



CLOUD NATIVE COMPUTING FOUNDATION

2026

SPONSORSHIP PROSPECTUS



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WHY SPONSOR?

The [Cloud Native Computing Foundation](#) (CNCF) is the open source software foundation dedicated to making cloud native computing ubiquitous. As part of the non-profit Linux Foundation, CNCF provides support, oversight, and direction for [180+ cloud native projects](#) including Kubernetes, Envoy, Prometheus, containerd, and many others.

Join our community as we bring together the world's top developers, end users, and vendors at the largest open source developer conferences. Together we will shape the future of the rapidly evolving cloud native ecosystem.

BENEFITS OF SPONSORSHIP:



HIGH-PROFILE AUDIENCE

Engage with the industry's top developers, architects, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.



QUALIFIED LEADS

CNCF events draw a highly targeted and relevant audience of technical leaders and decision-makers who are valuable prospects for future business.



THOUGHT LEADERSHIP

Showcase your expertise and educate the community about your organization's products, services, open source strategies, and cloud native direction.



NETWORK WITH KEY STAKEHOLDERS

Access an extensive network of industry professionals to build strategic partnerships, develop business opportunities, and initiate collaborations.



SOLUTIONS SHOWCASE

Present your latest offerings and connect with new and existing customers face-to-face to receive valuable user feedback on your products and services.



ASSOCIATION WITH LEADING TECHNOLOGIES

Align your brand with some of the highest velocity open source projects and position your company within the vast cloud native ecosystem.



MARKET INTELLIGENCE

Gauge industry trends as you meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.



TALENT ACQUISITION

Recruit the brightest minds in the industry to fill your open positions.



ACCESS TO COMMUNITY

Meet with maintainers and contributors of [CNCF's hosted projects](#) and help bring cloud native project communities together.



VENDOR-NEUTRAL CONTENT

Take advantage of a professionally organized conference run by a neutral nonprofit where content is curated by the community.



SUPPORT OPEN SOURCE

Give back to the open source community. Profits from events are reinvested and directly support CNCF's hosted projects.

TESTIMONIALS FROM OUR SPONSORS





Observability Summit North America



Event Date: May 21–22, 2026

Location: Minneapolis, MN

Est. Number of Attendees: 200+

Who Attends?

Developers, architects, engineers and technical leaders, COOs, and CTOs.

Observability Summit brings together developers, operators, and business leaders who are shaping the future of open source observability. From deep-dives to hands-on workshops, every moment is curated by the community, for the community! This event will be focused on real challenges, practical solutions, and innovations driving the next era of visibility and control. This is a must attend event to help you build, scale and succeed.

Recorded content from the event will be available post event on YouTube for those who cannot attend onsite. Visit our [website](#) for additional event details. Availability may vary. Contact sponsor@cncf.io to confirm availability and secure your sponsorship today. Signed contracts must be received by **April 1, 2026**.

SPONSORSHIP OPPORTUNITIES

| SPONSORSHIP BENEFIT | DIAMOND 4-AVAILABLE SOLD OUT | PLATINUM 12-AVAILABLE SOLD OUT | GOLD UNLIMITED | START-UP* UNLIMITED |
|---|------------------------------------|--------------------------------------|---------------------|------------------------|
| Speaking opportunity Content must meet CFP criteria and is subject to program committee approval | 5-minute keynote | | | |
| Access to opt-in attendee registration list List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees | x | x | | |
| Table top sponsor space + lead retrieval (1) Lead Retrieval Device, 6'x4' footprint includes (1) 6' table, 2 chairs, power & conference wifi | x | x | | |
| Recognition in event promotional emails and attendee communications | logo + link | logo + link | company name + link | company name + link |
| Logo recognition during opening session | x | x | x | x |
| Logo on sponsor signage | x | x | x | x |
| Logo recognition on event schedule | x | x | x | x |
| Logo and link on event website | x | x | x | x |
| Complimentary conference passes To be used for booth staff or attendees. Includes access to keynotes, breakout sessions, and exhibits. | 4 | 2 | 1 | 1 |
| Provide attendee giveaway during event Giveaways must be distributed at sponsor table top and/or meeting room. *CNCF Approval Required | x | x | x | x |
| SPONSORSHIP COST | \$25,000 | \$15,000 | \$8,500 | \$5,000 |

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 have a CNCF membership and be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.

Observability Summit North America



Event Date: May 21–22, 2026



Location: Minneapolis, MN



Est. Number of Attendees: 200+



Who Attends?

Developers, architects, engineers and technical leaders, COOs, and CTOs.

ADD-ON OPPORTUNITIES



Session Recording **\$4,000** **1 AVAILABLE**

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 after the event.

Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording



Happy Hour Reception Day 1

\$5,000 **1 AVAILABLE**

- Logo recognition on on-site signage, including food & beverage stations during reception
- Recognition in opening remarks
- Recognition in pre & post event attendee emails



Cross-Promotion of Pre-Approved Community Events **\$2,500** **UNLIMITED**

AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside Observability Summit, we would be happy to help promote your event to our attendees. Examples are educational classes, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program on May 21–22.

Benefits include:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email



KubeCon



CloudNativeCon

India 2026

This highly anticipated conference will once again bring together a dynamic mix of developers, engineers, and thought leaders in India to dive into the latest advancements in cloud native technologies. KubeCon + CloudNativeCon India promises to showcase cutting-edge innovations, foster networking opportunities, and continue driving the growth of open source communities across the region.



EVENT DATES:

2026 June 18-19



LOCATION:

Jio World Convention Centre,
Mumbai, India



WHO ATTENDS?

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

2

MAIN
CONFERENCE
DAYS

80+

SESSIONS AND
KEYNOTES

100+

SPEAKERS

4,000+

ESTIMATED NUMBER
OF ATTENDEES*

1200+

PARTICIPATING
COMPANIES

KUBECON + CLOUDNATIVECON INDIA 2025 HIGHLIGHTS

AUGUST 6-7, 2025 | HYDERABAD, INDIA

DEMOGRAPHICS

4,017

REGISTRATIONS

74%

FIRST-TIME ATTENDEES

**TOP THREE
ATTENDEE
JOB FUNCTIONS**

1,893

DEVOPS/SRE/
SYSADMIN

**MEDIA
COVERAGE**

32

ATTENDING MEDIA
& ANALYSTS

**SPONSOR BOOTH
TRAFFIC**

19,248

ONSITE LEADS
TOTAL

TOP COUNTRIES IN ATTENDANCE

1. INDIA
2. USA
3. SINGAPORE
4. UNITED KINGDOM
5. GERMANY

748

DEVELOPER

49

ARTICLES/POSTS/
PRESS RELEASES/
BLOGS

494

AVERAGE LEADS
PER BOOTH

615

ARCHITECT

SEE THE [FULL POST-EVENT TRANSPARENCY REPORT](#) FOR MORE DETAILS.

*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 attendance numbers cannot be guaranteed prior to the event.



KubeCon

CloudNativeCon

India 2026

SPONSORSHIP BENEFITS AT-A-GLANCE

Availability may vary. Contact sponsor@cncf.io or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by 2026 May 20.

| | DIAMOND* LIMITED AVAILABILITY | PLATINUM LIMITED AVAILABILITY | GOLD LIMITED AVAILABILITY | SILVER LIMITED AVAILABILITY | START-UP† + END USER† + NON-PROFIT LIMITED AVAILABILITY |
|--|---|---|---|---|---|
| Speaking opportunity Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session) | Choice of (1) 5-minute keynote or (1) 30-minute breakout session | | | | |
| Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation | ✓ | | | | |
| Access to opt-in attendee registration list List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees | Provided pre and post event | Provided post event | | | |
| Recognition in event promotional emails and attendee communications | Logo and link | Company name and link only | | | |
| Demo session **Demo theater located in meeting room or exhibit hall (subject to availability) | (1) 20-minute session at demo theater** includes attendee contact information | (1) 20-minute session at demo theater** includes attendee contact information | Promotion of (1) sponsor-hosted in-booth demo | | |
| List of registered press/analysts Provided 3 weeks prior to event | ✓ | ✓ | ✓ | | |
| Logo recognition on keynote screen | ✓ | ✓ | ✓ | | |
| Logo recognition in post-event transparency report | ✓ | ✓ | ✓ | | |
| Social media posts on X from official @KubeCon_ handle | (1) pre-event standalone post with social card and (1) customizable news spotlight during event | (1) pre-event group post | (1) pre-event group post | | |
| Logo on sponsor signage, conference website, and conference schedule | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to include news announcements in official event news package | Preferred placement | Preferred placement | ✓ | ✓ | ✓ |
| Complimentary conference passes To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits | 20 | 10 | 6 | 4 | 2 |
| 20% discount on additional conference passes Unlimited usage while passes are available for sale | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exhibit space Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, and basic power. Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power. ***Booth sizes are subject to change based on venue. | 6m (w) x 6m (d) turnkey booth*** | 6m (w) x 3m (d) turnkey booth*** | 3m (w) x 3m (d) turnkey booth*** | 2.5m (w) x 2.5m (d) exhibit space with branded cabinet*** | Tabletop exhibit only |
| Physical lead retrieval device(s) To be used at booth only | (3) devices | (2) devices | (2) devices | (1) device | (1) device |
| CNCF MEMBER PRICING[¶] | \$125,000 | \$60,000 | \$35,000 | \$18,000 | \$6,000 |
| NON-MEMBER PRICING | \$150,000 | \$72,000 | \$42,000 | \$21,600 | NOT APPLICABLE |

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

* Diamond sponsorships are available on a first come first serve basis.

† Start-up sponsors must hold active CNCF membership, must be in business for less than 4 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.

¶ Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

MARKETING PROMOTIONAL OPPORTUNITIES

Availability may vary. Contact sponsor@cncf.io or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by 2026 May 20.



KubeCon



CloudNativeCon

India 2026



Dan Kohn Scholarship Fund

\$7,500 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED

UNLIMITED

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. 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. 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:

- Sponsor recognition on event 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 handle
- Sponsor recognition in scholarship acceptance notifications



Cross-Promotion of Pre-Approved Community Events

\$10,000 EACH

UNLIMITED

AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, sum-mits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program.

BENEFITS INCLUDE:

- 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 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



Attendee T-Shirt

\$15,000

1 AVAILABLE

SOLD OUT

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.



Lanyards

\$10,000

1 AVAILABLE

SOLD OUT

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.



Session Recording

\$15,000

1 AVAILABLE

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 after the event.

BENEFITS INCLUDE:

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF



Peer Group Mentoring

NEW

\$5,000

1 AVAILABLE

This very popular activity provides participants with the chance to meet with experienced open source veterans across many CNCF projects while paired with two to ten other people in a pod-like setting to explore community, career and technical questions together.

BENEFITS INCLUDE:

- Sponsor logo recognition on event website
- Sponsor recognition on the official conference schedule
- Sponsor logo recognition on onsite signage
- Option to set a table topic (subject to approval by CNCF)
- Option to provide a 5-minute opening statement



ArgoCon
JAPAN



Event Date:
2026 July 28



Location:
Yokohama, Japan



Estimated Number of Attendees Per Event: 150+

CNCF-HOSTED CO-LOCATED EVENTS

KeycloakCon is a half-day single-track conference that brings together the Keycloak community. The event offers a platform for technical talks, professional growth, and networking opportunities. Attendees will gain insights from Keycloak developers and maintainers, explore the latest features and updates, and learn from real-world use cases. This is a valuable opportunity to engage directly with Keycloak experts and fellow users, deepening your understanding and expanding your network.

ArgoCon is a half-day single-track event designed to foster collaboration, discussion, and knowledge sharing on the Argo Project, which consists of four projects: Argo CD, Argo Workflows, Argo Rollouts, and Argo Events.

Visit our [website](#) for additional event details. Availability may vary. Contact sponsor@cncf.io to confirm availability and secure your sponsorship today! **Signed contracts must be received by 2026 June 19.**

SPONSORSHIP OPPORTUNITIES

| SPONSORSHIP BENEFIT | DIAMOND LIMITED AVAILABILITY | PLATINUM LIMITED AVAILABILITY | SUPPORTER LIMITED AVAILABILITY |
|---|---------------------------------|----------------------------------|-----------------------------------|
| Speaking opportunity Content must meet CFP criteria and is subject to program committee approval | 5-minute keynote | | |
| Table top sponsor space + lead retrieval*** (1) 1.5m table (or similar), (2) chairs, (1) lead retrieval device, and power | x | x | |
| Recognition in event promotional emails and attendee communications | logo + link | logo + link | company name + link |
| Logo recognition during opening session | x | x | x |
| Logo on sponsor signage | x | x | x |
| Logo recognition on event schedule | x | x | x |
| Logo and link on event website | x | x | x |
| Provide attendee giveaway during event Giveaways must be distributed at sponsor table top and/or meeting room. <i>CNCF Approval Required</i> | x | x | x |
| Complimentary conference passes To be used for booth staff, attendees, and guests. Includes access to keynotes, sessions, and exhibits | 3 | 2 | 1 |
| SPONSORSHIP COST | \$12,500 | \$7,500 | \$3,000 |

ADD-ON OPPORTUNITY



Networking Reception

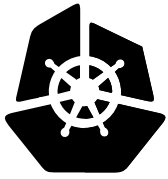
\$5,000 • 1 Available

AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

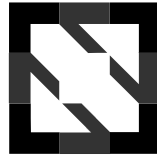
- Logo recognition on on-site signage, including food & beverage stations during reception
- Recognition in opening remarks
- Recognition in pre & post event attendee emails

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

***Onsite leads only, leads can only be collected within assigned table top sponsor space.



KubeCon



CloudNativeCon

Japan 2026

CNCF is proud to host KubeCon + CloudNativeCon in Japan again in 2026. The foundation's flagship event will bring together a diverse community of developers, architects, and industry leaders to explore the latest innovations and trends in cloud native technologies. As the conference takes root in Japan, it promises to offer unique insights, foster collaboration, and highlight the vibrant growth of the cloud native ecosystem in the region.

**EVENT DATES:**

2026 July 28: Pre-Event Programming (Co-located Events)

2026 July 29-30: Main Conference

**LOCATION:**

Yokohama, Japan

**WHO ATTENDS?**

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

2

MAIN
CONFERENCE
DAYS

70+

SESSIONS AND
KEYNOTES

100+

SPEAKERS

2,000+

ESTIMATED NUMBER
OF ATTENDEES*

400+

PARTICIPATING
COMPANIES



*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 attendance numbers cannot be guaranteed prior to the event.



KubeCon

CloudNativeCon

Japan 2026

SPONSORSHIP BENEFITS AT-A-GLANCE

Availability may vary. Contact sponsor@cncf.io or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by 2026 June 19.

| | DIAMOND* LIMITED AVAILABILITY | PLATINUM LIMITED AVAILABILITY | GOLD LIMITED AVAILABILITY | SILVER LIMITED AVAILABILITY | START-UP+ + END USER+ + NON-PROFIT LIMITED AVAILABILITY |
|--|---|---|---|---|---|
| Speaking opportunity Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session) | Choice of (1) 5-minute keynote or (1) 30-minute breakout session | | | | |
| Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation | ✓ | | | | |
| Access to opt-in attendee registration list List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees | Provided pre and post event | Provided post event | | | |
| Recognition in event promotional emails and attendee communications | Logo and link | Company name and link only | | | |
| Demo session **Demo theater located in meeting room or exhibit hall (subject to availability) | (1) 20-minute session at demo theater** includes attendee contact information | (1) 20-minute session at demo theater** includes attendee contact information | Promotion of (1) sponsor-hosted in-booth demo | | |
| List of registered press/analysts Provided 3 weeks prior to event | ✓ | ✓ | ✓ | | |
| Logo recognition on keynote screen | ✓ | ✓ | ✓ | | |
| Logo recognition in post-event transparency report | ✓ | ✓ | ✓ | | |
| Social media posts on X from official @KubeCon_ handle | (1) pre-event standalone post with social card and (1) customizable news spotlight during event | (1) pre-event group post | (1) pre-event group post | | |
| Logo on sponsor signage, conference website, and conference schedule | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to include news announcements in official event news package | Preferred placement | Preferred placement | ✓ | ✓ | ✓ |
| Complimentary conference passes To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits | 20 | 10 | 6 | 4 | 2 |
| 20% discount on additional conference passes Unlimited usage while passes are available for sale | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exhibit space Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, and basic power. Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power. ***Booth sizes are subject to change based on venue. | 5 m (w) x 2m (d) turnkey booth*** | 4m (w) x 2m (d) turnkey booth*** | 3m (w) x 2m (d) turnkey booth*** | 2m (w) x 2m (d) exhibit space with branded cabinet*** | Tabletop exhibit only |
| Physical lead retrieval device(s) To be used at booth only | (2) devices | (2) devices | (1) device | (1) device | (1) device |
| CNCF MEMBER PRICING[†] | \$125,000 | \$60,000 | \$35,000 | \$18,000 | \$6,000 |
| NON-MEMBER PRICING | \$150,000 | \$72,000 | \$42,000 | \$21,600 | NOT APPLICABLE |

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MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

Japan 2026



Dan Kohn Scholarship Fund

\$7,500 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED

UNLIMITED

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. 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. 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.

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- Sponsor recognition on event 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 handle
- Sponsor recognition in scholarship acceptance notifications



Cross-Promotion of Pre-Approved Community Events

\$10,000 EACH

UNLIMITED

AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, sum-mits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program.

BENEFITS INCLUDE:

- 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 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



Attendee T-Shirt

\$15,000

1 AVAILABLE

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.



Lanyards

\$10,000

1 AVAILABLE

Deadline: May 29

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.



Session Recording

\$15,000

1 AVAILABLE

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 after the event.

BENEFITS INCLUDE:

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF

gRPC Conf 2026

Join key customers, project leads, and contributors that make up the gRPC ecosystem for a full day of talks, demos and case studies. Experts will discuss real-world implementations of gRPC, best practices for developers, and topic expert deep dives. This is a must-attend event for those using gRPC in their applications today as well as those considering gRPC for their enterprise microservices.

There will be ample time for meeting project leads, networking with peers and Q&A.

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for sponsorships must be received by **Friday, July 24, 2026 at 11:59 PM PDT** (unless otherwise noted).



Event Dates:
September 3, 2026



Location: Computer History Museum, Mountain View, CA



Estimated Number of Attendees:
200



Who Attends? Technical leaders, project leads, maintainer and contributors that make up the gRPC ecosystem.

SPONSORSHIP BENEFITS AT-A-GLANCE

| SPONSORSHIP BENEFIT | DIAMOND 1 AVAILABLE SOLD OUT | SUPPORTER LIMITED AVAILABILITY |
|--|---------------------------------|-----------------------------------|
| Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval.</i> | 5-minute keynote | |
| Recognition during opening session | ✓ | ✓ |
| Logo recognition in pre-event email marketing | ✓ | |
| Social media recognition from project handle | (1) mention | (1) group mention |
| Logo recognition on Schedule | ✓ | ✓ |
| Logo recognition on event website | ✓ | ✓ |
| Logo recognition on event signage | ✓ | ✓ |
| Table top sponsor space <i>Tabletop booth includes (1) lead retrieval (to be used at booth only), a 6'x4' footprint including (1) 6' draped table, (2) chairs, (1) wastebasket, and basic power.</i> | ✓ | ✓ |
| Access to opt-in attendee registration list <i>List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees</i> | ✓ | ✓ |
| Complimentary conference passes <i>To be used for booth staff or attendees. Includes access to keynotes and breakout sessions.</i> | 5 | 4 |
| SPONSORSHIP COST | SOLD OUT | \$10,000 |

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

ADD-ON OPPORTUNITY

Session Recording **\$4,000** **1 AVAILABLE**

Extend your presence long after the live event concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

Benefits include:

- Customizable slide designed by sponsor (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF



China 2026

KubeCon + CloudNativeCon + OpenInfra Summit + PyTorch Conference China 2026 will bring together the OpenInfra, cloud native, and AI communities in Shanghai, China. This flagship event unites adopters, technologists, and community members from across the region to drive innovation in open source infrastructure, cloud native computing, machine learning and next-generation AI around common, industry-wide use cases.



EVENT DATES:
2026 September 8 – 9



LOCATION:
Shanghai, China



WHO ATTENDS?
Developers, architects and technical leaders, CIOs, CTOs, press, and analysts from around the world gather at KubeCon + CloudNativeCon and OpenInfra events.

2

MAIN
CONFERENCE
DAYS

75+

SESSIONS AND
KEYNOTES

100+

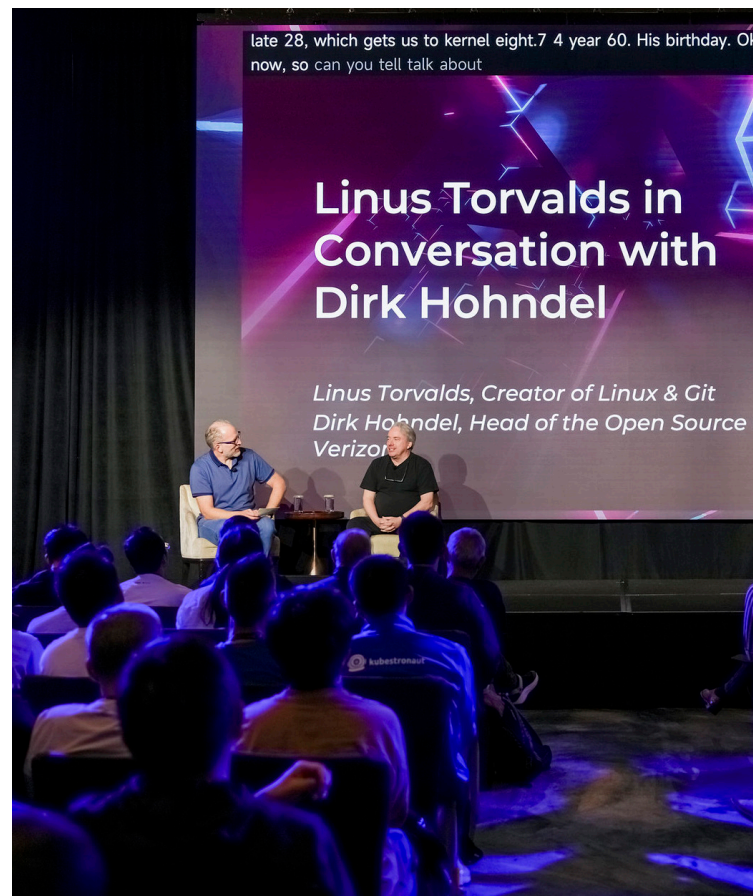
SPEAKERS

1,000+

ATTENDEES*

400+

PARTICIPATING
COMPANIES



*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 attendance numbers cannot be guaranteed prior to the event.

SPONSORSHIP BENEFITS AT-A-GLANCE

Availability may vary. Contact sponsor@lfpopensource.com or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by July 17, 2026.

| | DIAMOND* LIMITED AVAILABILITY | PLATINUM LIMITED AVAILABILITY | GOLD LIMITED AVAILABILITY | SILVER LIMITED AVAILABILITY | START-UP† + END USER‡ NON-PROFIT LIMITED AVAILABILITY |
|--|---|---|---|---|---|
| Speaking opportunity Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session) | Choice of (1) 5-minute keynote or (1) 30-minute breakout session | | | | |
| Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation | ✓ | | | | |
| Access to opt-in attendee registration list List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees | Provided pre and post event | Provided post event | | | |
| Recognition in event promotional emails and attendee communications | logo and link | company name and link only | | | |
| Demo session **Demo theater located in meeting room or exhibit hall (subject to availability) | (1) 20-minute session at demo theater** includes attendee contact information | (1) 20-minute session at demo theater** includes attendee contact information | Promotion of (1) sponsor-hosted in-booth demo | | |
| List of registered press/analysts Provided 3 weeks prior to event | ✓ | ✓ | ✓ | | |
| Logo recognition on keynote screen | ✓ | ✓ | ✓ | | |
| Logo recognition in post-event transparency report | ✓ | ✓ | ✓ | | |
| Social media posts on X from official @KubeCon_, OpenInfra, and PyTorch handle | (1) pre-event standalone post with social card | (1) pre-event group post | (1) pre-event group post | | |
| Posts in CNCF, OpenInfra, and LF's WeChat groups | (1) standalone WeChat article and poster | (1) standalone WeChat article and poster | (1) shared group WeChat article and poster | (1) shared group WeChat article and poster | (1) shared group WeChat article and poster |
| Logo on sponsor signage, conference website, and conference schedule | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to include news announcements in official event news package | Preferred placement | Preferred placement | ✓ | ✓ | ✓ |
| Complimentary conference passes To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits | 20 | 10 | 6 | 4 | 2 |
| 20% discount on additional conference passes Unlimited usage while passes are available for sale | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exhibit space Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, and basic power. Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power. ***Booth sizes are subject to change based on venue. | 6m (w) x 3m (d) turnkey booth*** | 4.5m (w) x 3m (d) turnkey booth*** | 3m (w) x 3m (d) turnkey booth*** | 2.5m (w) x 2.5m (d) exhibit space with branded cabinet*** | Tabletop exhibit only |
| Physical lead retrieval device(s) To be used at booth only | (2) devices | (2) devices | (1) device | (1) device | (1) device |
| SPONSORSHIP COST | \$125,000 | \$60,000 | \$35,000 | \$18,000 | \$6,000 |
| NON-MEMBER PRICING | \$150,000 | \$72,000 | \$42,000 | \$21,600 | N/A |

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

* Diamond sponsorships are available on a first come first serve basis.

† Start-up sponsors must hold active CNCF membership, must be in business for less than 4 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.

¶ Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

MARKETING PROMOTIONAL OPPORTUNITIES

Availability may vary. Contact sponsor@lfpopensource.com or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by July 17, 2026.



KubeCon



CloudNativeCon



OpenInfra
SUMMIT • ASIA



PyTorch
CONFERENCE

China 2026



Dan Kohn Diversity Scholarship Fund

\$7,500 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED

UNLIMITED

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. 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. 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:

- Sponsor recognition on event 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 handle (formerly Twitter)
- Sponsor recognition in scholarship acceptance notifications.



Cross-Promotion of Pre-Approved Community Events

\$10,000 EACH

UNLIMITED

AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon + OpenInfra Summit China, we would be happy to help promote your event to our attendees. Examples are educational classes, summits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program.

BENEFITS INCLUDE:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon + OpenInfra Summit China registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



Attendee T-Shirt

\$15,000

1 AVAILABLE

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors).

Logo color, size, and placement will be determined by The Linux Foundation based on the overall t-shirt design.



Lanyards

\$10,000

1 AVAILABLE

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors).

Logo color, size, and placement will be determined by The Linux Foundation based on the overall lanyard design.



Session Recording

\$15,000

1 AVAILABLE

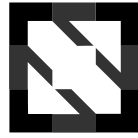
Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

BENEFITS INCLUDE:

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF.



KubeCon



CloudNativeCon

North America 2026

CNCF's flagship event is the world's largest open source technology conference, drawing thousands of adopters and leading technologists from the cloud native and open source communities. This premier gathering serves as a hub for advancing the education and development of cloud native computing, offering unparalleled opportunities for networking, learning, and exploring the latest innovations in the field.



EVENT DATES:

November 9: Pre-Event Programming (Co-located Events)
November 10-12: Main Conference



LOCATION:

Salt Palace Convention Center,
Salt Lake City, Utah



WHO ATTENDS?

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

| | | | | | | |
|-------------------------------------|--|---|-------------------------|---|---|---|
| 1 CO-LOCATED EVENT DAY | 3 MAIN CONFERENCE DAYS | 350+ SESSIONS AND KEYNOTES | 600+ SPEAKERS | 10,000+ ESTIMATED NUMBER OF ATTENDEES* | 3,000+ PARTICIPATING COMPANIES | 250+ SPONSORS AND EXHIBITORS |
|-------------------------------------|--|---|-------------------------|---|---|---|

KUBECON + CLOUDNATIVECON NORTH AMERICA 2025 HIGHLIGHTS

NOVEMBER 10-13, 2025 | ATLANTA, GEORGIA

DEMOGRAPHICS

9,388

REGISTRATIONS

4,152

FIRST-TIME ATTENDEES

**TOP THREE
ATTENDEE
JOB FUNCTIONS**

**DEVOPS
/ SRE /
SYSADMIN**

**DEVELOPER
ARCHITECT**

**MEDIA
COVERAGE**

136

ATTENDING MEDIA
& ANALYSTS

664

ARTICLES/POSTS/
PRESS RELEASES

**SPONSOR BOOTH
TRAFFIC**

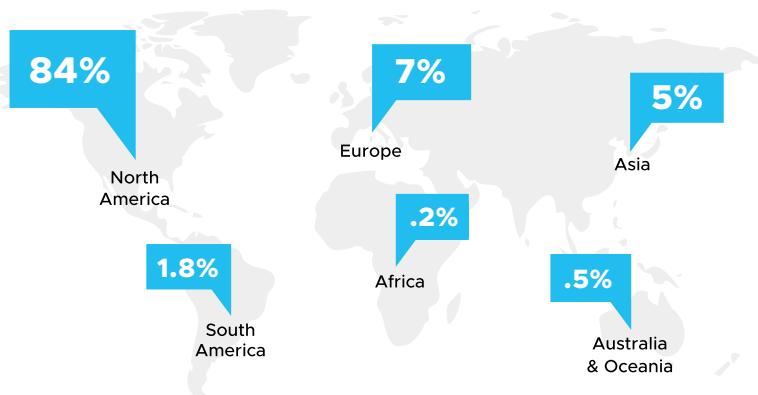
90,571

LEADS TOTAL

288

AVERAGE LEADS
PER BOOTH

ATTENDEE GEOGRAPHY



SEE THE FULL [POST-EVENT TRANSPARENCY REPORT](#) FOR MORE DETAILS.

*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 attendance numbers cannot be guaranteed prior to the event.



KubeCon



CloudNativeCon

North America 2026

SPONSORSHIP BENEFITS AT-A-GLANCE

Availability may vary. Contact sponsor@cncf.io or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by **August 14, 2026**.

| | DIAMOND* 9 AVAILABLE 1 AVAILABLE | PLATINUM UNLIMITED | GOLD UNLIMITED | SILVER UNLIMITED | START-UP† + END USER† + NON-PROFIT UNLIMITED |
|--|---|---|--|---------------------------------|--|
| Speaking opportunity Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session). | Choice of (1) 5-minute keynote or (1) 30-minute breakout session | | | | |
| Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation | ✓ | | | | |
| Opportunity to participate in media + analyst panel during the event | ✓ | | | | |
| Access to opt-in attendee registration list List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees | Provided pre and post event | Provided post event | | | |
| Recognition in event promotional emails and attendee communications | Logo and link | Company name and link only | | | |
| Demo session **Demo theater located in meeting room or exhibit hall (subject to availability) | (1) 20-minute session at demo theater** includes attendee contact information | (1) 20-minute session at demo theater** includes attendee contact information | Promotion of (1) sponsor-hosted in-booth demo | | |
| List of registered press/analysts Provided 3 weeks prior to event | ✓ | ✓ | ✓ | | |
| Logo recognition on keynote screen | ✓ | ✓ | ✓ | | |
| Logo recognition in post-event transparency report | ✓ | ✓ | ✓ | | |
| Social media posts on X from official @KubeCon_ handle | (1) pre-event standalone post with social card and (1) customizable news spotlight during event | (1) pre-event group post and (1) group post during event | (1) pre-event group post | | |
| Opportunity to provide (1) contributed article to key publications pre- or post-event Placement subject to publication availability | ✓ | ✓ | ✓ | ✓ | |
| Logo on sponsor signage, conference website, and conference schedule | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to include news announcements in official event news package | Preferred placement | Preferred placement | ✓ | ✓ | ✓ |
| Complimentary conference passes To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits | 20 | 15 | 12 | 8 | 5 |
| 20% discount on additional conference passes Unlimited usage while passes are available for sale | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exhibit space Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet | 30ft (w) x 20ft (d) raw exhibit space | 20ft (w) x 20ft (d) Choice of raw exhibit space or turnkey | 15ft (w) x 10ft (d) Choice of raw exhibit space or turnkey | 10ft (w) x 8ft (d) turnkey only | 8ft (w) x 6ft (d) turnkey only |
| Physical lead retrieval device(s) To be used at booth only | (3) devices | (2) devices | (2) devices | (1) device | (1) device |
| CNCF MEMBER PRICING[‡] | \$235,000 | \$144,000 | \$84,000 | \$29,500 | \$12,000 |
| NON-MEMBER PRICING | \$282,000 | \$172,800 | \$100,800 | \$35,400 | NOT APPLICABLE |

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

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MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

North America 2026



Dan Kohn Scholarship Fund

\$7,500 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED

UNLIMITED

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. 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. 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:

- Sponsor recognition on event 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 handle
- Sponsor recognition in scholarship acceptance notifications



Cross-Promotion of Pre-Approved Community Events

\$10,000 EACH

UNLIMITED

AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, summits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program.

BENEFITS INCLUDE:

- 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 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



Attendee T-Shirt

\$40,000

1 AVAILABLE

SOLD OUT

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors).
- Sponsor logo recognition on signage at the t-shirt pick-up counters

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.



Lanyards

\$40,000

1 AVAILABLE

SOLD OUT

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.



Session Recording

\$30,000

1 AVAILABLE

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 after the event.

BENEFITS INCLUDE:

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF



Conference Wi-Fi

\$20,000

1 AVAILABLE

SOLD OUT

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)
- Digital and print signage with logo throughout the conference venue notating your Wi-Fi sponsorship
- Sponsor logo on the back of attendee name badges

MARKETING PROMOTIONAL OPPORTUNITIES

Availability may vary. Contact sponsor@cncf.io or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by **August 14, 2026**.



KubeCon



CloudNativeCon

North America 2026



Attendee Experiences **NEW**

\$20,000 EACH

2 AVAILABLE

1 AVAILABLE

Create memorable moments at the conference by co-sponsoring multiple high-traffic destinations in the Solutions Showcase. This sponsorship package combines attendee experiences, opportunities for meaningful connection, and wellness, while offering unmatched sponsor visibility across multiple touchpoints:

ENTERTAINMENT ZONES

Bring the fun with interactive games, creative building activities, or live performances that energize attendees in a lively, engaging environment.

NETWORK NOOK

Fuel meaningful conversations and connections in a comfortable lounge with built-in charging stations and casual seating designed for collaboration.

RELAXATION STATION

Support attendee wellbeing with a peaceful retreat offering chair massages and other wellness activities.

BENEFITS INCLUDE:

- Dedicated stations in the Solutions Showcase
- Prominent sponsor logo on signage at each station
- Customizable sponsor branding on furnishings (subject to availability and approval by CNCF)
- Option to set the topic for (1) attendee meet-up at the Network Nook (subject to approval by CNCF)
- Logo recognition on Solutions Showcase map
- Sponsor recognition on event website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF

Lounge locations, layout, and design, as well as activities will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted at any of the stations.

the attendee experience in a meaningful way. This is your opportunity to stand out and get creative.

BENEFITS INCLUDE:

- Dedicated 20ft x 20ft raw island space in the Solutions Showcase
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor recognition and activation description on event website
- Optional: Sponsor may set up competitions and provide prizes at own expense (subject to approval by CNCF)
- 2 complimentary conference passes

The location of the Activation Zone within the Solutions Showcase will be pre-determined by CNCF and may not be combined with a sponsor's booth space. The Activation Zone is intended for pre-approved hosted activities only and may not be treated as additional exhibit space.

The sponsor is responsible for building out the space including all furniture, AV, power, internet, etc. at their own expense. Activation Zones must meet general event and venue regulations, including but not limited to, height restrictions and safety measures. Layout, design, branding, and all activities are subject to review and approval by CNCF and the venue. The sponsor is responsible for onsite logistics and staffing of the Activation Zone.

Lead retrieval and sponsor-hosted activities are permitted within the Activation Zone.



Activation Zone

\$20,000 EACH

4 AVAILABLE

2 AVAILABLE

• AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

• ONE ACTIVATION ZONE PER SPONSOR ONLY

• PROPOSED ACTIVITIES MUST BE SUBMITTED FOR APPROVAL DURING THE CONTRACT PHASE

Create an interactive environment for attendees to engage in fun activities, hands-on games, or other immersive experiences. Examples may include coding challenges, VR and AR experiences, collaborative art, or customized giveaways. No demos, talks, or presentations are permitted. Activation Zones are intended to enhance



Community Hub

\$20,000 EACH

3 AVAILABLE

1 AVAILABLE

The Community Hub at KubeCon + CloudNativeCon is a welcoming space for attendees to connect, learn, and celebrate inclusion and accessibility. The Hub will host community groups, workshops, peer group mentoring, and offer networking opportunities during Hub hours.

BENEFITS INCLUDE:

- Sponsor logo recognition on event website
- Sponsor recognition on the official conference schedule
- Sponsor logo recognition on onsite signage
- Sponsor logo recognition on rotating slides before and after keynotes
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor can provide swag with CNCF approval
- Option to nominate presenters/facilitators for (1) workshop (subject to approval by CNCF)
- Option to set a topic for the program (subject to approval by CNCF)

MARKETING PROMOTIONAL OPPORTUNITIES

Availability may vary. Contact sponsor@cncf.io or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by **August 14, 2026**.



KubeCon



CloudNativeCon

North America 2026



Private Meeting Room

\$20,000 EACH

10 AVAILABLE

6 AVAILABLE

AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

Reserve a dedicated meeting room onsite at the conference venue for your own private meetings with clients, business partners or staff.

BENEFITS INCLUDE:

- Minimum capacity (10) people per room
- Access to meeting room on main conference days during official event hours or Solution Showcase open hours (whichever applies based on room location)
- Room includes (1) table, (10) chairs, (2) 5amp power drops with power strips
- Additional furniture, power, and AV are subject to availability and at sponsor's own expense
- Digital or printed sponsor logo sign on or near the room door
- Room number and sponsor logo included on the Solutions Showcase map or venue map (depending on room location)

The meeting room is intended for small group meetings only and may not be used for workshops, sessions, or other programs that may conflict with the conference agenda.



Coffee Bar

\$20,000 EACH

4 AVAILABLE

3 AVAILABLE

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar located inside the Solutions Showcase.

BENEFITS INCLUDE:

- Dedicated space with coffee bar and basic lounge seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Specialty coffees served during morning and lunch breaks
- (1) 43" monitor or similar. Sponsor may provide (1) video or slides to be played on a loop on the monitor (no audio)
- Additional opportunities at sponsor's own expense (subject to availability and approval by CNCF):
 - Branded coffee cups
 - Branded napkins

Coffee bar location, layout, and design, as well as coffee service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions and sales activities are not permitted at the coffee bar.



Dirty Soda Bar

\$20,000

1 AVAILABLE

SOLD OUT

The Dirty Soda Bar is a high-visibility beverage activation located within the Solutions Showcase and is complimentary for all attendees. Inspired by the growing popularity of custom soda concepts, the experience allows attendees to create personalized drinks by combining classic and zero-sugar sodas with flavored syrups, fresh citrus, and creamy add-ins.

BENEFITS INCLUDE:

- Dedicated space with dirty soda bar and basic lounge seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Specialty sodas served during morning and lunch breaks
- (1) 43" monitor or similar. Sponsor may provide (1) video or slides to be played on a loop on the monitor (no audio)
- Additional opportunities at sponsor's own expense (subject to availability and approval by CNCF):
 - Branded cups
 - Branded napkins

Dirty Soda bar location, layout, and design, as well as service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions and sales activities are not permitted at the Dirty Soda bar.



Designated Podcast / Video Recording Space

\$3,500

LIMITED AVAILABILITY

AVAILABLE TO ACTIVE CNCF MEMBERS AND CONFIRMED LEVEL SPONSORS ONLY

Are you looking for additional space outside of your booth to conduct filming or podcast recording? We are offering two designated space options for 3 hour blocks of time. Sponsor must provide all recording equipment

1. Private room
2. Solution Showcase space in the "Cloud Native Studios" area

BENEFITS INCLUDE:

- Designated space for 3 hours to conduct recordings on Tuesday, Wednesday or Thursday
- Solution Showcase space includes 1 tabletop, 3 bar stools, 1 power strip, and 1 KubeCon + CloudNativeCon background banner (during showcase hours only)
- Private room includes a conference table, chairs, power strip (during conference hours only)

Recording equipment in undesignated areas like the middle of the showroom floor or hallways is never permitted.

MARKETING PROMOTIONAL OPPORTUNITIES

Availability may vary. Contact sponsor@cncf.io or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by **August 14, 2026**.



KubeCon



CloudNativeCon

North America 2026



Hotel Key Cards or Sleeves

\$15,000

1 AVAILABLE

Welcome attendees with branded hotel key cards or sleeves and enhance your visibility. As a sponsor, you have the opportunity to include special offers, promotions, or QR codes to drive direct engagement.

BENEFITS INCLUDE:

- Sponsor branding on one side of the hotel key cards or key card sleeves (based on availability). Artwork is subject to approval by CNCF.
- (1) branded key card or sleeve per room distributed at up to three (3) host hotels in the official event hotel block



Attendee Headshots **NEW**

\$10,000

1 AVAILABLE

Support professionalism in the community by providing attendees the opportunity to get complimentary headshots taken by a professional photographer in the Solutions Showcase. Headshots will be available to all attendees on a first-come, first-served basis.

BENEFITS INCLUDE:

- Sponsor recognition on event website
- Sponsor logo recognition on attendee sign-up form
- Sponsor logo on onsite signage at dedicated headshots space

Lead retrieval and sponsor-hosted activities are not permitted.



Attendee Communication Spotlight

\$10,000

2 AVAILABLE

Available to confirmed level sponsors only
One attendee communication spotlight per sponsor only

Gain prominent visibility and engage with attendees through our exclusive pre-event communications package. This sponsorship highlights your key messages across multiple touchpoints and reaches a targeted audience at strategic moments before and during the conference.

BENEFITS INCLUDE:

- Choice of (1) customizable 400-character message included in (1) pre-event or post-event email sent to attendees by CNCF
- (1) customizable 400-character message included in (1) out of (4) daily event update emails sent to attendees by CNCF
- (1) customizable pre-event post from the official @KubeCon_ X handle including social card

All content is subject to approval by CNCF.



CNCf Kids Day

\$5,000

3 AVAILABLE

Sponsoring Kids Day allows you to support the education and inspiration of the next generation of tech innovators, giving children aged 8 to 14 in the local community a chance to explore cloud computing, Kubernetes, and open source technologies. By investing in Kids Day, you help foster a future tech community, while also showcasing your commitment to nurturing young talent and promoting technological growth.

BENEFITS INCLUDE:

- Logo recognition on event website
- Logo recognition on onsite signage
- Recognition in pre-event promotional communications
- Recognition in post-event transparency report
- Opportunity to provide swag or collateral to participants (subject to CNCF approval)



Cloud Native Executive Strategy Summit

\$15,000

3 AVAILABLE

AVAILABLE TO ACTIVE CNCF MEMBERS ONLY

The Cloud Native Executive Summit will be an exclusive forum for an elite group of technology leaders from end user organizations to collectively prioritize issues, share top-of-mind concerns, and problem-solve. A summary will be generated from this effort to benefit the larger ecosystem. A private reception will follow the Summit and will be an exclusive opportunity for sponsors to connect with top leadership from end user members, select prospective end user members, CNCF + Linux Foundation executives, and members of the CNCF Board of Directors.

BENEFITS INCLUDE:

- (1) 5-minute speaking opportunity at the end of the Summit
- (2) tickets to the Reception
- Logo recognition on signage at Reception
- Option to provide materials or swag (subject to CNCF approval)
- Recognition in Summit attendee communications; including a 100-word message from the sponsors to be included in a
- CNCF post-event email
- Mention in the final Summit summary

Sponsorship does not include participation in the Summit as participation is exclusive to invited end user leaders only.

MARKETING PROMOTIONAL OPPORTUNITIES

Availability may vary. Contact sponsor@cncf.io or fill out the [contract request form](#) to confirm availability and secure your sponsorship today. Signed contracts must be received by **August 14, 2026**.



KubeCon



CloudNativeCon

North America 2026



Daily Markets **NEW**

\$25,000

3 AVAILABLE

The Daily Market offers attendees a convenient destination for snacks and refreshments within the Solutions Showcase, helping to enhance the overall attendee experience.

BENEFITS INCLUDE:

- Dedicated space includes daily market and seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Additional opportunities at sponsor's own expense (subject to availability and approval by CNCF): Branded napkins

Daily market location, layout, and design, as well as operating hours will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted at the daily market.



Hydration Stations **NEW**

\$12,000

1 AVAILABLE

Keep attendees refreshed, focused, and energized by sponsoring the water stations at the event. Attendees will make frequent trips to refill and recharge. This opportunity provides excellent, repeated brand visibility in multiple areas throughout the venue.

BENEFITS INCLUDE:

- Prominent sponsor branding on water stations
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Additional opportunities at sponsor's own expense (subject to availability and approval by CNCF):
 - Branded cups

Water station locations, layout, and design, as well as service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted at the water stations.



Coat Check **NEW**

\$5,000

1 AVAILABLE

Help keep attendees comfortable and hands-free with a dedicated coat check experience. This essential service gives your brand repeated exposure throughout the event as attendees arrive, network, and transition between sessions.

BENEFITS INCLUDE:

- Prominent sponsor branding at coat check area
- Sponsor recognition on the official conference schedule
- Logo recognition on venue map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF



Closed Captioning **NEW**

\$7,500

1 AVAILABLE

Support the CNCF's commitment to building a more inclusive and accessible community. Sponsoring Closed Captioning ensures that our high-quality technical content is accessible to all attendees, including those who are deaf or hard of hearing, as well as our global audience of non-native English speakers. This opportunity provides critical accessibility services for all sessions, enabling participants around the world to engage fully with the event content in real-time and during post-event viewing.

BENEFITS INCLUDE:

- Logo recognition on event website
- Prominent logo recognition on onsite signage
- Logo recognition on rotating slides before and after keynotes



Tote Bags **NEW**

\$20,000

1 AVAILABLE

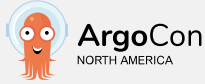
Feature your brand on the official conference tote bag that attendees receive onsite. The tote bag provides lasting brand exposure and connects your company with a memorable attendee experience.

BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference tote bag. Logo must be single-color only (no gradient colors).
- Sponsor logo recognition on signage at the tote bag pick-up

Logo color, size, and placement will be determined by CNCF based on the overall tote bag.

ADDITIONAL SPONSORSHIP OPPORTUNITIES COMING SOON!



CNCF-hosted Co-located Events

Experience the power of collaboration as you meet, network, and form connections with peers and like-minded individuals in the vibrant cloud native community. By sponsoring a co-located event hosted by CNCF, you'll gain valuable mind share among a targeted audience, while engaging face-to-face with over 4,000 developers, architects, and technical leaders. The all-access pass offers attendees the freedom to participate in any CNCF-hosted co-located event on November 9, 2026, amplifying the potential audience for sponsors to interact with throughout this exhilarating day of exploration and innovation.

Contact sponsor@cncf.io your sponsorship today! Signed contracts must be received by September 21, 2026.



Event Date: November 9, 2026



Location: Salt Palace Convention Center, Salt Lake City, Utah



Estimated Number of Attendees: 4,000+



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

SPONSORSHIP BENEFITS AT-A-GLANCE

| SPONSORSHIP BENEFIT | DIAMOND LIMITED | PLATINUM LIMITED | GOLD UNLIMITED | START-UP* + NON-PROFIT UNLIMITED |
|--|-----------------|------------------|-----------------|----------------------------------|
| 5-minute keynote at selected co-located event** <i>Topic subject to program committee approval</i> | ✓ | | | |
| Table top sponsor space + lead retrieval*** <i>6'x4' footprint includes: (1) 6' (or similar) table, (2) chairs, (1) lead retrieval device and power</i> | ✓ | ✓ | | |
| Recognition during opening session | ✓ | ✓ | ✓ | ✓ |
| Combined sponsor mention on @KubeCon_ X account, shared (1) time, listing sponsor's X handle | ✓ | ✓ | ✓ | ✓ |
| Logo on sponsor signage | ✓ | ✓ | ✓ | ✓ |
| Logo recognition on event schedule | ✓ | ✓ | ✓ | ✓ |
| Logo and link on event webpage | ✓ | ✓ | ✓ | ✓ |
| Complimentary all-access pass: includes CNCF-hosted Co-located Events (Mon) & KubeCon + CloudNativeCon North America (Tues-Thurs) | 5 | 4 | 2 | 2 |
| Opportunity to provide (1) attendee giveaway item/swag in co-located event meeting room. <i>CNCF approval required</i> | ✓ | ✓ | ✓ | ✓ |
| CNCF MEMBER PRICING**** | \$35,000 | \$25,000 | \$9,500 | \$5,000 |
| NON-MEMBER PRICING | \$42,000 | \$30,000 | \$11,400 | NOT APPLICABLE |

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 hold an active CNCF membership, must be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.

**If keynote exceeds allotted time, CNCF reserves the right to post only contracted keynote time to YouTube post-event.

***Onsite leads only, leads can only be collected within assigned table top sponsor space.

****Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

ADD-ON OPPORTUNITIES

Session Recording FULL DAY: \$7,500 | HALF DAY: \$3,750 1 PER CO-LOCATED EVENT

Extend your presence long after the live event concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

Benefit: Sponsor recognition slide with logo at the beginning of each video recording.



CNCF-hosted Co-located Events

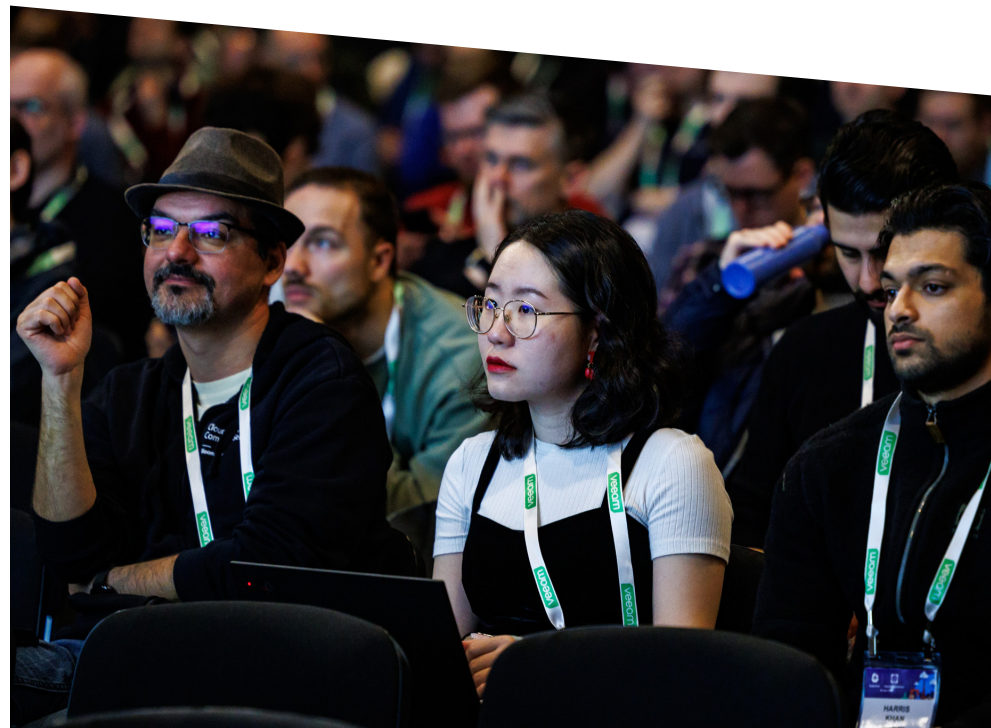
Please see below for available sponsorship opportunities per CNCF-hosted co-located event.

| CO-LOCATED EVENT | DIAMOND | PLATINUM | SESSION RECORDING |
|---|--|--|--------------------|
| Agentics Day MCP + Agents <i>Full Day Event</i> | 3 AVAILABLE | 3 AVAILABLE | 1 AVAILABLE |
| ArgoCon <i>Full Day Event</i> | 4 AVAILABLE 2 AVAILABLE | 3 AVAILABLE | 1 AVAILABLE |
| BackstageCon <i>Full Day Event</i> | 3 AVAILABLE | 3 AVAILABLE | 1 AVAILABLE |
| CiliumCon <i>Half Day Event</i> | 2 AVAILABLE | 1 AVAILABLE | 1 AVAILABLE |
| FluxCon <i>Half Day Event</i> | 2 AVAILABLE 1 AVAILABLE | 1 AVAILABLE | 1 AVAILABLE |
| Cloud Native AI + Inference Day <i>Full Day Event</i> | 3 AVAILABLE 1 AVAILABLE | 3 AVAILABLE | 1 AVAILABLE |
| Kubernetes on Edge Day <i>Half Day Event</i> | 2 AVAILABLE | 1 AVAILABLE | 1 AVAILABLE |
| Observability Day <i>Full Day Event</i> | 4 AVAILABLE 3 AVAILABLE | 3 AVAILABLE 1 AVAILABLE | 1 AVAILABLE |
| Open Source SecurityCon <i>Full Day Event</i> | 3 AVAILABLE | 3 AVAILABLE | 1 AVAILABLE |
| Platform Engineering Day <i>Full Day Event</i> | 4 AVAILABLE 1 AVAILABLE | 3 AVAILABLE | 1 AVAILABLE |



ADDITIONAL 2026 EVENTS AND SPONSORSHIP OPPORTUNITIES TO BE ANNOUNCED

PLEASE CHECK BACK FREQUENTLY



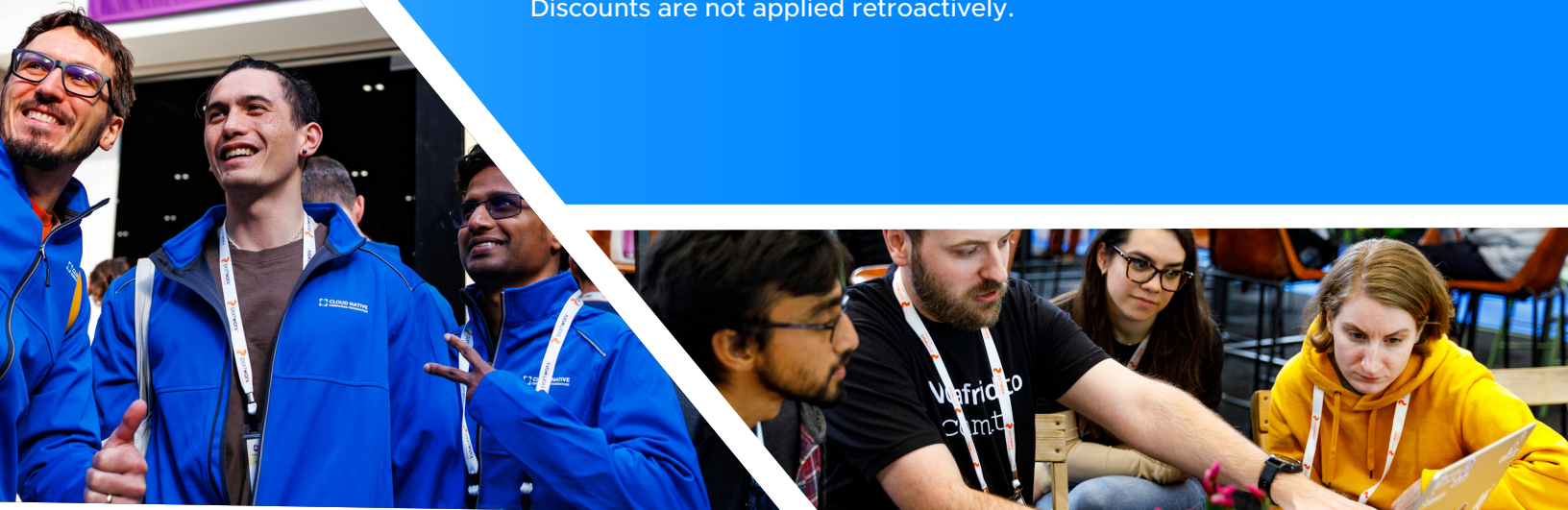


CNCF Member Discounts

CNCF is holding five (5) flagship KubeCon + CloudNativeCon events in Europe, North America, Japan, India, and China. The following discounts are available for CNCF members (except end user supporters) for events held within the same calendar year:

- 3% discount for sponsoring one (1) KubeCon + CloudNativeCon event,
- 5% discount for sponsoring two (2) KubeCon + CloudNativeCon events if the contracts for both events are signed at the same time. A 3% discount will be applied to each event if the contracts are signed separately.
- 8% discount for sponsoring three (3) or more KubeCon + CloudNativeCon events if the contracts for three events are signed at the same time.

Discounts are not applied retroactively.



CLOUD NATIVE
COMPUTING FOUNDATION

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

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