CLOUD NATIVE
COMPUTING FOUNDATION

2020 Sponsorship Prospectus
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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.

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.
✓ 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.

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by June 24, 2020.
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<thead>
<tr>
<th>Benefit</th>
<th>DIAMOND / AVAILABLE</th>
<th>PLATINUM</th>
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<td>Opportunity to participate in media &amp; analyst panel during the event</td>
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<td>(1) customized sponsor ad between session blocks*</td>
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<td>(1) 20-second video ad</td>
<td>(1) static banner</td>
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<td>(1) 50-word message in shared pre-event email</td>
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<td>Rotating logo banner in virtual event lobby</td>
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<td>Custom-branded virtual exhibit booth*</td>
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<td>Opportunity to include news announcements in official event news package</td>
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<td>Twitter posts from official @KubeCon handle</td>
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<td>Complimentary attendee passes</td>
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<td>Virtual swag bag insert - optional download for attendees*</td>
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<td>Post-event data and leads report*</td>
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<td>Sponsorship Cost</td>
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<td>$65,000</td>
<td>$21,000</td>
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* 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.
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.

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.
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 Exhibit Booth**  
**ALL LEVELS**

**SAMPLE VIRTUAL EXHIBIT BOOTH**

**KEEP CLOUD NATIVE CONNECTED**

- Company logo/branding
- Product video and demos
- Downloadable content
- Live chat with booth staff

**SAMPLE VIRTUAL EXHIBIT HALL**

**WELCOME TO THE EXHIBIT HALL**

**CLICK ON A BOOTH**

To check out the amazing solutions and free resources offered by our sponsors.
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

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

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 in virtual event platform
• Happy hour 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.
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.

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.
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<td>Discounted conference passes: unlimited</td>
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<td>Turnkey booth includes back wall and</td>
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<td>wastebasket, basic power and carpet</td>
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<td>Lead retrieval device</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(3) devices</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Sponsorship Cost</td>
<td>$190,000</td>
<td>$115,000</td>
<td>$75,000</td>
<td>$26,000</td>
<td>$7,000</td>
<td>$7,000</td>
</tr>
</tbody>
</table>
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.

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

Contact sponsor@cncf.io to secure your sponsorship today.
Marketing Promotional Opportunities (cont’d)

Contact sponsor@cncf.io to secure your 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

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

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.
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
  - Branded coasters
  - 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.
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 Co-Located Event Packages - November 16, 2020

<table>
<thead>
<tr>
<th>PACKAGE INCLUDES</th>
<th>PACKAGE A</th>
<th>PACKAGE B</th>
<th>PACKAGE C</th>
<th>PACKAGE D</th>
<th>PACKAGE E</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CAPACITY</strong></td>
<td>50 classroom</td>
<td>100 classroom</td>
<td>150 classroom</td>
<td>200 classroom</td>
<td>Cross-Promotion Only</td>
</tr>
<tr>
<td>Room Rental and Set-up</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Collect Registration Fees On Your Behalf</td>
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<td>•</td>
<td>•</td>
<td>•</td>
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</tr>
<tr>
<td>Complimentary Access to Existing Conference Wi-Fi</td>
<td>•</td>
<td>•</td>
<td>•</td>
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<td>•</td>
</tr>
<tr>
<td>Power Available for Presenter + AV</td>
<td>•</td>
<td>•</td>
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<td>•</td>
</tr>
<tr>
<td>Audio Visual (AV) Services</td>
<td>(1) projector, (1) screen, basic audio, (2) microphones</td>
<td>(1) projector, (1) screen, basic audio, (2) microphones</td>
<td>(1) projector, (1) screen, basic audio, (2) microphones</td>
<td>(1) projector, (1) screen, basic audio, (2) microphones</td>
<td>(1) projector, (1) screen, basic audio, (2) microphones</td>
</tr>
<tr>
<td>In-room AV Technician All Day</td>
<td>•</td>
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</tr>
<tr>
<td>Meeting Room &amp; Wayfinding Signage</td>
<td>•</td>
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</tr>
<tr>
<td>On-site Event Management</td>
<td>•</td>
<td>•</td>
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</tr>
<tr>
<td>Featured Placement on Website and Registration Form</td>
<td>•</td>
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<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>(1) Standard KubeCon Pass for Your Presenter</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>(1) Badge Scanner</td>
<td>•</td>
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<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>All Day Coffee/Tea + Water</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
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<td>$27,000</td>
<td>$34,000</td>
<td>$40,500</td>
<td>$6,000</td>
</tr>
</tbody>
</table>
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 20, 2020.
### Sponsorship benefits at-a-glance

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by June 20, 2020.

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

* 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.
Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by June 20, 2020.

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
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

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking Opportunity</td>
<td>5 minutes</td>
<td>Unlimited*</td>
<td>Unlimited*</td>
</tr>
<tr>
<td>Recognition During Opening Session</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>(1) Pre or Post-Conference Email Blast to opt in attendees</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Recognition in Pre-Event Email Marketing</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Social Media Recognition</td>
<td>(1) mention</td>
<td>(1) mention</td>
<td>(1) mention</td>
</tr>
<tr>
<td>Collateral in the Virtual Platform</td>
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<td>•</td>
</tr>
<tr>
<td>Mobile Schedule Branding</td>
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<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Sponsor Message in Post-Conference Email</td>
<td>150 words</td>
<td>100 words</td>
<td>75 words</td>
</tr>
<tr>
<td>Recognition on Event Website</td>
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<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Recognition on Digital Event Signage</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Exclusive Sponsor Listing</td>
<td>•</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost</td>
<td>$30,000</td>
<td>$15,000</td>
<td>$7,500</td>
</tr>
</tbody>
</table>
Join community members and users for a deep-dive day at ServiceMeshCon Europe, the day prior to KubeCon+CloudNativeCon Europe 2020.

## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking Opportunity</td>
<td>3 AVAILABLE</td>
<td>UNLIMITED</td>
<td>UNLIMITED</td>
</tr>
<tr>
<td>Sponsor to work directly with program committee for content approval</td>
<td>5 minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-Conference Email Blast</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One time use of opt-in list to be sent by CNCF</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Message in Attendee Post-Conference Email</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>150 words</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Social Media Mentions from Project Handle</td>
<td>(1) mention</td>
<td>(1) mention</td>
<td></td>
</tr>
<tr>
<td>Recognition in Opening Session</td>
<td>•</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Mobile Schedule Branding</td>
<td>•</td>
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## 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**

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<thead>
<tr>
<th>LEVEL</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
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**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

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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 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 I 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 of 5. Of those surveyed, each respondent said they would recommend the event to a colleague or friend.

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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

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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.

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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

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ATTENDEE JOB FUNCTION

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

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.