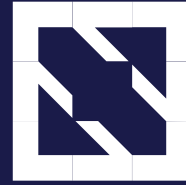




KubeCon



CloudNativeCon

THE LINUX FOUNDATION



China 2024

August 21 - 23, 2024 | Hong Kong

2024 SPONSORSHIP PROSPECTUS



KubeCon



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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 to secure your sponsorship today. Signed contracts must be received by June 28, 2024.

	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
Sponsorship Cost	\$286,000	\$125,000	\$60,000	\$35,000	\$18,000	\$6,000	\$6,000

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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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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Promotional Marketing Opportunities



Conference Wi-Fi \$10000 • 1 Available

Keep attendees connected by sponsoring our dedicated conference Wi-Fi throughout the venue.

Benefits include:

- Provide a name of your choice for the SSID (subject to approval by CNCF)
- Signage with logo throughout the conference venue notating your Wi-Fi sponsorship
- Sponsor logo on the back of attendee name badges.



Welcome Reception \$10,000 • 1 Available

Treat attendees to a special experience by co-sponsoring the official welcome reception at KubeCon + CloudNativeCon + Open Source Summit + AI_dev! Attendees will enjoy a fun-filled evening with food, drinks, and new friends while exploring the sponsor booths in the Solutions Showcase.

Benefits include:

- Signage with logo recognition throughout the Solutions Showcase during the Welcome Reception
- Sponsor logo on the back of attendee name badges
- Sponsor recognition on event website
- Sponsor recognition in (1) of (3) daily event update emails sent to attendees by CNCF
- Recognition on conference schedule.

Lead retrieval and sponsor-hosted activities are restricted to the sponsor's booth if the sponsor has a booth as part of their level sponsorship. Sponsors without a booth are not eligible for lead retrieval or any sponsor-hosted activities.



EmpowerUs Event \$5,000 • 1 Available

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

Benefits include:

- Refreshments served to attendees
- Option to set the topic and create content for the program (subject to approval by CNCF)
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF)
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on signage
- Sponsor recognition in (1) of (3) daily event update emails sent to attendees by CNCF.



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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 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.