



China 2026

2026 September 8 – 9 | Shanghai

# 2026 SPONSORSHIP PROSPECTUS

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## Quick Facts

- **Anticipated 2026 Attendance:**  
1,000 In-Person Attendees\*
- **100** conference sessions and keynotes

*\*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 numbers cannot be guaranteed prior to the event.*

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# WHY SPONSOR?



KubeCon



CloudNativeCon



OpenInfra  
SUMMIT > ASIA



PyTorch  
CONFERENCE

China 2026

KubeCon + CloudNativeCon + OpenInfra Summit + PyTorch China 2026 will bring together the OpenInfra, PyTorch and cloud native communities in Shanghai, China. This flagship event unites adopters, technologists, and community members from across the region to drive innovation in open source infrastructure and cloud native computing around common, industry-wide use cases like nextgen AI. Over two days, CNCF Projects will collaborate with the OpenInfra and PyTorch community across dozens of open technologies, including two of the most active open source projects to exist, Kubernetes and OpenStack, to shape the future of open source software and technology as a whole.

## 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 and OpenInfra 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







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.

# SPONSORSHIP BENEFITS AT-A-GLANCE

Availability may vary. Contact [sponsor@cncf.io](mailto:sponsor@cncf.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.

	DIAMOND* LIMITED AVAILABILITY	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY	START-UP† + END USER‡ 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_, 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>

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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## 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, 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
- 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.



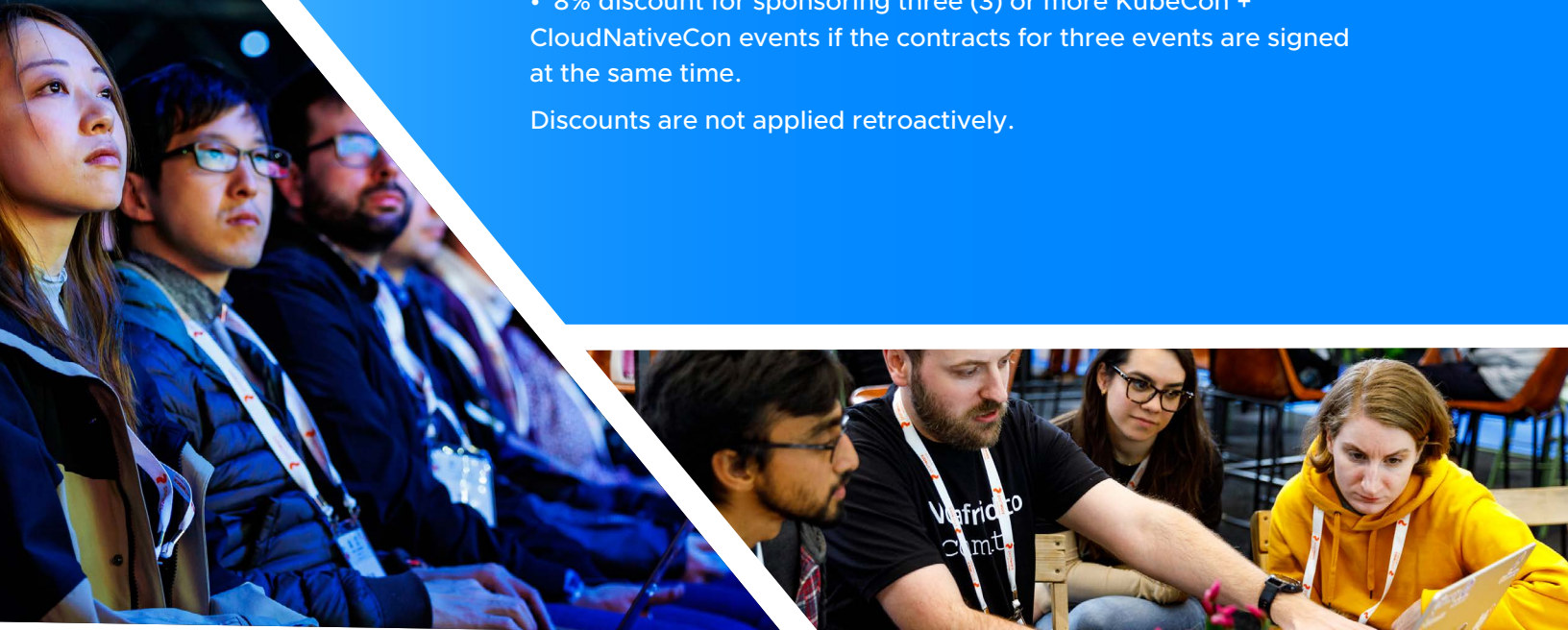


## CNCF Member Discounts

In 2026, 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):

- 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.



**CLOUD NATIVE**  
COMPUTING FOUNDATION

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

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