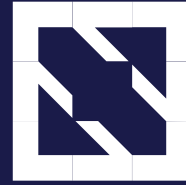




**KubeCon**



**CloudNativeCon**

THE LINUX FOUNDATION



**China 2024**

**August 21 - 23, 2024 | Hong Kong**

# 2024 SPONSORSHIP PROSPECTUS



KubeCon



CloudNativeCon

THE LINUX FOUNDATION  
OPEN SOURCE SUMMIT



AI\_dev  
Open Source GenAI & ML Summit

China 2024

## 2024 SPONSORSHIP PROSPECTUS

### Quick Facts

- **Anticipated 2024 Attendance:**  
**1,000 In-Person Attendees\***
- **70** conference sessions and keynotes

*\*Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final numbers cannot be guaranteed prior to the event.*

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### About KubeCon + CloudNativeCon

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

### About Open Source Summit (OSS)

OSS is the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem.

### About AI\_dev

AI\_dev is a nexus for developers delving into the intricate realm of open source generative AI and machine learning. At the heart of this event is the belief that open source is the engine of innovation in AI. By uniting the brightest developers from around the world, we aim to ignite discussions, foster collaborations, and shape the trajectory of open source AI.

### Who Attends

- Developers
- Architects
- Technical Leaders
- CIOs
- CTOs
- DevOps
- SysAdmins
- Executive Leaders
- GenAI experts
- AI and ML project leaders

### Why Sponsor

This premier event gathers both developers and adopters from the cloud native, open source AI and greater open source communities to further the education and advancement of innovations in these critical technology areas.



Increase brand awareness & recognition



Showcase thought leadership



Recruit and acquire top talent



Generate sales leads and customers



Leverage highly targeted marketing opportunities



Take advantage of media exposure & PR announcements



Display products, services & technologies



Create new partnerships & alliances



Gain valuable mindshare from developers, technologists and business leaders



Demonstrate support for the important work of the open source community



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# Sponsorships-at-a-Glance

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today.

	STRATEGIC 1 AVAILABLE	DIAMOND 5 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP* OPEN	END USER** OPEN
Logo on attendee t-shirt	✓						
Logo on lanyards	✓						
Logo at the beginning of each session recording	✓						
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	(1) 10-minute keynote or (2) 5-minute keynotes	Choice of (1) 5-minute keynote or (1) 35-minute breakout session					
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email	(1) exclusive pre- or post-conference email					
Logo recognition in post-event transparency report	✓	✓					
Recognition in event promotional emails	logo and link	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo	logo				
List of registered press/analysts <i>(provided 3 weeks prior to event)</i>	✓	✓	✓	✓			
Logo recognition on keynote screen	✓	✓	✓	✓			
Logo on sponsor signage	✓	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓	✓
Logo recognition on mobile schedule	✓	✓	✓	✓	✓	✓	✓
Social media posts from WeChat and official @KubeCon_ X (formerly Twitter) handle	(2) standalone WeChat articles and (1) pre-event standalone tweet with social card	(1) standalone WeChat article and (1) pre-event standalone tweet with social card	(1) standalone WeChat article and (1) pre-event group tweet	(1) group WeChat article and (1) pre-event group tweet	(1) group WeChat article and (1) pre-event group tweet	(1) group WeChat article and (1) pre-event group tweet	(1) group WeChat article and (1) pre-event group tweet
Complimentary onsite attendee passes <i>To be used for onsite booth staff, attendees, and guests. Includes access to keynotes, sessions, and exhibits.</i>	50	20	10	5	4	3	3
Unlimited 20% discount on additional onsite attendee passes	✓	✓	✓	✓	✓	✓	✓
Onsite exhibit space <i>Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, and basic power.</i>  <i>Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power.</i>  <i>***Raw exhibit space setup is limited to 8 hours and dismantling to 5 hours.</i>	6m (w) x 6m (d) raw exhibit space*** or turnkey	6m (w) x 3m (d) turnkey	4,5m (w) x 3m (d) turnkey	3m (w) x 3m (d) turnkey	2,5m (w) x 2.5m (d) turnkey	Tabletop exhibit only	Tabletop exhibit only
Physical lead retrieval device(s) for onsite use	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device	(1) device
<b>Sponsorship Cost</b>	<b>\$286,000</b>	<b>\$125,000</b>	<b>\$60,000</b>	<b>\$35,000</b>	<b>\$18,000</b>	<b>\$6,000</b>	<b>\$6,000</b>

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

\*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.



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## 2024 SPONSORSHIP PROSPECTUS

### Promotional Marketing Opportunities



#### Dan Kohn Diversity Scholarship Fund \$5,000 Minimum • Unlimited

The Dan Kohn Diversity Scholarship Fund supports individuals who may not otherwise have the opportunity to attend KubeCon + CloudNativeCon + Open Source Summit + AI\_dev China. 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
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @KubeCon\_X (formerly Twitter) handle
- Sponsor recognition in scholarship acceptance notifications



#### Cross-Promotion of Pre-Approved Community Events \$10,000 Each • Unlimited

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 + AI\_dev China 2024 are eligible for cross-promotion. Events may not overlap with the main conference program on August 21-23.

**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 + Open Source Summit + AI\_dev China registration form for attendees to add it to their conference registration. A 2.9% credit card processing fee per registrant will be charged if a registration fee is required.



#### Keynote Livestream \$20,000 • 1 Available

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

**Benefits include:**

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



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## 2024 SPONSORSHIP PROSPECTUS

# Participate in all 2024 KubeCon + CloudNativeCon, Open Source Summit and AI\_dev Events

- [Open Source Summit North America](#) | April 16-18 | Seattle, WA
- [AI\\_dev Europe](#) | June 19-20 | Paris, France
- [Open Source Summit Europe](#) | September 16-18 | Vienna, Austria
- [AI\\_dev North America](#) | October 14-15 | Seattle, Washington
- [Open Source Summit + AI\\_dev Japan](#) | October 28-29 | Tokyo, Japan
- [KubeCon + CloudNativeCon North America](#) | November 12-15 | Salt Lake City, Utah
- [KubeCon + CloudNativeCon India](#) | December 11-12 | Delhi, India

## CNCF Member Discounts

In 2024, CNCF is holding four (4) flagship KubeCon + CloudNativeCon events in Europe, China, North America, and India. The following discounts are available for CNCF members:

- 3% discount for sponsoring one (1) KubeCon + CloudNativeCon event
- 5% discount for sponsoring two (2) KubeCon + CloudNativeCon events\*
- 8% discount for sponsoring three (3) or more KubeCon + CloudNativeCon events\*\*

\*Contracts for KubeCon + CloudNativeCon Europe and North America must be signed at the same time to receive the discount.

\*\*Contracts for KubeCon + CloudNativeCon + Open Source Summit + AI\_dev China and KubeCon + CloudNativeCon India may be signed separately from Europe and North America events once sponsorships become available. The higher discount will be applied to the China and India events only. Discounts cannot be applied retroactively.

Contact [sponsor@cncf.io](mailto: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](https://events.linuxfoundation.org).