



CLOUD NATIVE COMPUTING FOUNDATION

2020 Sponsorship Prospectus



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KubeCon



CloudNativeCon

Europe 2020

Virtual

August 17 - 20, 2020

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

Join our community for an immersive digital experience that provides interactive content, networking opportunities and collaboration with peers. Sponsoring this event allows you to gain valuable mindshare of a targeted audience while engaging with 20,000+ developers, architects, and technical leaders. Together we will shape the future of the rapidly evolving cloud native ecosystem.

Who Attends?

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon Europe 2020 - Virtual.

4 days

250+ sessions and keynotes

20,000+ attendees

3,000+ participating companies

Benefits of Sponsorship:

- ✓ Expand the number of attendees you can reach by participating in a global digital event that can be accessed anytime, anywhere.
- ✓ Participate in an online sponsor showcase to present videos, demos, and other resources, capture leads, and communicate directly with attendees via live chat.
- ✓ Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.
- ✓ Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- ✓ Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- ✓ Associate your brand with one of the fastest-growing technology communities.
- ✓ Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.
- ✓ Join CNCF's hosted projects – Kubernetes, Prometheus, Envoy, CoreDNS, containerd, Fluentd, Jaeger, Vitess, TUF, Helm, OpenTracing, gRPC, CNI, Notary, NATS, Linkerd, Rook, Harbor, etcd, Open Policy Agent, CRI-O, TiKV, CloudEvents, Falco, Argo, and Dragonfly – and help bring cloud native project communities together.
- ✓ Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF's hosted projects.

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by June 24, 2020.

Benefit	DIAMOND 6 AVAILABLE SOLD OUT	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP OPEN	END USER OPEN
(1) 5-minute keynote Topic subject to co-chair approval	•					
(1) 5-minute pre-event promotional video*	•					
Opportunity to provide (1) physical insert for gift bags to attendees who meet minimum event participation requirements*	•					
(1) customized pop-up message during a session break*	•					
Opportunity to participate in media & analyst panel during the event	•					
(1) featured blog post on CNCF.io pre- or post-event*	•					
(1) customized sponsor ad between session blocks*	(1) 20-second video ad	(1) static banner ad				
Email to opt-in attendees	(1) standalone email pre- or post-event	(1) 50-word message in shared pre-event email				
Opportunity to provide (1) contributed article to key publications pre- or post-event	•	•				
Preferred placement of sponsor announcements in pre-event news package and daily news recaps for media during the event	•	•				
Sponsor recognition at media & analyst conference during event	•	•				
Recognition in pre-event promotional emails	logo and link	company name and link only				
Sponsor recognition in post-conference thank you email to attendees	logo and link	company name and link only				
(1) 15-minute technical demo in virtual exhibit hall demo theater*	•	•	•			
List of registered press/analysts (provided 3 weeks prior to event)	•	•	•			
Logo recognition on keynote screen	•	•	•			
Rotating logo banner in virtual event lobby	•	•	•			
Custom-branded virtual exhibit booth*	•	•	•	•	•	•
Recognition on rotating sponsor logo slides between session blocks	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Opportunity to include news announcements in official event news package	•	•	•	•	•	•
Twitter posts from official @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(1) pre-event standalone tweet with social card and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Complimentary attendee passes	150	100	75	50	25	25
Virtual swag bag insert*	guaranteed placement in all attendee bags	optional download for attendees	optional download for attendees	optional download for attendees	optional download for attendees	optional download for attendees
Post-event data and leads report*	•	•	•	•	•	•
Sponsorship Cost	\$170,000	\$100,000	\$65,000	\$21,000	\$7,000	\$7,000

* See next page for details.

**CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.

***Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

****Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

CNCF reserves the right to increase/decrease the number of available sponsorships.

Key Benefits



5-Minute Pre-Event Promotional Video **DIAMOND**

Promote your presence at the event and give a sneak peek of the activities your company has planned. Video will be posted on CNCF's YouTube channel and promoted from the @KubeCon_ Twitter handle.



Opportunity to Provide Physical Insert for Attendee Gift Bags **DIAMOND**

Attendees who actively participate in the virtual conference by watching sessions, visiting sponsor booths, etc. will receive a physical swag bag after the event. Provide one physical item to be included in the bag to thank attendees for their contribution to a successful event.



Customized Pop-Up Message **DIAMOND**

Drive traffic to your booth or draw attention to an important announcement with a one-time pop-up message in the virtual event platform during a session break.



Featured Blog Post on CNCF.io **DIAMOND**

Demonstrate thought leadership in the cloud native community with a blog post before or after the event. The post will be featured at the top of the blog page and highlighted in the blog section of the CNCF homepage for a week.



Customized Sponsor Ads **DIAMOND** **PLATINUM**

Capture the attendees' attention with a sponsored advertisement during session breaks. Diamond sponsors may provide a video up to 20 seconds long. Platinum sponsors may provide a static banner ad that will be shown on screen for 10 seconds.



Preferred Placement of Announcements in News Package and Daily News Recaps **DIAMOND** **PLATINUM**

Add your company's news releases to the official event news package and daily news recaps distributed to press and analysts. Diamond and platinum sponsor news will be featured at the top of the sponsored news sections. Only news releases issued for/during KubeCon + CloudNativeCon Europe 2020 - Virtual are eligible.



15-Minute Technical Demo **DIAMOND** **PLATINUM** **GOLD**

Present a pre-recorded technical demo at the virtual demo theater and receive a list of attendees who viewed the video including names, job titles, company names, email addresses, and physical work addresses if provided (no phone numbers). Demo recording will be posted to the CNCF YouTube channel after the event. Sales and marketing pitches are not allowed.



Virtual Swag Bag Insert **ALL LEVELS**

Share branded collateral, digital giveaways, or special promotions such as free trials, discounts, and coupon codes for attendees to browse and add to their virtual swag bag. Each sponsor may provide one item for optional download. Diamond sponsors will have their insert pre-loaded into every attendee's virtual swag bag.



Post-Event Data and Leads Report **ALL LEVELS**

Obtain a comprehensive leads report of all attendees that visited your booth including their names, job titles, company names, email addresses, and physical work addresses (if provided). Phone numbers will not be shared. Leads are accessible in real-time during the event and tracking tools help evaluate which videos, resources, or links were clicked in the booth.

Virtual Exhibit Booth

ALL LEVELS

Elevate your presence at the event with a custom-branded virtual booth:

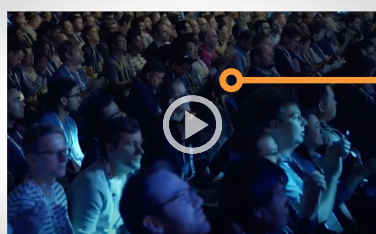
- ✓ Showcase product videos and demos
- ✓ Share resources such as whitepapers, case studies, or collateral
- ✓ Host speaker or expert office hours
- ✓ Engage with attendees via live group chat or private 1:1 chat
- ✓ Enhance your booth with virtual swag, games, or raffles
- ✓ Post job opportunities if your company is hiring
- ✓ Link to external websites and social media
- ✓ Capture leads and track booth traffic in real-time

Virtual

SAMPLE VIRTUAL EXHIBIT BOOTH

KEEP CLOUD NATIVE CONNECTED

JANE SMITH



About Us

Chat with Our Experts!

KubeCon + CloudNativeCon

CNCF Website

Resources

Social Stream

Video Collection

Product video and demos

Downloadable content

Live chat with booth staff

Customizable booth branding

CLOUD NATIVE
COMPUTING FOUNDATION

CLOUD NATIVE
COMPUTING FOUNDATION

SAMPLE VIRTUAL EXHIBIT HALL

WELCOME TO THE
EXHIBIT
HALL



KubeCon



CloudNativeCon

Europe 2020

VIRTUAL

CLICK ON
A BOOTH

TO CHECK OUT THE
AMAZING SOLUTIONS
AND FREE RESOURCES
OFFERED BY
OUR SPONSORS

KIMCO

Nav

Grow
with
Google

ondeck

PAYCHEX

COMPLYRIGHT

SCORE

Constant
Contact

MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by July 1, 2020.



Pre-Event Engagement Contest: Where in the World is Phippy?

1 AVAILABLE \$20,000

Create buzz and excitement leading up to the event by sponsoring a month-long social media contest that takes the cloud native community globetrotting: Participants from around the world post pictures of themselves with Phippy + friends, the beloved cloud native characters. By using the hashtag #WhereIsPhippy and tagging the sponsor, participants compete for prizes. Community members vote for the funniest and most creative posts while guessing the location of Phippy and her furry friends. Benefits include:

- (10) promotional tweets from the @KubeCon_ Twitter handle incl. custom cover image
- Pre-event promotion on event website
- Pre-event promotion in CNCF newsletter
- Sponsor branding on social media wall in virtual event platform highlighting the contest submissions
- Sponsor to provide prizes for winners



Virtual Happy Hour

2 AVAILABLE \$20,000 EACH

Treat attendees to a fun-filled interactive experience to unwind after a busy day. Activities may include all-time favorites such as a virtual talent show, dueling pianos, a bingo party, or a comedy show. We provide the entertainment - you enjoy the recognition! Benefits include:

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @KubeCon_ handle
- (1) pop-up notification in the virtual event platform before the sponsored activity
- Prominent sponsor logo + link on virtual event platform
- Optional 2-minute welcome video or intro slide with sponsor recognition
- Happy hour recording with sponsor recognition posted on CNCF's YouTube channel after the event



Wellbeing Activity

2 AVAILABLE \$20,000 EACH

Keep the cloud native community well by sponsoring activities that support individual wellbeing both on and off screen. Instructor-led chair yoga, meditation, and other relaxing activities allow attendees to recharge between sessions. Benefits include:

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @KubeCon_ handle
- (1) pop-up notification in the virtual event platform before the sponsored activity
- Prominent sponsor logo + link in virtual wellbeing lounge
- Optional 2-minute welcome video or intro slide with sponsor recognition
- Sponsor recognition in downloadable resources for attendees
- Wellbeing session recording with sponsor recognition posted on CNCF's YouTube channel after the event



Games Lounge

1 AVAILABLE \$15,000

The games lounge is an interactive environment for attendees to unwind and try their hands at fun open source games. Benefits include:

- Opportunity to provide (3) questions for CNCF project trivia game
- Opportunity to host own game in games lounge
- Opportunity to provide prizes for winners
- Prominent sponsor logo + link in virtual games lounge
- Pre-event promotion on event website
- Pre-event promotion in attendee email
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @KubeCon_ handle
- (1) pop-up notification in the virtual event platform during the event

MARKETING PROMOTIONAL OPPORTUNITIES



Networking Lounge

1 AVAILABLE \$10,000

The networking lounge is the central hub within the virtual event platform for attendees to connect and communicate with each other. Dedicated chat rooms allow attendees to discuss specific topics in a public setting while private 1:1 chats help shape meaningful connections.

Benefits include:

- Prominent sponsor logo + link in virtual networking lounge
- Pre-event promotion on event website
- Pre-event promotion in attendee email
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @KubeCon_ handle
- (1) pop-up notification in the virtual event platform during the event



Virtual Job Board

1 AVAILABLE \$10,000

KubeCon + CloudNativeCon Europe 2020 - Virtual is the best place to recruit the most talented developers in the cloud native community. Sponsor the online job board and see your job posts featured at the top. Benefits include:

- Sponsor branding on job board in virtual event platform and on CNCF website
- (5) featured listings on CNCF job board to be redeemed throughout 2020/21
- Pre-event promotion on event website
- Pre-event promotion in attendee email
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @KubeCon_ handle



Exhibit Hall Passport Program

10 AVAILABLE \$10,000 EACH

Join our passport program to drive traffic to your virtual booth and to boost lead generation. Sponsors set their own participation requirements for attendees such as visiting their booth, watching sponsor videos or downloading resources. Qualifying attendees are rewarded with prizes provided by the sponsor. The passport program is limited to 10 sponsors.

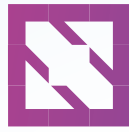
Benefits include:

- Sponsor logo, program description, and prizes on the passport page in the virtual event platform
- Sponsor to set own participation requirements for attendees
- Sponsor to provide prizes to qualifying attendees
- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Post-event data and leads report of participating attendees incl. names, job titles, company names, physical addresses if provided, and email addresses (no phone numbers)

Looking for something different? We are happy to work with you to create a customized MPO package to meet your organization's individual needs. Contact sponsor@cncf.io to discuss your ideas.



KubeCon



CloudNativeCon

North America 2020

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

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

KubeCon + CloudNativeCon North America 2020

Boston, USA

November 17 - 20, 2020

12,000+ attendees

We believe in the value of face-to-face events and are looking forward to bringing our community together. However, we are also aware that due to the unprecedented impact of the COVID-19 global pandemic, that might not be possible. Our ability to hold this event in person is contingent on being advised that it is safe to do so by the World Health Organization, Centers for Disease Control, and local authorities. If we determine that it is not safe or advisable to hold this event in-person, we will pivot to a virtual event on the same dates, with the same speakers and sessions, using an online platform that allows for interaction between all event participants, including attendee-to-speaker in keynotes and sessions, attendee-to-attendee in a virtual hallway track, and attendee-to-sponsor in a virtual sponsor showcase.

Who Attends?

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

Benefits of Sponsorship:

- Engage with the industry's top developers, end users and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups
- Inform the cloud native community about your organization's products and services
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community
- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world
- Associate your brand with one of the fastest growing technology communities
- Support and engage with the ecosystem behind many of the most popular open source projects
- Discuss strategic partnerships with leaders from other companies
- Join CNCF's hosted projects – Kubernetes, Prometheus, Envoy, CoreDNS, containerd, Fluentd, Jaeger, Vitess, TUF, Helm, OpenTracing, gRPC, CNI, Notary, NATS, Linkerd, Rook, Harbor, etcd, Open Policy Agent, CRI-O, TiKV, CloudEvents, Falco, Argo, and Dragonfly – and help bring cloud native project communities together.



KubeCon



CloudNativeCon

North America 2020

BOSTON AT-A-GLANCE

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

Signed contracts must be received by August 28, 2020.

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

*CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.

Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees. *Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

CNCF reserves the right to increase/decrease the number of available sponsorships.



KubeCon



CloudNativeCon

North America 2020

MARKETING PROMOTIONAL OPPORTUNITIES

See following pages for detailed descriptions. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for Marketing Promotional Opportunities must be received by September 11, 2020.

	BOSTON
Cross-Promotion of Pre-Approved Community Events* *Package only available to sponsors of KubeCon + CloudNativeCon.	UNLIMITED \$6,000
Attendee T-Shirt	1 AVAILABLE \$40,000 SOLD OUT
Lanyards	1 AVAILABLE \$40,000 SOLD OUT
Diversity Scholarship	UNLIMITED \$5,000 AND UP
Diversity Lunch	1 AVAILABLE \$10,000 SOLD OUT
EmpowerUs Event	1 AVAILABLE \$10,000 SOLD OUT
Session Recording	1 AVAILABLE \$20,000 SOLD OUT
Keynote Livestream	1 AVAILABLE \$12,500
Conference Wi-Fi	1 AVAILABLE \$12,500 SOLD OUT
Keynote Chair Drop	3 AVAILABLE \$15,000 EACH
Coffee Lounge	3 AVAILABLE \$30,000 EACH 2 AVAILABLE
Snack Lounge	3 AVAILABLE \$30,000 EACH
Games Lounge	1 AVAILABLE \$30,000 SOLD OUT
Welcome Reception	1 AVAILABLE \$35,000
All Attendee Party	2 AVAILABLE \$35,000 EACH 1 AVAILABLE
Charging Lockers	1 AVAILABLE \$12,500
Hotel Key Cards/Sleeves	1 AVAILABLE \$10,000 SOLD OUT
Private Meeting Room	5 AVAILABLE \$25,000 EACH



KubeCon



CloudNativeCon

North America 2020

Marketing Promotional Opportunities

Contact

sponsor@cncf.io

to secure your
sponsorship today.



Cross-Promotion of Pre-Approved Community Events

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

- Your event listed on the conference website and schedule.
- Optional: Your event listed on the KubeCon + CloudNativeCon registration form. Attendees can add your event to their conference registration. A 3.5% credit card processing fee per registrant will be charged.



Attendee T-Shirt

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



Lanyards

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



Diversity Scholarship

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

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



Diversity Lunch

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

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



KubeCon



CloudNativeCon

North America 2020

Marketing Promotional Opportunities (cont'd)

Contact

sponsor@cncf.io

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sponsorship today.



EmpowerUs Event

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

Benefits include:

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



Session Recording

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

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



Keynote Livestream

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

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



Conference Wi-Fi

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

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



Keynote Chair Drop

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

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

Marketing Promotional Opportunities

(cont'd)

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



Coffee Lounge

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

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

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



Snack Lounge

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

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

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



Games Lounge

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

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

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



KubeCon



CloudNativeCon

North America 2020

Marketing Promotional Opportunities

(cont'd)

Contact

sponsor@cncf.io

to secure your
sponsorship today.



Welcome Reception

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

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



All Attendee Party

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

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



Charging Lockers

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



Hotel Key Cards or Sleeves

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



Private Meeting Room

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

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

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



KubeCon



CloudNativeCon

North America 2020

KubeCon + CloudNativeCon North America 2020

Co-Located Event Packages - November 16, 2020

The opportunity to co-locate your event in the same venue as KubeCon + CloudNativeCon North America 2020 can help you effectively reach the cloud native community. Day Zero Co-Located Event packages are solely available to general KubeCon + CloudNativeCon North America 2020 sponsors. We have five set package options, listed below. All packages will include access to the meeting room the day prior, November 15, 2020, from 4:00 PM - 6:00 PM for set up and day of, November 16, 2020, from 8:00 AM - 5:00 PM. Please select the package that best suits your needs, keeping in mind that we will not be able to accommodate an increased number of attendees at a later date.

All co-located event space requests must be submitted by completing the [request form](#) on the Day Zero Co-Located Events page of the event website. Space will be assigned on a first come, first served basis with priority given to Diamond and Platinum sponsors who submit a request within five business days of the request form opening. The remaining requests will be followed in the order submissions were received.

All requests must be received 50 business days prior to the start of the conference.

Deadline for KubeCon North America is Monday, September 7th, if not sold out prior.

KUBECON + CLOUDNATIVECON NORTH AMERICA 2020

PACKAGE INCLUDES	PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D	PACKAGE E
CAPACITY	50 classroom	100 classroom	150 classroom	200 classroom	Cross-Promotion Only
Room Rental and Set-up	•	•	•	•	
Collect Registration Fees On Your Behalf	•	•	•	•	
Complimentary Access to Existing Conference Wi-Fi	•	•	•	•	
Power Available for Presenter + AV	•	•	•	•	
Audio Visual (AV) Services	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	
In-room AV Technician All Day	•	•	•	•	
Meeting Room & Wayfinding Signage	•	•	•	•	
On-site Event Management	•	•	•	•	
Featured Placement on Website and Registration Form	•	•	•	•	•
(1) Standard KubeCon Pass for Your Presenter	•	•	•	•	
(1) Badge Scanner	•	•	•	•	
All Day Coffee/Tea + Water	•	•	•	•	
TOTAL	\$23,500	\$27,000	\$34,000	\$40,500	\$6,000



June 24-25, 2020 | Virtual Experience

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

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

Sponsorship Opportunities

	DIAMOND 4 AVAILABLE 3 AVAILABLE	PLATINUM UNLIMITED*	GOLD UNLIMITED*
Speaking Opportunity	5 minutes		
Recognition During Opening Session	•	•	
(1) Pre or Post-Conference Email Blast to opt in attendees	•	•	
Recognition in Pre-Event Email Marketing	•	•	•
Social Media Recognition	(1) mention	(1) mention	(1) mention
Collateral in the Virtual Platform	•	•	•
Mobile Schedule Branding	•	•	•
Sponsor Message in Post-Conference Email	150 words	100 words	75 words
Recognition on Event Website	•	•	•
Recognition on Digital Event Signage	•	•	•
Exclusive Sponsor Listing	•		
Cost	\$30,000	\$15,000	\$7,500

Why sponsor PromCon?

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


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

To give you an idea of the overall buzz in the Prometheus ecosystem, in February 2020, we counted:

- .. **50,000+** total GitHub stars across our repositories
- .. **2500+** contributors
- .. **11,000+** pull requests (330+ open)
- .. **8500+** issues (1,000+ open)
- .. **450+** people in our IRC channel (#prometheus on freenode)
- .. **2200+** people on the mailing lists who have created 5700+ threads
- .. **600+** 3rd party integrations

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

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



July 16 - 17, 2020 • Vancouver, Canada

~ 600 attendees

Sponsorship Opportunities

LEVEL	DIAMOND 6 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 4 AVAILABLE	SILVER 4 AVAILABLE
Recognition on Event Website Logo with link to your company website displayed on all website pages	•	•	•	•
Option to distribute swag at the conference	•	•	•	•
Recognition on event signage - for all sponsor levels	•	•	•	•
Recognition on keynote stage - diamond and platinum	•	•		
Recognition in event promotional emails	•	•		
Logo in post-event blog post, with a link to your company website	•	•		
Exhibit space: Table-top display (optional)	•			
Mentioned on social media (@PrometheusIO)	•			
Conference Attendee Passes Full-access passes to PromCon	4	3	2	1
COST (USD)	\$15,000	\$10,000	\$5,000	\$2,500

Additional Sponsorships

Session Recording | \$4,000 | 1 AVAILABLE

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

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

Lanyard | \$2,000 | 1 AVAILABLE

Showcase your logo on every attendee with the lanyard sponsorship.

Logo size and placement subject to lanyard design and CNCF approval. Logo must be single color only (no gradient colors).

Social (Evening Event) | \$10,000 | 2 AVAILABLE

Treat attendees to a special experience! Attendees will enjoy a fun-filled evening with activities, food, drinks and new friends.

Benefits include:

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



CLOUD NATIVE + OPEN SOURCE

Virtual Summit China 2020

July 30 - August 1, 2020

Cloud Native + Open Source Virtual Summit China 2020 gathers leading technologists of China's active open source and cloud native communities to further the education and advancement of cloud native computing.

Join us for an immersive digital experience to share learnings, highlight innovation, and discuss emerging trends in microservices architectures and container orchestration with technologies such as Kubernetes, Prometheus, and many more.

China is the second-largest contributor of code to Kubernetes and more than 10% of CNCF members are based in China. Bringing together the most talented developers, IT professionals, and project leaders, Cloud Native + Open Source Virtual Summit China 2020 is the premier event to engage with our Chinese community.

Benefits of sponsorship:

- Expand the number of attendees you can reach by participating in a virtual event that can be accessed anytime, anywhere.
- Participate in an online sponsor showcase to present videos, demos, and other resources, and communicate directly with attendees via live chat.
- Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- Engage with the industry's top developers, end users, and vendors - including the world's largest public cloud and enterprise software companies as well as innovative startups.
- Associate your brand with one of the fastest-growing technology communities.
- Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.

3 days • 100+ sessions and keynotes • 10,000+ attendees

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

Signed contracts must be received by June 10, 2020.

Sponsorship benefits at-a-glance

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by June 10, 2020.

	STRATEGIC 1 AVAILABLE SOLD OUT	DIAMOND 5 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote Topic subject to approval	(2) 15-minute keynotes, at least one scheduled on Day 1	(1) 15-minute keynote scheduled on Day 2 or Day 3		
Emails to opt-in attendees	(1) exclusive pre- or post-conference email	(1) exclusive pre- or post-conference email		
Live broadcasting rights*	•	•		
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•	
Sponsor recognition in attendee post-conference thank you email	logo and link	logo and link	company name and link only	
Sponsored lightning talk (topic subject to approval)*	(2) 15-minute talks	(1) 15-minute talk	(1) 10-minute talk	(1) 5-minute talk
Recognition in pre-event email to attendees	logo and link	logo and link	logo and link	logo and link
Logo recognition during keynote	•	•	•	•
Logo and link on conference website	•	•	•	•
Recognition in promotional email campaigns (sent to 100k+ recipients)*	•	•	•	•
Sponsor Tickets	600 tickets	300 tickets	250 tickets	150 tickets
PR articles*	(5) articles	(3) articles	(2) articles	(1) article
WeChat posts*	(10) standalone posts	(5) standalone posts	(3) standalone posts	(1) standalone post
WeChat slogan posts*	(2) standalone posts	(1) standalone post	(1) group post	(1) group post
Virtual exhibit booth*	•	•	•	•
Post-conference promotional materials (conference video + articles)*	•	•	•	•
Post-conference transparency report*	•	•	•	•
Sponsorship Cost	\$120,000	\$50,000	\$20,000	\$10,000

* See next page for details.

Key Benefits



Live Broadcasting Rights

Exclusive benefit for strategic and diamond sponsors to extend their presence beyond the virtual event by restreaming sessions on their company website.



Sponsored Lightning Talk

Demonstrate thought leadership by presenting tailored content to the cloud native community. Lightning talk topics are subject to approval by the review committee.



Promotional Email Campaigns

Sponsors will be recognized for their support in multiple pre-event promotional marketing campaigns reaching more than 100,000 recipients.



Sponsor Tickets

Gain direct access to all sessions hosted on Zoom on the main event website and participate in live chats with speakers.



PR Articles

Custom articles highlighting your company's engagement in the cloud native ecosystem, your speakers' upcoming conference sessions, and other important announcements in conjunction with the event.



WeChat Posts & Slogan Posts

High-impact messages sent from CNCF's WeChat account promoting your company's presence at the event. Slogan posts feature quotes from top industry leaders to deliver your key messages to a broad audience.



Post-Conference Promotional Materials & Transparency Report

Receive a customized compilation of conference videos and promotional articles for your own use. Post-event transparency report provided in Chinese and English includes event recap, attendee demographics, media highlights and coverage to help evaluate the success of the event.

Cloud Native + Open Source Virtual Summit China 2020

The screenshot shows the virtual exhibit booth for the Cloud Native + Open Source Virtual Summit China 2020. The booth has a blue header with the event title and navigation links. Below the header is a large video player showing a 'Welcome' message. Below the video player are four small video thumbnails. Below the thumbnails is a section for company logo and description, featuring the Cloud Native Computing Foundation logo and a description. Below this is a section for promoting speakers and sessions, featuring two speaker profiles with their names and titles. Below the speaker profiles are three icons representing downloadable sponsor content. Below the icons is a 'Q&A' button. At the bottom is a 'Live Q&A' section with a question icon and a list of questions and answers.

Virtual Exhibit Booth

Elevate your presence at the event with a customizable virtual booth:

- Showcase product videos and demos
- Share resources such as whitepapers, collateral, etc.
- Highlight speakers and sponsored sessions
- Engage with attendees via live chat and Q&A
- Offer swag and free trials
- Post QR codes to capture leads

Sponsor videos and demos

Company logo and description

Promote speakers and sessions

Downloadable sponsor content

Live Q&A

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by June 10, 2020.

August 17, 2020 | Virtual Experience

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

Sponsorship Opportunities

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

Additional Sponsorships

Session Recording | \$3,000 | 1 AVAILABLE

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

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



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

Sponsorship Opportunities

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

Additional Sponsorships

Session Recording | \$3,000 | 1 AVAILABLE SOLD OUT

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

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

Serverless Practitioners Summit

August 17, 2020 | Virtual Experience

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

Sponsorship Opportunities

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

Additional Sponsorships

Session Recording | \$3,000 | 1 AVAILABLE

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

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

KubeCon + CloudNativeCon Europe 2019 Highlights

May 20 - 23, 2019 | Barcelona, Spain

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

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

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

ATTENDEE BOOTH TRAFFIC

96.5% of attendees surveyed visited sponsor booths onsite.

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

ATTENDEE DEMOGRAPHICS



Attendees from 93 countries across 6 continents

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

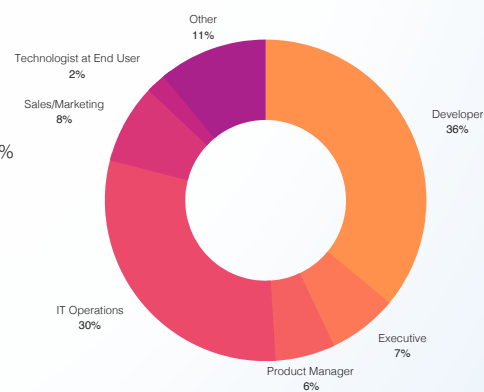


3,242 companies participated

- 195 members companies

ATTENDEE JOB FUNCTION

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



KubeCon + CloudNativeCon + Open Source Summit China 2019 Highlights

June 24 - 26, 2019 | Shanghai, China

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

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

ATTENDEE BOOTH TRAFFIC

100% of attendees surveyed visited sponsor booths onsite

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

ATTENDEE DEMOGRAPHICS



Attendees from 43 countries across 5 continents

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



1,134 companies participated

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

ATTENDEE JOB FUNCTION

Developer - 56.5%

Executive - 5.9%

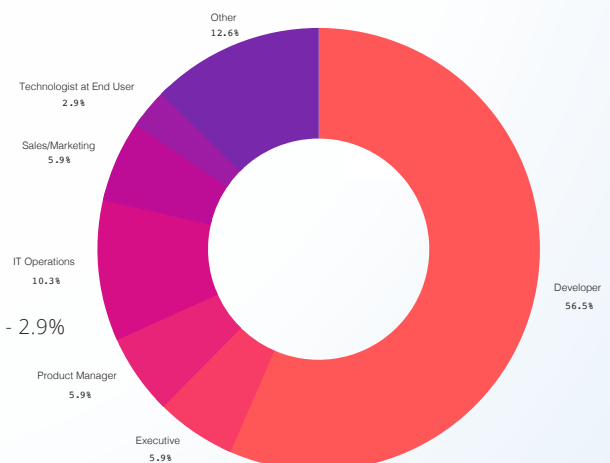
Product Manager - 5.9%

IT Operations - 10.3%

Sales/Marketing - 5.9%

Technologist at End User - 2.9%

Other - 12.6%



KubeCon + CloudNativeCon North America 2019 Highlights

November 18 -21, 2019 | San Diego, California

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

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

11,981 attendees • 14 keynotes • 209 breakouts + lightning talks
1,801 CFP submissions • 3,804 keynote live stream sign-ups
115 diversity scholarships offered • 153 media + analysts

ATTENDEE BOOTH TRAFFIC

95% of attendees surveyed visited sponsor booths onsite

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

ATTENDEE DEMOGRAPHICS



Attendees from 67 countries across 6 continents

- 80% from the United States
- Other countries with a sizeable audience at the event include: Canada - 4%, Japan - 2%, UK - 2%, Germany - 1%, Israel - 1%, India - 1%



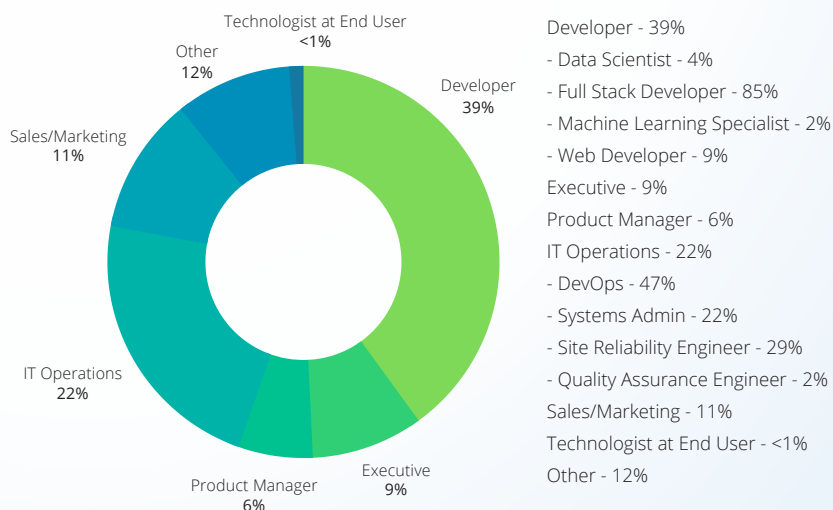
66% first-time attendees




1,809 End User companies participated

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

ATTENDEE JOB FUNCTION





In 2020, CNCF is holding its flagship KubeCon + CloudNativeCon events in Europe and North America. We offer the following discounts:

3% discount for CNCF members sponsoring one of these events or for non-members sponsoring both events. 5% discount for CNCF members sponsoring both events.

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



CLOUD NATIVE
COMPUTING FOUNDATION

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

kubecon.io

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