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KubeCon + CloudNativeCon + Open Source Summit China 2021 - Hybrid

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KubeCon + CloudNativeCon + Open Source Summit - Virtual is the premier event to engage with the most talented developers, IT professionals, and project leaders of China’s active open source and cloud native communities. Join us for an immersive digital experience to share learnings, highlight innovation, collaborate with peers, discuss emerging trends, and help create more sustainable cloud native and open source ecosystems. This event covers cloud native projects and technologies, along with the open source projects and technologies that support and integrate with them, including Linux, AI, blockchain, edge computing and more.

December 9 - 10, 2021
China Standard Time (UTC +8)
5,000+ attendees
1,000+ attending companies
100+ sessions

Who Attends?
Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon + Open Source Summit.

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 live sessions, videos 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 innovative startups.
- Inform and educate the community about your organization’s products, services, open source strategies, and cloud native direction.
- Meet with project maintainers, leading developers, and operations experts ranging from startup CTOs to corporate developers to senior technology executives.
- Associate your brand with one of the fastest-growing technology communities.
- Join The Linux Foundation and Cloud Native Computing Foundation’s hosted projects such as Linux, Hyperledger, LF AI, LF Edge, Kubernetes, Prometheus, and Envoy, and help bring open source communities together.
- Take advantage of a professionally-organized conference run by a neutral nonprofit organization where content is curated by the community.
- Give back to the open source community. Profits from our events directly support hosted projects.
### SPONSORSHIP BENEFITS AT-A-GLANCE

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

Signed contracts must be received by October 1, 2021.

<table>
<thead>
<tr>
<th>Sponsorship Cost</th>
<th>$286,000</th>
<th>$131,000</th>
<th>$79,000</th>
<th>$52,000</th>
<th>$21,000</th>
<th>$6,000</th>
</tr>
</thead>
</table>

#### Keynote
- Topic subject to co-chair approval
- (2) 10-minute keynotes (1) on each day of the event
- (1) 10-minute keynote

#### LF Live Webinar*
- •

#### Live broadcasting rights*
- Option to restream keynotes and conference sessions on sponsor’s own website
- • •

#### Customized pop-up message in the event platform during session breaks*
- (2) pop-up messages
- (1) pop-up message

#### (1) featured blog post on CNCF.io pre- or post-event*
- • •

#### Complimentary virtual VIP attendee passes
- 15
- 10
- 5

#### Preferred placement of sponsor announcements in pre-event news package*
- • • •

#### Rotating logo banner on dashboard of virtual event platform*
- • • •

#### (1) customized sponsor ad before and after keynotes*
- (1) 30-second video ad
- (1) 20-second video ad
- (1) static banner ad

#### Email to opt-in attendees
- (1) exclusive pre- or post-conference email
- (1) exclusive pre- or post-conference email
- (1) 400-character message in shared pre-event email

#### Recognition in pre-event promotional emails
- logo and link
- logo and link
- company name and link only

#### Sponsor recognition in post-conference thank you email to attendees
- logo and link
- logo and link
- company name and link only

#### PR articles (Chinese publications only)*
- (5) articles
- (3) articles
- (2) articles
- (1) article

#### Compilation of post-conference promotional articles (Chinese publications only)
- • • • •

#### (1) on-demand 15-minute sponsored session in virtual sponsor theater*
- • • •

#### List of registered press/analysts (provided 3 weeks prior to event)
- • • •

#### Logo recognition on keynote screen
- • • • • •

#### Logo and link on conference website
- • • • •

#### Logo recognition on conference schedule
- • • • •

#### Custom-branded virtual exhibit space*
- • • • • • •

#### 30-minute live sessions within the exhibit space*
- 8 7 6 5 4 4

#### Opportunity to provide (1) virtual giveaway for optional download*
- • • • • • •

#### Opportunity to include news announcements in official event news package
- • • • • • •

#### Twitter posts from official @KubeCon_ handle
- (1) pre-event standalone tweet with social card
- (1) pre-event standalone tweet with social card
- (1) pre-event group tweet
- (1) pre-event group tweet
- (1) pre-event group tweet
- (1) pre-event group tweet

#### WeChat Posts*
- (10) standalone posts
- (5) standalone posts
- (3) standalone posts
- (1) group post
- (1) group post

#### WeChat Slogan Posts*
- (10) standalone posts
- (5) standalone posts
- (3) standalone posts
- (1) group post
- (1) group post

#### Complimentary virtual attendee passes
- 250
- 150
- 100
- 75
- 50
- 25

#### Complimentary virtual booth staff passes
- 35
- 30
- 25
- 20
- 15
- 10

#### Real-time lead report for virtual exhibit space*
- • • • • • •

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* 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.

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
Rotating Banner on Virtual Event Dashboard

Create a customized banner that will rotate on the landing page of the virtual event platform. Banners are clickable and can be used to direct traffic to an exhibit space or sponsored session.

Customized Sponsor Ads

Capture the attendees’ attention with a sponsored advertisement before and after keynotes. The strategic sponsor may provide a promotional video up to 30 seconds long and diamond sponsors may provide a video up to 20 seconds long. Platinum sponsors may provide a static banner ad that will be displayed on the screen for 10 seconds.

PR Articles

These promotional articles highlight the sponsors’ sessions, speakers, and activities they may have planned around the conference. The articles will be drafted by CNCF’s local PR partners and shared with Chinese publications ahead of the event.

15-Minute Sponsored Session in Virtual Sponsor Theater

Present a pre-recorded session, technical demo, or tutorial and receive a list of attendees who viewed the session including their names, job titles, company names, email addresses, physical work addresses, and WeChat IDs if provided by the attendees (no phone numbers). Sessions will be listed in the conference schedule and available on demand in the Sponsor Theater during the event. After the conference, the session will be posted to the CNCF YouTube channel and to QQ. Sales and marketing pitches are not allowed. Content is subject to approval by CNCF.

Live Broadcasting Rights

Strategic and diamond sponsors have the exclusive right to restream conference keynotes and breakout sessions from the virtual event platform to their own websites.

Customized Pop-Up Message

Drive traffic to your virtual exhibit space, promote a sponsored session or draw attention to an important announcement with a one-time pop-up message to attendees who opted in to receive notifications within the virtual event platform.

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.

Preferred Placement of Announcements in News Package

Add your company’s news releases to the official event news package and daily news recaps distributed to press and analysts. Strategic, diamond, and platinum sponsor news will be featured at the top of the sponsored news sections. Only news releases issued for/during KubeCon + CloudNativeCon + Open Source Summit China 2021 - Virtual are eligible.
Virtual Exhibit Space

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

- Present live sessions, demos or expert office hours
- Enhance your booth with custom graphics, pre-recorded videos, and special promotional offers for attendees
- Share downloadable resources such as whitepapers, case studies, or collateral
- Engage with attendees via public live chat or private 1:1 chat
- Post job opportunities if your company is hiring
- Link to external websites and social media
- Capture leads and track visitor traffic in real-time

Post-Event Data and Leads Report

Obtain a comprehensive leads report of all attendees that visited your exhibit space and opted in to share their data with sponsors. Reports include first and last name, job title, company name, email address, physical work address, and WeChat ID if provided by attendees. Phone numbers will not be shared.

Live Sessions Within Virtual Exhibit Space

Sponsors may host 30-minute interactive sessions inside their virtual exhibit space during which presenters can engage live with attendees on camera. Think of it as a video conferencing tool built into your exhibit space. These sessions are great opportunities to hold product demos, speaker meet + greets, interviews with experts, question + answer sessions, or games.

Virtual Giveaway

Share branded digital giveaways or special promotions such as free trials, discounts, and coupon codes for attendees to browse. Each sponsor may provide one item for optional download. Attendee data on views/downloads will not be available.

WeChat Posts + Slogan Posts

Sponsors will be recognized in promotional posts in CNCF WeChat groups leading up to the event. Slogan posts feature a headshot and quote of a prominent team member of the sponsor company such as an executive or conference speaker.
Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by October 1, 2021.

### MARKETING PROMOTIONAL OPPORTUNITIES

#### Session Recording

1 AVAILABLE | $15,000

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel and on QQ after the event. Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording
- Rotating sponsor recognition slide with logo before and after keynotes
- Sponsor recognition in post-event email to attendees

#### Sponsored Session in Virtual Sponsor Theater

10 AVAILABLE | $10,000 EACH

Present a 15-minute pre-recorded session, technical demo, or tutorial and receive a list of attendees who viewed the session including their names, job titles, company names, email addresses, physical addresses, and WeChat ID if provided by the attendees (no phone numbers). The session will be available on-demand in the Sponsor Theater during the event and will be posted to the CNCF YouTube channel and to QQ after the event. Sales and marketing pitches are not allowed. All sessions are subject to approval by CNCF. Benefits include:

- Self-recorded session (maximum length: 15 minutes)
- Session posted on CNCF YouTube channel and QQ 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, email addresses, and WeChat ID if provided by attendees (no phone numbers).

#### EmpowerUs Event

1 AVAILABLE | $10,000

Attendees who identify as women, non-binary individuals and allies at KubeCon + CloudNativeCon + Open Source Summit 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.

#### Diversity + Need-Based Scholarships

UNLIMITED | $2,500 MINIMUM

The Cloud Native Computing Foundation’s scholarship program supports individuals who may not otherwise have the opportunity to attend KubeCon + CloudNativeCon + Open Source Summit. 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.

#### Cross-Promotion of Pre-Approved Community Events

UNLIMITED | $6,000 EACH

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 + Open Source Summit China 2021 are eligible for cross-promotion. Sponsor-hosted events may not overlap with the official conference program on December 9-10. 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 official registration form for attendees to add it to their conference registration. Depending on the payment method, the sponsor will be charged a 2 - 5.5% processing fee per registrant if a registration fee is required for the event.
KubeCon + CloudNativeCon Europe 2020 - Virtual was the Cloud Native Computing Foundation’s (CNCF) first-ever virtual event with record-breaking registration and attendance.

The conference had 18,700+ registrants and boasted a 70% attendance rate! Of this year’s registrants, 72% were first-time KubeCon + CloudNativeCon attendees and 45% indicated being part of an end user organization.

Feedback from attendees was positive, with an overall average satisfaction rating of 87%. The top two reasons respondents cited for attending KubeCon + CloudNativeCon were education (63%) and networking (22%).

18,700+ registrants • 17 keynotes • 319 sessions • 1,525 CFP submissions • 8 co-located events • 208 attending media + analysts
438 diversity + need-based scholarships offered

ATTENDEE BOOTH TRAFFIC

Total leads captured at virtual exhibit booths were 93,152, with an average of 1,096 leads per booth which is more than a 250% increase over the 2019 in-person event in Barcelona.

ATTENDEE DEMOGRAPHICS

Attendees from 130 countries across six continents
28% from the United States

Other countries with a sizeable audience at the event include:
Germany - 10%; United Kingdom - 8%; India - 7%

77% first-time attendees

7,800 companies participated

3,598 end user companies participated
Top 10 end user companies by attendance: Capital One, Fidelity Investment, JP Morgan Chase, Apple, Spotify, Morgan Stanley, Zendesk, Goldman Sachs, Sky Betting & Gaming, ING

ATTENDEE JOB FUNCTION

![Diagram showing job function distribution: Developer 37%, Executive 7%, IT Operations 30%, Product Manager 5%, Other 10%, Sales/Marketing 7%, Professor/Academic <1%, Media/Analyst 1%, Student 2%, Executive 7%, Developer 37%]
The Cloud Native Computing Foundation (CNCF) held its second virtual KubeCon + CloudNativeCon event, KubeCon + CloudNativeCon North America 2020 - Virtual, with record-breaking registration and attendance. The conference had 22,816+ registrants with a 70% attendance rate! Of this year’s registrants, 67% were first-time KubeCon + CloudNativeCon attendees.

Feedback from attendees was positive, with 90% rating the event as “Good,” “Very Good,” or “Excellent.” The top two reasons respondents cited for attending KubeCon + CloudNativeCon were education (65%) and networking (26%).

22,816+ registered attendees · 20 keynotes
126 breakouts + tutorials · 856 CFP submissions
204 diversity scholarships offered · 151 media and analysts

ATTENDEE BOOTH TRAFFIC
Total leads captured at virtual exhibit booths were 95,964 with an average of 695 leads per booth.

ATTENDEE DEMOGRAPHICS
- **Attendees from 137 countries across six continents**
  - 59% from the United States
  - Other countries with a sizeable audience at the event include: India 7.5%; Canada 5%; UK 3.3%

- **4,659 End User companies participated**
  - 123 End User Members/Supporters
  - Top 10 End User companies by attendance:
    1. Apple 2. Capital One 3. Fidelity Investments
    10. Nordstrom

ATTENDEE JOB FUNCTION
- Developer 44%
- IT Operations 33%
- Product Manager 5%
- Sales/Marketing 7%
- Executive 7%
- Student 2%
- Executive 7%
- Academic <1%
- Media/Analyst 1%
In 2021, CNCF is holding three (3) flagship KubeCon + CloudNativeCon events in Europe, North America, and China. The following discounts are available:

- 3% discount for CNCF members sponsoring one (1) KubeCon + CloudNativeCon event,
- 3% discount for non-members sponsoring two (2) or more events,
- 5% discount for CNCF members sponsoring two (2) events,
- 8% discount for CNCF members sponsoring all three (3) events.

In addition to KubeCon + CloudNativeCon, CNCF hosts several other project-specific events such as PromCon, EnvoyCon, Helm Summit, ServiceMeshCon or Cloud Native Security Day. The following discounts are available:

- 3% discount for CNCF members sponsoring one (1) project-specific event
- 3% discount for non-members sponsoring two (2) or more project-specific events
- 5% discount for CNCF members sponsoring two (2) or more project-specific event

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

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