS TOTAL

**378**  
AVERAGE LEADS PER BOOTH

**SEE THE FULL [POST-EVENT TRANSPARENCY REPORT](#) FOR MORE DETAILS.**



KubeCon



CloudNativeCon

North America 2026

# SPONSORSHIP BENEFITS AT-A-GLANCE

Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by **August 14, 2026**.

	<b>DIAMOND*</b> 9 AVAILABLE 3 AVAILABLE	<b>PLATINUM</b> UNLIMITED	<b>GOLD</b> UNLIMITED	<b>SILVER</b> UNLIMITED	<b>START-UP<sup>+</sup></b> + <b>END USER<sup>+</sup></b> + <b>NON-PROFIT</b> UNLIMITED
<b>Speaking opportunity</b> Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session).	Choice of (1) 5-minute keynote or (1) 30-minute breakout session				
<b>Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>Opportunity to participate in media + analyst panel during the event</b>	✓				
<b>Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	Logo and link	Company name and link only			
<b>Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post		
<b>Opportunity to provide (1) contributed article to key publications pre- or post-event</b> Placement subject to publication availability	✓	✓	✓	✓	
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	15	12	8	5
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet	30ft (w) x 20ft (d) raw exhibit space	20ft (w) x 20ft (d) Choice of raw exhibit space or turnkey	15ft (w) x 10ft (d) Choice of raw exhibit space or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
<b>Physical lead retrieval device(s)</b> To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
<b>CNCF MEMBER PRICING<sup>†</sup></b>	<b>\$235,000</b>	<b>\$144,000</b>	<b>\$84,000</b>	<b>\$29,500</b>	<b>\$12,000</b>
<b>NON-MEMBER PRICING</b>	<b>\$282,000</b>	<b>\$172,800</b>	<b>\$100,800</b>	<b>\$35,400</b>	<b>NOT APPLICABLE</b>

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

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† Start-up sponsors must hold active CNCF membership, must be in business for less than 4 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.

\* Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

# MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

North America 2026



## Dan Kohn Scholarship Fund

**\$7,500 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED**

**UNLIMITED**

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. Scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups.

### BENEFITS INCLUDE:

- Sponsor recognition on event website
- Logo recognition on rotating slides before and after keynotes
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @KubeCon\_X handle
- Sponsor recognition in scholarship acceptance notifications



## Cross-Promotion of Pre-Approved Community Events

**\$10,000 EACH**

**UNLIMITED**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, summits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program on October 27-29.

### BENEFITS INCLUDE:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$40,000**

**1 AVAILABLE**

**SOLD OUT**

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

### BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors).
- Sponsor logo recognition on signage at the t-shirt pick-up counters

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.



## Lanyards

**\$40,000**

**1 AVAILABLE**

**SOLD OUT**

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.



## Session Recording

**\$30,000**

**1 AVAILABLE**

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

### BENEFITS INCLUDE:

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF



## Conference Wi-Fi

**\$20,000**

**1 AVAILABLE**

**SOLD OUT**

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

### BENEFITS INCLUDE:

- Provide a name of your choice for the SSID (subject to approval by CNCF)
- Digital and print signage with logo throughout the conference venue notating your Wi-Fi sponsorship
- Sponsor logo on the back of attendee name badges

# MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

North America 2026



## Attendee Experiences

NEW

\$20,000 EACH

2 AVAILABLE

1 AVAILABLE

Create memorable moments at the conference by co-sponsoring multiple high-traffic destinations in the Solutions Showcase. This sponsorship package combines attendee experiences, opportunities for meaningful connection, and wellness, while offering unmatched sponsor visibility across multiple touchpoints:

### ENTERTAINMENT ZONES

Bring the fun with interactive games, creative building activities, or live performances that energize attendees in a lively, engaging environment.

### NETWORK NOOK

Fuel meaningful conversations and connections in a comfortable lounge with built-in charging stations and casual seating designed for collaboration.

### RELAXATION STATION

Support attendee wellbeing with a peaceful retreat offering chair massages and other wellness activities.

#### BENEFITS INCLUDE:

- Dedicated stations in the Solutions Showcase
- Prominent sponsor logo on signage at each station
- Customizable sponsor branding on furnishings (subject to availability and approval by CNCF)
- Option to set the topic for (1) attendee meet-up at the Network Nook (subject to approval by CNCF)
- Logo recognition on Solutions Showcase map
- Sponsor recognition on event website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF

Lounge locations, layout, and design, as well as activities will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted at any of the stations.

the attendee experience in a meaningful way. This is your opportunity to stand out and get creative.

#### BENEFITS INCLUDE:

- Dedicated 20ft x 20ft raw island space in the Solutions Showcase
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor recognition and activation description on event website
- Optional: Sponsor may set up competitions and provide prizes at own expense (subject to approval by CNCF)
- 2 complimentary conference passes

The location of the Activation Zone within the Solutions Showcase will be pre-determined by CNCF and may not be combined with a sponsor's booth space. The Activation Zone is intended for pre-approved hosted activities only and may not be treated as additional exhibit space.

The sponsor is responsible for building out the space including all furniture, AV, power, internet, etc. at their own expense. Activation Zones must meet general event and venue regulations, including but not limited to, height restrictions and safety measures. Layout, design, branding, and all activities are subject to review and approval by CNCF and the venue. The sponsor is responsible for onsite logistics and staffing of the Activation Zone.

Lead retrieval and sponsor-hosted activities are permitted within the Activation Zone.



## Community Hub

\$20,000 EACH

3 AVAILABLE

2 AVAILABLE

The Community Hub at KubeCon + CloudNativeCon is a welcoming space for attendees to connect, learn, and celebrate inclusion and accessibility. The Hub will host community groups, workshops, peer group mentoring, and offer networking opportunities during Hub hours.

#### BENEFITS INCLUDE:

- Sponsor logo recognition on event website
- Sponsor recognition on the official conference schedule
- Sponsor logo recognition on onsite signage
- Sponsor logo recognition on rotating slides before and after keynotes
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor can provide swag with CNCF approval
- Option to nominate presenters/facilitators for (1) workshop (subject to approval by CNCF)
- Option to set a topic for the program (subject to approval by CNCF)

## Activation Zone

\$20,000 EACH

4 AVAILABLE

2 AVAILABLE

### • AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

### • ONE ACTIVATION ZONE PER SPONSOR ONLY

### • PROPOSED ACTIVITIES MUST BE SUBMITTED FOR APPROVAL DURING THE CONTRACT PHASE

Create an interactive environment for attendees to engage in fun activities, hands-on games, or other immersive experiences. Examples may include coding challenges, VR and AR experiences, collaborative art, or customized giveaways. No demos, talks, or presentations are permitted. Activation Zones are intended to enhance

# MARKETING PROMOTIONAL OPPORTUNITIES

Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by **August 14, 2026**.



KubeCon



CloudNativeCon

North America 2026

## Private Meeting Room

**\$20,000 EACH** **10 AVAILABLE** **6 AVAILABLE**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

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

#### BENEFITS INCLUDE:

- Minimum capacity (10) people per room
- Access to meeting room on main conference days (October 27-29) during official event hours or Solution Showcase open hours (whichever applies based on room location)
- Room includes (1) table, (10) chairs, (2) 5amp power drops with power strips
- Additional furniture, power, and AV are subject to availability and at sponsor's own expense
- Digital or printed sponsor logo sign on or near the room door
- Room number and sponsor logo included on the Solutions Showcase map or venue map (depending on room location)

The meeting room is intended for small group meetings only and may not be used for workshops, sessions, or other programs that may conflict with the conference agenda.

## Coffee Bar

**\$20,000 EACH** **4 AVAILABLE**

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar located inside the Solutions Showcase.

#### BENEFITS INCLUDE:

- Dedicated space with coffee bar and basic lounge seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Specialty coffees served during morning and lunch breaks
- (1) 43" monitor or similar. Sponsor may provide (1) video or slides to be played on a loop on the monitor (no audio)
- Additional opportunities at sponsor's own expense (subject to availability and approval by CNCF):
  - Branded coffee cups - Branded napkins

Coffee bar location, layout, and design, as well as coffee service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions and sales activities are not permitted at the coffee bar.

## Dirty Soda Bar

**\$20,000** **1 AVAILABLE**

The Dirty Soda Bar is a high-visibility beverage activation located within the Solutions Showcase and is complimentary for all attendees. Inspired by the growing popularity of custom soda concepts, the experience allows attendees to create personalized drinks by combining classic and zero-sugar sodas with flavored syrups, fresh citrus, and creamy add-ins.

#### BENEFITS INCLUDE:

- Dedicated space with dirty soda bar and basic lounge seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Specialty sodas served during morning and lunch breaks
- (1) 43" monitor or similar. Sponsor may provide (1) video or slides to be played on a loop on the monitor (no audio)
- Additional opportunities at sponsor's own expense (subject to availability and approval by CNCF):
  - Branded cups - Branded napkins

Dirty Soda bar location, layout, and design, as well as service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions and sales activities are not permitted at the Dirty Soda bar.

## Designated Podcast / Video Recording Space

**\$3,500** **LIMITED AVAILABILITY**

### AVAILABLE TO ACTIVE CNCF MEMBERS AND CONFIRMED LEVEL SPONSORS ONLY

Are you looking for additional space outside of your booth to conduct filming or podcast recording? We are offering two designated space options for 3 hour blocks of time. Sponsor must provide all recording equipment

1. Private room
2. Solution Showcase space in the "Cloud Native Studios" area

#### BENEFITS INCLUDE:

- Designated space for 3 hours to conduct recordings on Tuesday, Wednesday or Thursday
- Solution Showcase space includes 1 tabletop, 3 bar stools, 1 power strip, and 1 KubeCon + CloudNativeCon background banner (during showcase hours only)
- Private room includes a conference table, chairs, power strip (during conference hours only)

Recording equipment in undesignated areas like the middle of the showroom floor or hallways is never permitted.

# MARKETING PROMOTIONAL OPPORTUNITIES

Availability may vary. Contact [sponsor@cnf.io](mailto:sponsor@cnf.io) or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by **August 14, 2026**.



KubeCon



CloudNativeCon

North America 2026

## Hotel Key Cards or Sleeves

**\$15,000** **1 AVAILABLE**

Welcome attendees with branded hotel key cards or sleeves and enhance your visibility. As a sponsor, you have the opportunity to include special offers, promotions, or QR codes to drive direct engagement.

### **BENEFITS INCLUDE:**

- Sponsor branding on one side of the hotel key cards or key card sleeves (based on availability). Artwork is subject to approval by CNCF.
- (1) branded key card or sleeve per room distributed at up to three (3) host hotels in the official event hotel block

## Attendee Headshots

**\$10,000** **1 AVAILABLE**

Support professionalism in the community by providing attendees the opportunity to get complimentary headshots taken by a professional photographer in a private setting. CNCF Ambassadors, conference speakers, program committee members, and scholarship recipients will receive priority before headshots are offered to general attendees.

### **BENEFITS INCLUDE:**

- Sponsor recognition on event website
- Sponsor logo recognition on attendee sign-up form
- Sponsor logo on onsite signage at dedicated headshots room

Lead retrieval and sponsor-hosted activities are not permitted.

## Attendee Communication Spotlight

**\$10,000** **2 AVAILABLE**

### **Available to confirmed level sponsors only**

### **One attendee communication spotlight per sponsor only**

Gain prominent visibility and engage with attendees through our exclusive pre-event communications package. This sponsorship highlights your key messages across multiple touchpoints and reaches a targeted audience at strategic moments before and during the conference.

### **BENEFITS INCLUDE:**

- Choice of (1) customizable 400-character message included in (1) pre-event or post-event email sent to attendees by CNCF
- (1) customizable 400-character message included in (1) out of (4) daily event update emails sent to attendees by CNCF
- (1) customizable pre-event post from the official @KubeCon\_X handle including social card

All content is subject to approval by CNCF.

## CNCF Kids Day

**\$5,000** **3 AVAILABLE**

Sponsoring Kids Day allows you to support the education and inspiration of the next generation of tech innovators, giving children aged 8 to 14 in the local community a chance to explore cloud computing, Kubernetes, and open source technologies. By investing in Kids Day, you help foster a future tech community, while also showcasing your commitment to nurturing young talent and promoting technological growth.

### **BENEFITS INCLUDE:**

- Logo recognition on event website
- Logo recognition on onsite signage
- Recognition in pre-event promotional communications
- Recognition in post-event transparency report
- Opportunity to provide swag or collateral to participants (subject to CNCF approval)

## Cloud Native Executive Strategy Summit

**\$15,000** **3 AVAILABLE**

### **AVAILABLE TO ACTIVE CNCF MEMBERS ONLY**

The Cloud Native Executive Summit will be an exclusive forum for an elite group of technology leaders from end user organizations to collectively prioritize issues, share top-of-mind concerns, and problem-solve. A summary will be generated from this effort to benefit the larger ecosystem. A private reception will follow the Summit and will be an exclusive opportunity for sponsors to connect with top leadership from end user members, select prospective end user members, CNCF + Linux Foundation executives, and members of the CNCF Board of Directors.

### **BENEFITS INCLUDE:**

- (1) 5-minute speaking opportunity at the end of the Summit
- (2) tickets to the Reception
- Logo recognition on signage at Reception
- Option to provide materials or swag (subject to CNCF approval)
- Recognition in Summit attendee communications; including a 100-word message from the sponsors to be included in a CNCF post-event email
- Mention in the final Summit summary

Sponsorship does not include participation in the Summit as participation is exclusive to invited end user leaders only.

**ADDITIONAL SPONSORSHIP OPPORTUNITIES COMING SOON!**

# CNCF-HOSTED CO-LOCATED EVENTS AT KubeCon + CloudNativeCon North America 2026

Experience the power of collaboration as you meet, network, and form connections with peers and like-minded individuals in the vibrant cloud native community. By sponsoring a co-located event hosted by CNCF, you'll gain valuable mind share among a targeted audience, while engaging face-to-face with over 4,000 developers, architects, and technical leaders. The all-access pass offers attendees the freedom to participate in any CNCF-hosted co-located event on October 26, 2026, amplifying the potential audience for sponsors to interact with throughout this exhilarating day of exploration and innovation.

**CNCF-hosted co-located events will be announced midyear in 2026. Sponsorships will be available at that time.**

Availability may vary. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to confirm availability and secure your sponsorship today.



**Event Date:** November 9, 2026



**Location:** Salt Palace Convention Center, Salt Lake City, Utah



**Estimated Number of Attendees:** 4,000+



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

## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND LIMITED	PLATINUM LIMITED	GOLD UNLIMITED	START-UP* + NON-PROFIT UNLIMITED
5-minute keynote at selected co-located event** <i>Topic subject to program committee approval</i>	✓			
Table top sponsor space + lead retrieval*** <i>6'x4' footprint includes: (1) 6' (or similar) table, (2) chairs, (1) lead retrieval device and power</i>	✓	✓		
Recognition during opening session	✓	✓	✓	✓
Combined sponsor mention on @KubeCon_X account, shared (1) time, listing sponsor's X handle	✓	✓	✓	✓
Logo on sponsor signage	✓	✓	✓	✓
Logo recognition on event schedule	✓	✓	✓	✓
Logo and link on event webpage	✓	✓	✓	✓
Complimentary all-access pass: includes CNCF-hosted Co-located Events (Mon) & KubeCon + CloudNativeCon North America (Tues-Thurs)	5	4	2	2
Opportunity to provide (1) attendee giveaway item/swag in co-located event meeting room. <i>CNCF approval required</i>	✓	✓	✓	✓
<b>CNCF MEMBER PRICING****</b>	<b>\$35,000</b>	<b>\$25,000</b>	<b>\$9,500</b>	<b>\$5,000</b>
<b>NON-MEMBER PRICING</b>	<b>\$42,000</b>	<b>\$30,000</b>	<b>\$11,400</b>	<b>NOT APPLICABLE</b>

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

\*Start-up sponsors must hold an active CNCF membership, must be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.

\*\*If keynote exceeds allotted time, CNCF reserves the right to post only contracted keynote time to YouTube post-event.

\*\*\*Onsite leads only, leads can only be collected within assigned table top sponsor space.

\*\*\*\*Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

## ADD-ON OPPORTUNITIES

<b>Session Recording</b>	<b>FULL DAY: \$7,500   HALF DAY: \$3,750</b>	<b>1 PER CO-LOCATED EVENT</b>
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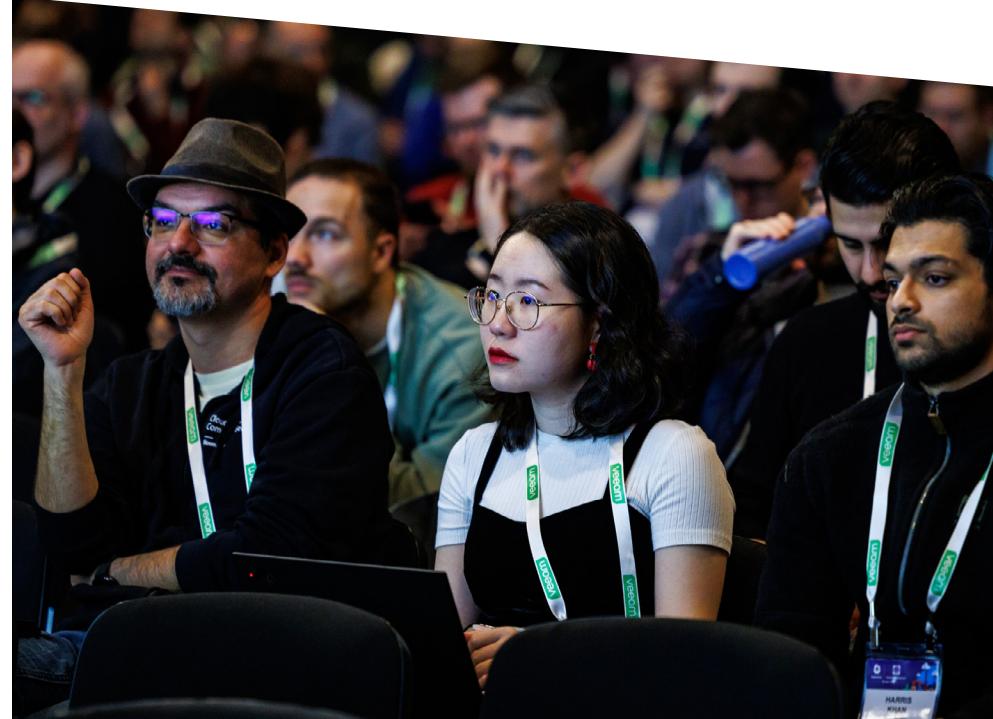
Extend your presence long after the live event concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

**Benefit:** Sponsor recognition slide with logo at the beginning of each video recording.



## ADDITIONAL 2026 EVENTS AND SPONSORSHIP OPPORTUNITIES TO BE ANNOUNCED

PLEASE CHECK BACK FREQUENTLY



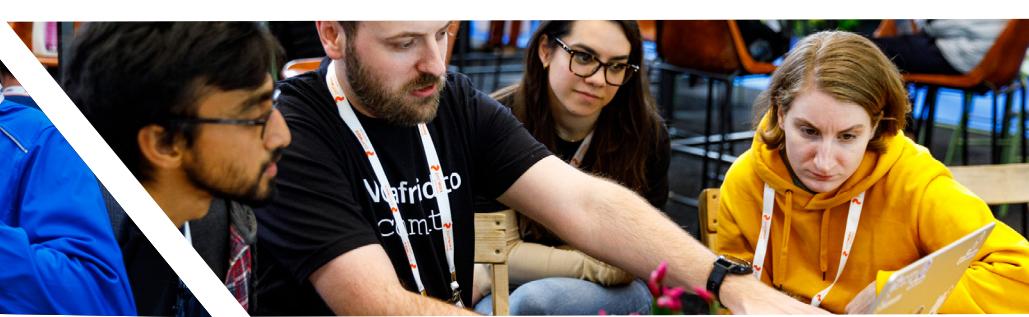
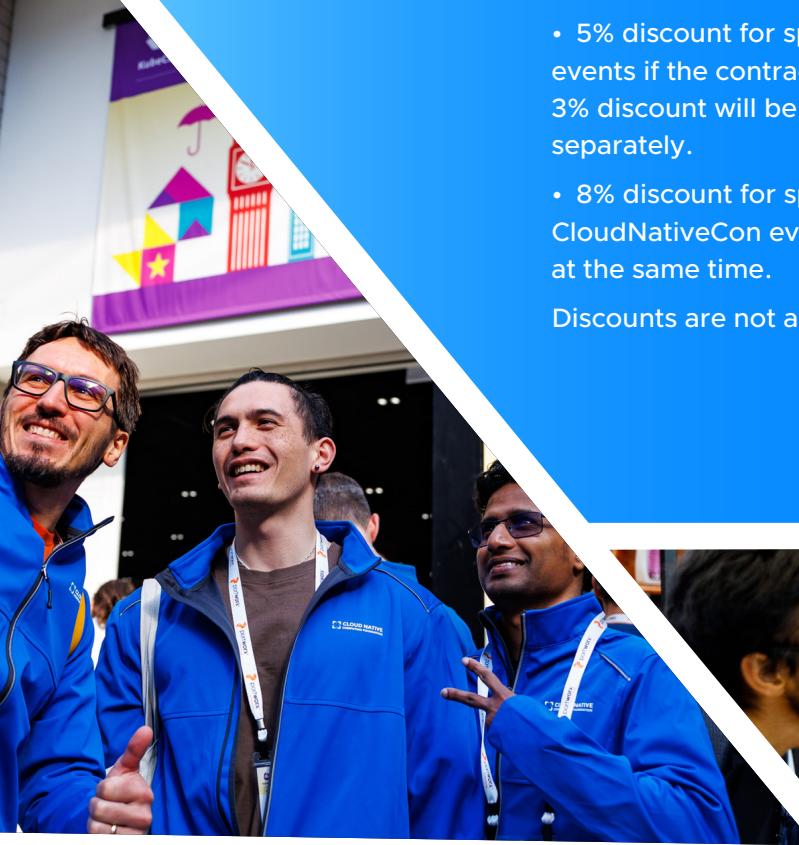


## CNCF Member Discounts

CNCF is holding five (5) flagship KubeCon + CloudNativeCon events in Europe, North America, Japan, India, and China. The following discounts are available for CNCF members (except end user supporters) for events held within the same calendar year:

- 3% discount for sponsoring one (1) KubeCon + CloudNativeCon event,
- 5% discount for sponsoring two (2) KubeCon + CloudNativeCon events if the contracts for both events are signed at the same time. A 3% discount will be applied to each event if the contracts are signed separately.
- 8% discount for sponsoring three (3) or more KubeCon + CloudNativeCon events if the contracts for three events are signed at the same time.

Discounts are not applied retroactively.



Contact [sponsor@cnf.io](mailto:sponsor@cnf.io)  
to secure your sponsorship today.

CNCF is part of the Linux Foundation, which also hosts other open source events.  
See them all at [events.linuxfoundation.org](https://events.linuxfoundation.org).