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.

November 17-20, 2020

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.

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.

Who Attends?

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

- 4 days
- 250+ sessions and keynotes
- 20,000+ attendees
- 3,000+ participating companies

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by September 10, 2020.
## SPONSORSHIP BENEFITS AT-A-GLANCE

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

<table>
<thead>
<tr>
<th>Benefit</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>START-UP**</th>
<th>END USER***</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) 5-minute keynote</td>
<td></td>
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<td></td>
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<tr>
<td>Topic subject to co-chair approval</td>
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<tr>
<td>(1) 5-minute pre-event promotional video*</td>
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</tr>
<tr>
<td>Opportunity to provide (1) physical insert for gift bags to attendees who meet minimum event participation requirements*</td>
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<tr>
<td>(2) customized pop-up messages during a session break*</td>
<td></td>
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<tr>
<td>Opportunity to participate in media &amp; analyst panel during the event</td>
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<tr>
<td>(1) featured blog post on CNCF.io pre- or post-event*</td>
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<tr>
<td>Speaking Opportunity</td>
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<tr>
<td>Choice of Co-lo marketing package OR 30-minute seminar/live session</td>
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<tr>
<td>Choice of 5-minute lightning talk on day 0 OR LF Live Webinar</td>
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<tr>
<td>(1) customized sponsor ad between session blocks*</td>
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<tr>
<td>(1) 20-second video ad</td>
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<tr>
<td>(1) static banner ad</td>
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<tr>
<td>Email to opt-in attendees</td>
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<tr>
<td>(1) standalone email pre- or post-event</td>
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<tr>
<td>(1) 50-word message in shared pre-event email</td>
<td></td>
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<tr>
<td>Preferred placement of sponsor announcements in pre-event news package and daily news recaps for media during the event</td>
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<tr>
<td>Sponsor recognition at media &amp; analyst conference during event</td>
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<td>Recognition in pre-event promotional emails</td>
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<tr>
<td>Logo and link</td>
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<tr>
<td>Sponsor recognition in post-conference thank you email to attendees</td>
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<td>Logo and link only</td>
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<td>(1) 15-minute technical demo in virtual exhibit hall demo theater*</td>
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<tr>
<td>List of registered press/analysts (provided 3 weeks prior to event)</td>
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<td>Logo recognition on keynote screen</td>
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<tr>
<td>Rotating logo banner in virtual event lobby</td>
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<tr>
<td>Custom Slack Icon/Emoji</td>
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<tr>
<td>Custom-branded virtual exhibit booth*</td>
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<tr>
<td>Recognition on rotating sponsor logo slides between session blocks</td>
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<tr>
<td>Logo and link on conference website</td>
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<tr>
<td>Opportunity to provide (1) contributed article to key publications pre- or post-event</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>(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event</td>
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<td>(1) pre-event standalone tweet with social card and (1) group tweet during event</td>
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<td>(1) pre-event group tweet and (1) group tweet during event</td>
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<tr>
<td>(1) pre-event group tweet</td>
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<tr>
<td>Complimentary attendee passes</td>
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<td>Complimentary booth staff passes</td>
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<tr>
<td>Virtual swag bag insert - optional download for attendees*</td>
<td></td>
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<tr>
<td>Post-event data and leads report*</td>
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<td>Sponsorship Cost</td>
<td>$170,000</td>
<td>$100,000</td>
<td>$65,000</td>
<td>$21,000</td>
<td>$7,000</td>
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</table>

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

*See next page 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.
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
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. Each demo will be listed individually in sched.

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 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.
Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by September 30, 2020.

Virtual Happy Hour

Treat attendees to a fun-filled interactive experience to unwind after a busy day. Activities may include all-time favorites such as a virtual bingo party, trivia night, or musical performances. 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

Wellbeing Activity

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

Games Lounge

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

Networking Lounge

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

More MPOs coming soon! Check back for updates.

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.
Why sponsor EnvoyCon?

As on the ground microservice practitioners quickly realize, the majority of operational problems that arise when moving to a distributed architecture are ultimately grounded in two areas: networking and observability. It is simply an orders of magnitude larger problem to network and debug a set of intertwined distributed services versus a single monolithic application.

Originally built at Lyft and now a CNCF incubating project, Envoy is a high performance C++ distributed proxy designed for single services and applications, as well as a communication bus and “universal data plane” designed for large microservice “service mesh” architectures. Envoy runs alongside every application and abstracts the network by providing common features in a platform-agnostic manner. When all service traffic in an infrastructure flows via an Envoy data plane, it becomes easy to monitor problem areas via consistent observability, tune overall performance, and add substrate features in a single place.

To give you an idea of the overall buzz in the Envoy proxy we counted:

- 5000+ total GitHub stars across our repositories
- 200+ contributors
- 2500+ pull requests (25+ open)
- 1000+ issues (250+ open)

There are several internet scale companies like Airbnb, Apple, Google, Microsoft, Netflix, Pinterest and Tencent using Envoy, as well as some of the tech world’s most influential movers and shakers: https://www.envoyproxy.io/community.

You can find a small selection of companies using Envoy on https://www.envoyproxy.io/.
# Sponsorship Opportunities

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>DIAMOND $15,000</th>
<th>PLATINUM $10,000</th>
<th>GOLD $7,500</th>
<th>SILVER $4,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 minute speaking opportunity</td>
<td>✗</td>
<td></td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Recognition during opening session</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>(1) pre- or post-conference email blast to attendees</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Logo with a link to your company website in pre-event email marketing</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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<tr>
<td>Social media recognition (1 mention)</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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<tr>
<td>Collateral in virtual platform</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td></td>
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<tr>
<td>Mobile schedule branding</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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<tr>
<td>Sponsor message in post-conference email</td>
<td>150 words</td>
<td>100 words</td>
<td>75 words</td>
<td>50 words</td>
</tr>
<tr>
<td>Logo on website with a link to your company website</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Logo in post-event blog post with a link to your company website</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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</tr>
<tr>
<td>Complimentary event pass</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

## Virtual Social Activity $2500

- ✔ Logo on EnvoyCon website with a link to company website
- ✔ Mentioned in all marketing emails sent to EnvoyCon attendees
- ✔ One (1) complimentary attendee pass

## Virtual Photo Booth $2500

- ✔ Logo in photo booth platform
- ✔ Mentioned in all marketing emails sent to EnvoyCon attendees

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

October 15, 2020 • Virtual
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 - 33%
- 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 I 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

- Developer - 39%
- IT Operations - 22%
- Sales/Marketing - 11%
- Executive - 9%
- Product Manager - 6%
- Other - 12%
- Technologist at End User - <1%
- Other - 1%
- Data Scientist - 4%
- Full Stack Developer - 85%
- Machine Learning Specialist - 2%
- Web Developer - 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%
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