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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.

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

4 days
250+ sessions and keynotes
20,000+ attendees
6,000+ 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](mailto: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 (available sold out)</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>START-UP**</th>
<th>END USER***</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-minute keynote</td>
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<tr>
<td>Topic subject to co-chair approval</td>
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<tr>
<td>5-minute pre-event promotional video*</td>
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<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>
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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>
<td>Co-located event cross-promotion OR 30-minute session</td>
<td>5-minute lightning talk or LF Live webinar</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>(1) customized sponsor ad before and after keynotes*</td>
<td>(1) 20-second video ad</td>
<td>(1) static banner ad</td>
<td></td>
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<tr>
<td>Email to opt-in attendees</td>
<td>(1) standalone email pre- or post-event</td>
<td>(1) 50-word message in shared pre-event email</td>
<td></td>
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</tr>
<tr>
<td>Preferred placement of sponsor announcements in pre-event news package and daily news recaps for media during the event</td>
<td>•</td>
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<tr>
<td>Sponsor recognition at media &amp; analyst conference during event</td>
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<tr>
<td>Recognition in pre-event promotional emails</td>
<td>logo and link</td>
<td>company name and link only</td>
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<tr>
<td>Sponsor recognition in post-conference thank you email to attendees</td>
<td>logo and link</td>
<td>company name and link only</td>
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<tr>
<td>(1) 15-minute technical demo or tutorial in the sponsor theater*</td>
<td>•</td>
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<tr>
<td>List of registered press/analysts (provided 3 weeks prior to event)</td>
<td>•</td>
<td>•</td>
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<tr>
<td>Logo recognition on keynote screen</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rotating logo banner in virtual event lobby</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Custom Slack Icon/Emoji</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Custom-branded virtual exhibit booth*</td>
<td>•</td>
<td>•</td>
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<tr>
<td>Recognition on rotating sponsor logo slides between session blocks</td>
<td>•</td>
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<tr>
<td>Logo and link on conference website</td>
<td>•</td>
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<tr>
<td>Opportunity to provide (1) contributed article to key publications pre- or post-event</td>
<td>•</td>
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<tr>
<td>Opportunity to include news announcements in official event news package</td>
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<tr>
<td>Twitter posts from official @KubeCon_ handle</td>
<td>(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event</td>
<td>(1) pre-event standalone tweet with social card and (1) group tweet during event</td>
<td>(1) pre-event group tweet and (1) group tweet during event</td>
<td>(1) pre-event group tweet</td>
<td>(1) pre-event group tweet</td>
<td></td>
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<tr>
<td>Complimentary attendee passes</td>
<td>150</td>
<td>100</td>
<td>75</td>
<td>50</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Complimentary booth staff passes</td>
<td>30</td>
<td>25</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>10</td>
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<tr>
<td>Virtual swag bag insert - optional download for attendees*</td>
<td>•</td>
<td>•</td>
<td></td>
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<tr>
<td>Post-event data and leads report*</td>
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### Sponsorship Cost

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>START-UP**</th>
<th>END USER***</th>
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</thead>
<tbody>
<tr>
<td><strong>Sponsorship Cost</strong></td>
<td><strong>$170,000</strong></td>
<td><strong>$100,000</strong></td>
<td><strong>$65,000</strong></td>
<td><strong>$21,000</strong></td>
<td><strong>$7,000</strong></td>
<td><strong>$7,000</strong></td>
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</tbody>
</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
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
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
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
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.

Co-located Event Cross-Promotion Package or 30-Minute Sponsored Session
Diamond sponsors may choose between receiving a promotion package for their own co-located event or a 30-minute pre-recorded session with live Q&A.

Co-located event cross-promo package:
- Sponsor organizes and hosts their own co-located event on November 16 or 17.
- Co-located event will be listed on the conference website, on the official conference schedule and in a shared pre-event promotional email.
- Co-located event must be listed on the KubeCon + CloudNativeCon registration form so that attendees can add the event to their conference registration. Sponsor will be charged a 3.5% credit card processing fee per registrant if a registration fee is required. Sponsor may use their own registration form as a secondary registration option.

30-minute sponsored session:
- Session content must meet CFP requirements and is subject to approval by CNCF. No sales or marketing pitches.
- Pre-recorded session with live Q&A on November 17.
- Session listed on the official conference schedule.
- Session recording posted on CNCF YouTube channel after the event.
- Post-event leads report of attendees who watched the session incl. names, job titles, company names, physical addresses if provided, and email addresses (no phone numbers).

5-Minute Lightning Talk or 50-Minute LF Live Webinar
Platinum sponsors may choose between a 5-minute pre-recorded lightning talk during the event or a 50-minute LF Live webinar before or after the event.

5-minute lightning talk:
- Session content must meet CFP requirements and is subject to approval by CNCF. No sales or marketing pitches.
- Pre-recorded session with speaker Q&A on Slack on November 17.
- Session listed on the official conference schedule.
- Session recording posted on CNCF YouTube channel after the event.
- Leads report of attendees who watched the session incl. names, job titles, company names, physical addresses if provided, and email addresses (no phone numbers).

50-minute LF Live webinar:
- Webinar content is subject to approval by the Linux Foundation. No sales or marketing pitches.
- Webinar dates assigned on a first come first serve basis.
- Webinar listed on LF Events website under “Community Events”.
- Marketing support including promotional email and social media posts.
- Webinar recording posted on the Linux Foundation YouTube channel for up to a year.
- Leads report of both registered and attended participants including names, job titles, company names, and email addresses (no phone numbers) after the webinar has concluded.
**Key Benefits**

**Customized Sponsor Ads**
Capture the attendees’ attention with a sponsored advertisement before and after keynotes. 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**
Present a pre-recorded technical demo or tutorial at the sponsor 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). Sessions are listed in the conference schedule and recording will be posted to the CNCF YouTube channel after the event. Sales and marketing pitches are not allowed.

**Virtual Exhibit 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 Swag Bag Insert**
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**
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.
MARKETING PROMOTIONAL OPPORTUNITIES

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

Sponsored BoF 10 AVAILABLE $20,000 EACH
Host a 45-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. Informal BoFs are ideal to meet other community members with similar interests, to share ideas, or to discuss common pain points. No sales or marketing pitches are allowed. To ensure a collaborative and intimate environment for open conversations, attendance is limited to 50 people and pre-registration is required (free of charge). Attendee contact information will not be shared and sessions will not be recorded. BoFs will be held before and after the regular conference sessions each day. Time slots are assigned on a first come first serve basis. Only confirmed sponsors of KubeCon + CloudNativeCon North America are eligible for this opportunity. 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 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

Sponsor Theater Demo or Tutorial 10 AVAILABLE $20,000 EACH
Present a 15-minute pre-recorded technical demo, tutorial, or “how-to” at the sponsor 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). Video recording will be posted to the CNCF YouTube channel after the event. Sales and marketing pitches are not allowed. All sessions subject to approval by CNCF. Benefits include:

- Session available on-demand during the event.
- Session posted on CNCF YouTube channel after the event.
- Session listed on the conference schedule.
- Post-event leads report of attendees who watched the session incl. names, job titles, company names, physical addresses if provided, and email addresses (no phone numbers).

Games Lounge 1 AVAILABLE $15,000 SOLD OUT
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

Virtual Happy Hour 2 AVAILABLE $20,000 EACH SOLD OUT
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:

- Option to set the topic of the BoF (subject to approval by CNCF).
- Sponsor to nominate BoF moderators/facilitators.
- BoF listed on the official conference schedule.
- Sponsor recognition on the event website.

7 AVAILABLE
$20,000 EACH
7 AVAILABLE
$20,000 EACH
2 AVAILABLE $20,000 EACH
SOLD OUT
2 AVAILABLE $20,000 EACH
SOLD OUT
SOLD OUT
Networking Sponsor

Slack will be used as the networking tool for attendees to connect and communicate with each other during the event. Dedicated Slack channels allow attendees to discuss specific topics in a public setting while private 1:1 chats help shape meaningful connections. Benefits include:

• Prominent sponsor logo on a dedicated networking page within the virtual event environment.
• Sponsor recognition including logo in the event announcement Slack channel at the beginning of each conference day.
• Pre-event promotion on the 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.

EmpowerUs Event

Attendees who identify as women or non-binary individuals at KubeCon + CloudNativeCon are invited to join this special program for an open discussion about challenge, leadership innovation, and empowerment in our fast-growing ecosystem. Benefits include:

• Option to set the topic and create content for the program (subject to approval by CNCF).
• Option to nominate presenter(s)/facilitator(s) for the program (subject to approval by CNCF).
• Recognition on the conference website.
• Program listed on the official conference schedule.
• Sponsor logo recognition during the program.

Job Board

KubeCon + CloudNativeCon is the best place to recruit the most talented developers in the community. Sponsor the online job board and help bring the brightest minds and the top employers of the cloud native ecosystem together. Benefits include:

• Sponsor branding on job board in virtual event platform.
• Sponsor branding on CNCF’s Cloud Native Job Board for up to (3) weeks before and (2) weeks after the event.
• (5) featured listings on CNCF’s Cloud Native Job Board to be redeemed at any time.
• 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.

Diversity + Inclusion Workshop

Position your company as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Sponsors have the opportunity to create a unique and customized program. Examples include:

• Career-focused workshops such as resume writing or portfolio development.
• Professional growth workshops such as interview coaching or public speaking.
• Peer group mentoring and career networking.
• Allyship workshop.

To ensure a collaborative and intimate environment for open conversations, attendance is limited and pre-registration is required (free of charge). Attendee contact information will not be shared and the workshop will not be recorded. Benefits include:

• Set the topic and create content for the workshop (subject to approval by CNCF).
• Nominate presenters/facilitators for the workshop (subject to approval by CNCF).
• Recognition on the conference website.
• Workshop listed on the official conference schedule.
• Sponsor logo recognition during the workshop.

Sponsor Showcase Showdown

Join our sponsor interaction challenge 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. Benefits include:

• Sponsor logo, program description, and prizes on a dedicated page in the virtual event platform.
• Sponsor to set own participation requirements for attendees (subject to approval by CNCF).
Diversity + Need-Based Scholarships

The Cloud Native Computing Foundation’s scholarship program supports individuals who may not otherwise have the opportunity to attend KubeCon + CloudNativeCon. Diversity scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA, women, persons of color, and/or persons with disabilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization’s support of this important initiative and help remove obstacles for underrepresented attendee groups. Benefits include:

- Logo and link on conference website.
- Logo recognition on rotating slides before and after keynotes.
- Sponsor recognition in scholarship acceptance notifications.

Promotion Package

Increase awareness of your virtual booth and sponsored activities with additional promotional opportunities during the event. Benefits include:

- (1) 400-character promotional message included in (1) out of (4) daily event update emails sent to attendees by CNCF. Content to be provided by sponsor (subject to approval by CNCF). No attendee contact information will be shared. Only (2) sponsor messages will be included in each email. Email dates are assigned on a first come first serve basis.
- (1) additional sponsor post in the sponsor announcement Slack channel per conference day (4 total).
- (1) sponsored tweet sent from the @KubeCon_ handle. Content to be provided by sponsor (subject to approval by CNCF).

Slack Survey Sponsorship

Gain valuable insight on current trends in the cloud native community by sponsoring a technology survey on a topic of your choice. Only (1) survey per conference day will be posted in the event Slack workspace. Dates are assigned on a first come first serve basis. Each survey may include up to (3) questions. Contact information of participants will not be shared. Only confirmed sponsors of KubeCon + CloudNativeCon North America are eligible for this opportunity. Benefits include:

- Sponsor to choose survey topic and up to (3) survey questions (subject to approval by CNCF).
- Survey and survey reminder posted on Slack in either the event announcements channel or a track channel of the sponsor’s choice. Posts are made by the CNCF Events Team on behalf of the sponsor.
- Sponsor branding on survey form.
- Survey results shared exclusively with sponsor post-event on a co-branded template (including CNCF and sponsor branding). Personal data and contact information of survey participants will not be shared.

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 North America are eligible for cross-promotion. Events may not overlap with the conference program on November 18-20. Benefits include:

- Event listed on the conference website.
- Event listed on the official conference schedule.
- Event listed in a shared pre-event promotional email.
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 3.5% credit card processing fee per registrant will be charged if a registration fee is required.

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 opportunity to co-locate your event in the same platform as KubeCon + CloudNativeCon North America 2020 can help you effectively reach the cloud native community. We have two set package options listed below. Please select the package that best suits your needs, keeping in mind that we will not be able to accommodate package changes at a later date.

Kindly note co-located event packages are solely available to level sponsors of KubeCon + CloudNativeCon North America 2020 - Virtual. Space will be assigned on a first come, first served basis with priority given to Diamond and Platinum sponsors who submit a request by Monday, September 21 at 5:00 PM CT. Contracts for the remaining requests will be sent in the order submissions were received in the space request form. Space will not be reserved beyond the priority deadline; executed contracts will be accepted on a first-come, first-served basis until sold out.

NOTE: All contracts must be fully executed and returned by the deadline stipulated below. Late requests/contracts will not be accepted.

Contracting deadline for KubeCon + CloudNativeCon North America 2020 - Virtual is Wednesday, September 30 by 11:59 PM PT.

<table>
<thead>
<tr>
<th>PACKAGE INCLUDES</th>
<th>PACKAGE A</th>
<th>PACKAGE B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-recorded Sessions* + (optional) Live Q&amp;A</td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Event Length (Not Including Breaks)</td>
<td>Up to 5 hours of content</td>
<td></td>
</tr>
<tr>
<td>Number of Talks*</td>
<td>Up to 10 sessions</td>
<td></td>
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<tr>
<td>Number of Speakers (Single, Co-speakers, or Panel)</td>
<td>Unlimited Speakers</td>
<td></td>
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<tr>
<td>No Capacity Constraints</td>
<td>Unlimited Registrations</td>
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<tr>
<td>Lead Generation</td>
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<tr>
<td>Theater Branding</td>
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<tr>
<td>(1) Slack Channel During Event</td>
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<tr>
<td>Platform Project Management</td>
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<tr>
<td>Event Configuration + Testing</td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Front Line Support</td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Event Management Services</td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Marketing + Promotion</td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Featured Placement on Website + Registration Form</td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Managed Event Registration + Fee Collection</td>
<td></td>
<td>•</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$27,000</strong></td>
<td><strong>$6,000</strong></td>
</tr>
</tbody>
</table>

* Option to record on your own or within the platform (in accordance with platform deadlines).
* Individual session duration up to 60 minutes
Join community members and users for a deep-dive day at ServiceMeshCon North America, the day prior to KubeCon+CloudNativeCon North America 2020.

## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 AVAILABLE</td>
<td>UNLIMITED</td>
<td>UNLIMITED</td>
</tr>
<tr>
<td>Speaking Opportunity</td>
<td>Sponsor to work directly with program committee for content approval</td>
<td>20 minutes with Q&amp;A</td>
<td></td>
</tr>
<tr>
<td>Pre-Conference Email Blast</td>
<td>One time use of opt-in list to be sent by CNCF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Message in Attendee Post-Conference Email</td>
<td>150 words</td>
<td>100 words</td>
<td></td>
</tr>
<tr>
<td>Social Media Mentions from Project Handle</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on Event Website</td>
<td>Prominent logo displayed on all website pages</td>
<td></td>
<td></td>
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<tr>
<td>Recognition on Event Signage</td>
<td>Logo on virtual conference Signags</td>
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<td></td>
</tr>
<tr>
<td>Opportunity to reach out to attendees with a customized pop-up on-screen banner during event</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Conference Attendee Passes</td>
<td>Full-access passes to ServiceMeshCon. *KubeCon + CloudNativeCon registration required to attend all co-located events.</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>COST</td>
<td>$25,000</td>
<td>$15,000</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

### 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 North America, the day prior to KubeCon+CloudNativeCon North America 2020.

Sponsorship Opportunities

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**COST**

- **DIAMOND**: $25,000
- **PLATINUM**: $15,000
- **GOLD**: $7,500

Additional Sponsorships

**Session Recording | $3,000 | 1 AVAILABLE**

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- 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 OpenTelemetry Community Day, the day prior to KubeCon+CloudNativeCon North America 2020.

Sponsorship Opportunities

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| COST                         | $25,000       | $15,000       | $7,500        |

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
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](https://www.envoyproxy.io/community).

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

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>DIAMOND $15,000 (3 AVAILABLE)</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>
</tr>
<tr>
<td>Social media recognition (1 mention)</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Exhibitor booth in virtual platform with lead generation</td>
<td>Featured booth placement</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Collateral in virtual platform</td>
<td>✗</td>
<td>✗</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile schedule branding</td>
<td>✗</td>
<td>✗</td>
<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>
<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>
<td>✗</td>
</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](mailto:events@cncf.io) to secure your sponsorship today.
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%
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 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%
  - 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%
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.