CDS 2024 SPONSOR SHIP PROSPEC TUS

SEP 03 – 04, 2024

CONTAINER days CONFERENCE

MOIN MOIN!

The sails are finally set for the next edition of ContainerDays from September 03 – 04 and we are going hybrid again for the ultimate cloud native experience! As usual, Hamburg is our city of choice for the onsite part and we'll provide a digital event experience for our online attendees. It is the perfect place for open source and cloud native enthusiasts to discuss cloud native technologies and network in our laid back atmosphere.

This is your opportunity to present your company and enjoy plenty of benefits including lead generation activities, free conference passes, networking and a lot more. Take a look at our Sponsorship Packages and find out whether you are a Captain, a Chief Officer, an Engineer or a Start Up.

KEY FACTS

- 2.000 attendees expected (online and in person)
- 2 days conference with around 90 onsite streamed sessions
- International speakers' line-up
- Engaging and interactive exhibition area onsite
- Networking opportunities before, during and after the event
- Engaging online event application to network as much as possible

Don't miss the unique opportunity to be part of Europe's flagship conference on everything cloud native.

HIGH LEVEL SCHEDULE:

September 02:
Speakers Dinner

September 03:
1st Day Main Conference
+ Hackathon + Evening Event

September 04:
2nd Day Main Conference
+ Hackathon + Evening Event

IMPORTANT DATES

CFP opens **in January 2024**
CFP closes **in March 2024**
Schedule announcement **in May 2024**

Crazy Bird Pass
from January until March 2024
Early Bird Pass
from April until June 2024
Regular Pass
from July until September 2024

REASONS TO JOIN

- Gain awareness and obtain the opportunity to showcase your products and services
- Network with the cloud native community from all around the world
- Exchange ideas about the most up-to-date industry topics

CDS23
LINEUP

- 80+ onsite sessions on five stages
- 7 hands-on workshops
- 1800+ (900+ onsite) attendees from mostly across Europe
- 30+ Sponsors

CDS23
ATTENDEE SCOPE

WHO WAS AT CDS23?

ONSITE:
Registered attendees: 949
Checked in: 915
No show rate: 3.58%

ONLINE:
Registered attendees: 873
Logged in: 562
No show rate: 35.60%

ATTENDEES FROM 58 COUNTRIES ACROSS 7 CONTINENTS

ONSITE

Germany:	**81.6%**
Netherlands:	**4.1%**
UK:	**1.7%**
Switzerland:	**1.5%**
Italy:	**1.05%**

ONLINE

Germany:	**49.6%**
India:	**6.3%**
Ukraine:	**4.2%**
Netherlands:	**3.21%**
US:	**2.52%**
Switzerland:	**2.3%**

SESSIONS

More than **90** international speakers – **78** sessions – **7** workshops

ATTENDEE JOB FUNCTION
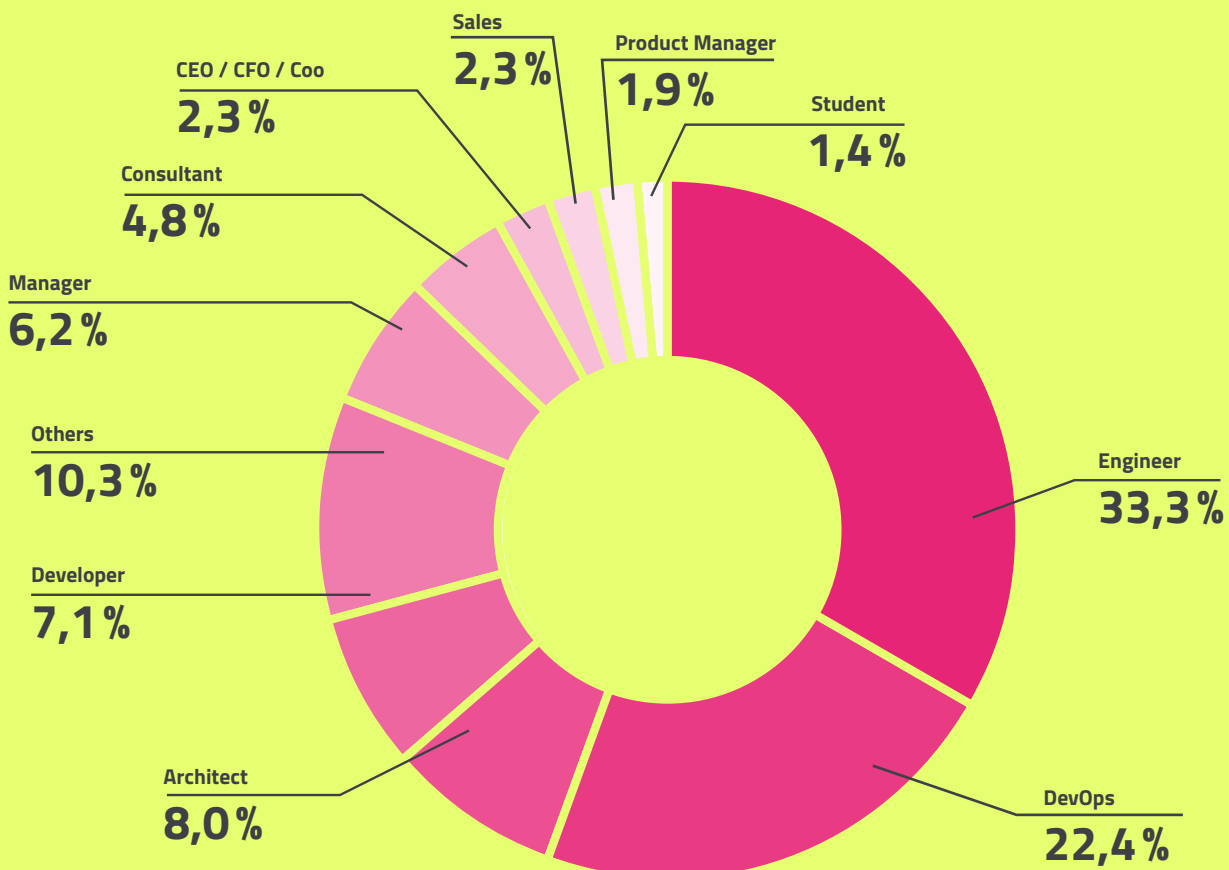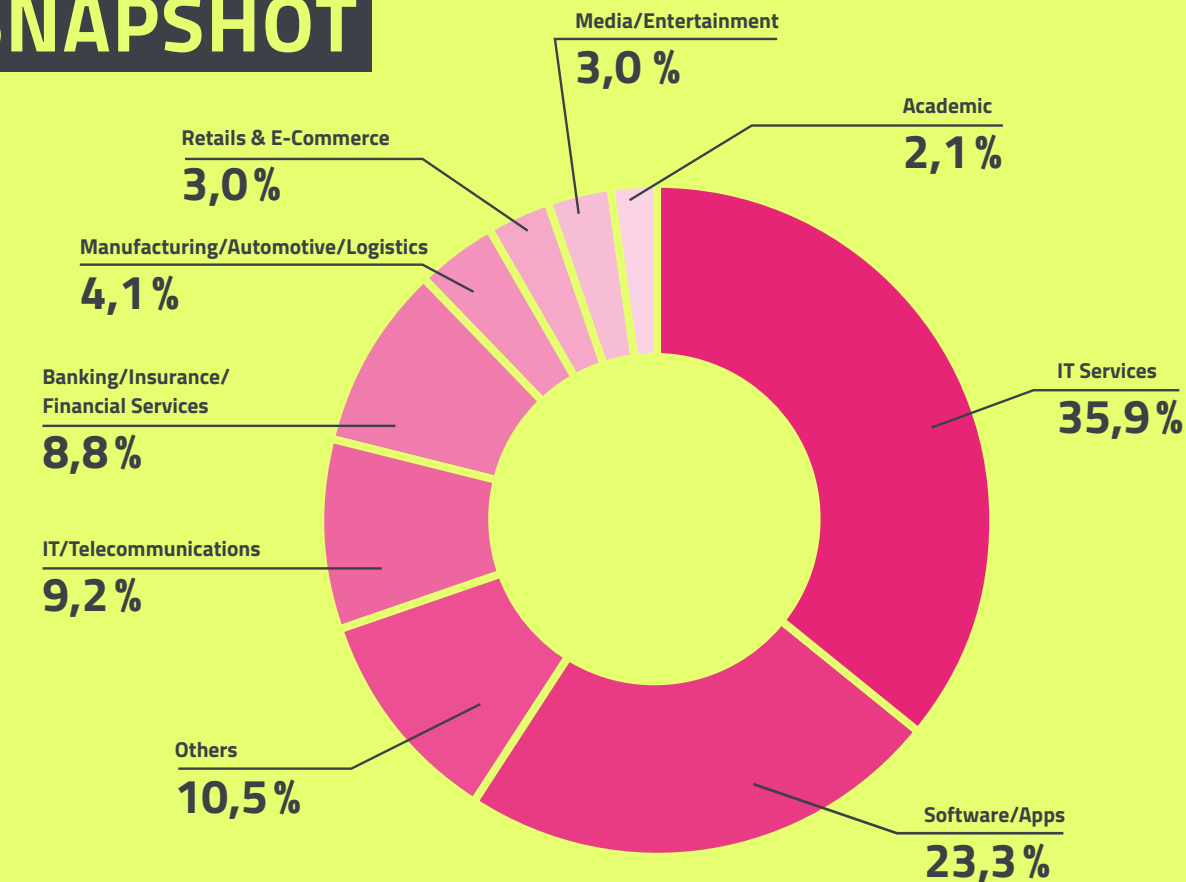
33.3% Engineer
22.4% DevOps
8.0% Architect
7.1% Developer

3

CDS23 ATTENDEE SNAPSHOT

Media/Entertainment
3,0 %

Academic
2,1 %

Retails & E-Commerce
3,0 %

Manufacturing/Automotive/Logistics
4,1 %

IT Services
35,9 %

Banking/Insurance/Financial Services
8,8 %

IT/Telecommunications
9,2 %

Others
10,5 %

Software/Apps
23,3 %

Sales
2,3 %

Product Manager
1,9 %

CEO / CFO / Coo
2,3 %

Student
1,4 %

Consultant
4,8 %

Manager
6,2 %

Engineer
33,3 %

Others
10,3 %

Developer
7,1 %

Architect
8,0 %

DevOps
22,4 %

OUR SPONSORS
IN 2023

ADMIRAL

KUBERMATIC

CAPTAIN

RANCHER®
BY SUSE

CHIEF OFFICER

Red Hat

GERMAN EDGE CLOUD

SVA

vmware®

NetApp

HashiCorp

JFrog

Grafana Labs

LACEWORK®

ENGINEER

EXOSCALE

ISOVALENT

camptocamp

scandio
TECHNOLOGY & CONSULTING

upbound

TREND MICRO

plusserver

sysdig

portworx
by Pure Storage

solo.io

EXOSCALE

NOVATEC

Coralogix

EDB
POWER TO POSTGRES

SysEleven

aqua

Hewlett Packard
Enterprise

DATADOG

SPONSOR OPPORTUNITIES

2024 STEP 1: CHOOSE YOUR SPONSORSHIP PACKAGE

Level	Captain	Chief Officer	Engineer	Start-Up*
Pre-Conference Email – Sent by ContainerDays in behalf of the sponsor one week before the conference (max. 200 words)	●			
Logo and link on conference website on the page sponsors	●	●	●	●
Logo on conference signage (including rollups, banners, etc.)	Large	Medium	Small	Small
Exhibition space (see next page)	Large	Large	Medium	Small
Social Media promotion of the sponsorship on the @ContainerDays handle in LinkedIn and Twitter	(1) LinkedIn post (1) Twitter post	(1) LinkedIn post (1) Twitter post	(1) LinkedIn post (1) Twitter post	
Receiving conference attendee data**	All attendee data ***	ONLY attendee scope	ONLY attendee scope	
Box storage in the our warehouse and distribution to the sponsor booth	●	●	●	●
Licences for a lead retrieval mobile application	Unlimited	Unlimited	Unlimited	Unlimited
Onsite conference passes****	8	6	4	2
Unlimited 20% discount code on conference passes	●	●	●	
Price 2024	**33,000€**	**25,000€**	**16,000€**	**6,000€**

NOTE REGARDING BOOTH SHARING: You have the option to share your booth with one additional partner at the standard price. However, please note that captain sponsors are exempt from this provision. If you wish to share your booth with more than one partner, an additional fee of 50% or more of the desired sponsorship level will apply. Further requests for additional partners will be considered on a case-by-case basis and must be discussed individually.

* Your company must be in business for less than 3 years, must have less than 1 million euros in revenue and less than 50 employees to be considered a Start-up Sponsor.
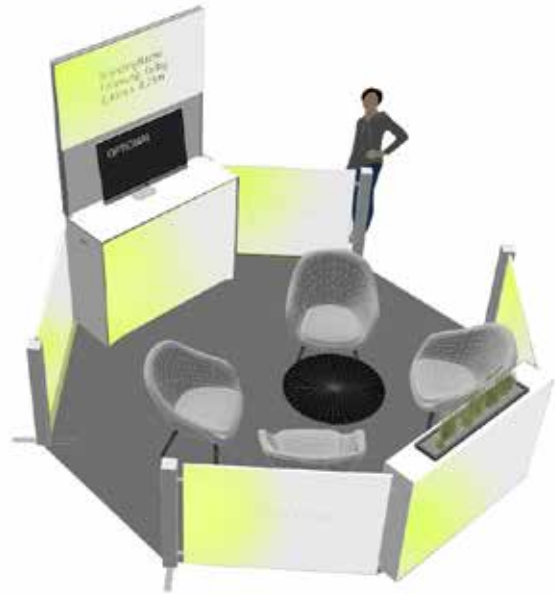
** Only the captain sponsors receive the data including email addresses and phone numbers from our online or onsite attendees. The Chief Officer and Engineer levels receive the scope of all attendees including company, job title, industry and company size.

*** All attendees are informed about sharing their data with our sponsors by registering for our event. It is written in our privacy policy as well as it will be in prominent places in our ticket shop.

**** Sponsors can distribute their passes as they wish.

LARGE

- Exhibition space of 7qm
- 1 x table with 3 lounge chairs
- Back wall with your own design
  (W 149 cm, H 140 cm)
- Counter with lock
  (W: 150 cm, H:210 cm, T: 50 cm)
- Power supply: Schuko connection (230V)
  with one triple outlet power strip with
  6 USB ports
- 1x LED hall lighting
- **Included in the Captain and Chief-Officer
  Packages**

MEDIUM

- Exhibition space of 4qm
- 1 x high stand table with 2 chairs
- Back wall with your own design
  (W 149 cm, H 140 cm)
- Counter with lock
  (W: 150 cm, H:210 cm, T: 50 cm)
- Power supply: Schuko connection (230V)
  with one triple outlet power strip with
  6 USB ports
- 1x LED hall lighting
- **Included in the Engineer Package**

SMALL

- Exhibition space of 2qm
- Back wall with your own design
  (W 149 cm, H 140 cm)
- Power supply: Schuko connection (230V)
  with one triple outlet power strip with
  6 USB ports
- **Included in the Start-Up Package**

CHOOSE YOUR BOOTH EXTRAS

MONITOR

- Showcase corporate slides and product demos to attract more visitors to your booth.
- Sizes: Monitor 55" 4K LCD
  Monitor 65" 4K LCD
- Adjustable height
- Includes HDMI cable and a support bracket

Monitor for 600€-850€

HARD-WIRED INTERNET

- There is a shared conference Wi-Fi available for all attendees free of charge. However, we recommend hard-wired internet if you plan on having technical demos and other activities that require internet at your booth.

Extra Internet for 1.000€

EXTRA CUSTOM-BRANDED PANELS

- ONLY the back wall is included as custom-branded in both booth sizes options.
- Add custom-branded graphics on the side panels of your booth.
- This option is not available for the Start-Up Package

Extra Branding for 1.100€

STEP 3: ADD SPECIAL SPONSORING

- **Increase your brand awareness**
- **Generate initial contact with attendees**
- **Drive more traffic to your booth**
- **Start in depth conversations in a relaxed atmosphere**

SPEAKING SESSION

Include a speaking slot of 30 minutes to your sponsorship. The proposed session will have to be reviewed by our program review comittee. Please note that we are not allowing product pitches on stage. Our audience is highly interested in technical topics.

Extra Speaking Session for 4.000 €

STAGE SPONSOR

A banner or slide with your logo will promote you as the sponsor of one of our four side stages. The banner or slide will be prominently placed on the stage and visible throughout the two days.

Stage Sponsor for 2.500 €

BADGE SPONSOR

Your logo will be placed at the front of the conference badge, together with the ContainerDays logo. Please note that the size will be 2x2cm max since we need to place other important infor- mation on the badge.

Badge Sponsor for 3.000 €

LANYARD SPONSOR

Your logo will be present on all the conference lanyards, together with the ContainerDays logo. We can discuss if we have a coloured or white lanyards.

Lanyard Sponsor for 3.000€

T-SHIRT SPONSOR

The back of the ContainerDay's t-shirt will display your logo. The t-shirt is distributed for free during the two days of the conference to all attendees.

T-Shirt Sponsor for 5.000€

APP SPONSOR

The home screen of our event application will prominently display your logo after they entered the log in data.

App Sponsor for 2.500€

RECORDINGS SPONSOR

Your logo will be included on the recordings of all conference sessions. It will be displayed on a separate slide of the videos, which will be posted on the ContainerDay's YouTube channel.
Recordings Sponsor for 3.500€

COFFEE SPONSOR

A roll-up with your logo will promote you as our coffee sponsor on both conference days. The roll-up will be placed next to the coffee station.
Coffee Sponsor for 1.500€

FOOD SPONSOR

You can choose if you want to sponsor breakfast, lunch and/or dinner. A roll-up and serviettes will display your logo and promote you as our food sponsor. The roll-up will be placed near the food stations when food is served.
Food Sponsor for 2.500€

DRINKS SPONSOR

A rollup with your logo will promote you as our drinks sponsor during the all-attendee evening events. It could be beer or cocktails.
Drinks Sponsor for 1.500€

SNACK SPONSOR

Your logo will be displayed in a roll-up as our snack sponsor. The roll-up will be placed next to the snack station, which could include a candy bar, waffles or popcorn, among others.

Snack Sponsor for 1.500€

BAR SPONSOR

After the all-attendee party on the first day of the conference, we plan on hosting an after party in a bar nearby. Be the main partner for the after party. Your logo will be displayed in a roll-up.

Bar Sponsor for 3.000€

GAME SPONSOR

A roll-up will include your logo as the fun sponsor next to an engaging game, in which attendees will be able to participate. It could be billard, kicker, among others.

Game Sponsor for 2.000€

FLOOR PLAN

peacetanbul

K6

1 **2**

Exhibition Area

Exhibition Area

Exhibition Area

K2

K1

WC

P1

K4 **KMH**

K6	Stage K6	(T-shirt icon)	Attendee T-Shirt
K2	Stage K2	(P)	Parking
K1	Stage K1	(H)	Bus Stop (17, 172, 173)
P1	Stage P1	WC	Toilets
K4	Stage K4	(wardrobe icon)	Wardrobe
1	Main Entrance	(coffee icon)	Coffee
2	Check In	(food icon)	Food
KMH	Lounge & Hackathon Stage		

GET IN TOUCH

Get in touch and become a sponsor at ContainerDays Conference 2024!

Contact sponsoring@loovent.com to secure your sponsorship today.

www.containerdays.io/containerdays-conference-2024/