

SEP 09 – 11, 2025

CONTAINER
days

CONFERENCE

CDS 2025

SPONSORSHIP

PROSPECTUS



MOIN MOIN!

We are excited to bring the ContainerDays Conference bigger, enriched with a wider range of topics, and better than ever for the 2025 edition!

This year, we're expanding our focus beyond #Kubernetes, #Containers & #DevOps to include a wider range of technology-related tracks such as #AI, #ML, #GoLang #Cloud Native & #PlatformEngineering topics.

Join us onsite in Hamburg from **September 9-11, 2025** to dive into the hottest trends and innovations in the industry while networking and attending speaking sessions across 5 stages, workshops and break out sessions.

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

- **1.000+** onsite attendees expected
- **3 days** conference with different tracks
- Around **120** speaking sessions, break out sessions & hands-on workshops
- Engaging and interactive **exhibition area** onsite
- **Online event application** available to network as much as possible

NOTE: This edition won't be streamed online and, therefore, we don't offer online tickets. There won't be online attendees. Nevertheless, speaking sessions will be recorded and published on our YouTube channel afterwards.



OUR TRACKS



SECURITY



CLOUD NATIVE
EXPERIENCE



APPLICATION
DEVELOPMENT



OPERATIONS



NETWORKING



GO PROGRAMMING
LANGUAGE



PLATFORM
ENGINEERING



OBSERVABILITY



AI + ML



STORAGE

IMPORTANT DATES



REASONS TO JOIN

- Gain awareness and obtain the opportunity to showcase your products and services
- Network with the community from all around the world
- Position your company as an industry leader
- Exchange ideas about the most up-to-date industry topics



SPONSOR OPPORTUNITIES

2025

| 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) | ● | | | |
| Speaking Opportunities | (1) 35min speaking slot in one of the stages | (1) 30 min break out session in the hallway | | |
| Logo and link on conference website on the page sponsors | ● | ● | ● | ● |
| Logo on conference signage (including rollups, banners, etc.) | Large | Medium | Small | Small |
| Exhibition space | Large (7qm) | Large (7qm) | Medium (4qm) | Small (2qm) |
| 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 2025 | 35,000 € | 27,000 € | 18,000 € | 8,000 € |

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.

* Only two captain packages are available.

** 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 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.

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 35 minutes to your sponsorship. The proposed session will have to be submitted to the CFP and will be reviewed by our team. In case you missed the deadline we will still need to get the approval from our review team. Please note that we are not allowing product pitches on stage.

Extra Speaking Session for 4.000€



WORKSHOP

Include a 3-hour hands-on workshop to your sponsorship. The workshop topic and content overview will have to be submitted to the CFP and reviewed by our team.

Workshop for 5.000€



BREAK-OUT SESSION

Include a 15-minute interactive break-out session to your sponsorship. The session will take place in the hallway and it's a great way to engage with attendees on a more personal level. The topic and content overview will have to be submitted to the CFP and reviewed by our team.

Breakout session for 3.000€



STAGE SPONSOR

A banner or slide with your logo will promote you as the sponsor of one of our stages. The banner or slide will be prominently placed on the stage and visible throughout the three 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 information 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 colour or white lanyards.

Lanyard Sponsor for 3.000€



T-SHIRT SPONSOR

The back of the ContainerDays t-shirt will display your logo. The t-shirt will be free during the three 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 login 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 ContainerDays' YouTube channel.

Recordings Sponsor for 3.500€



COFFEE SPONSOR

A roll-up with your logo will promote you as our coffee sponsor on all 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€



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.

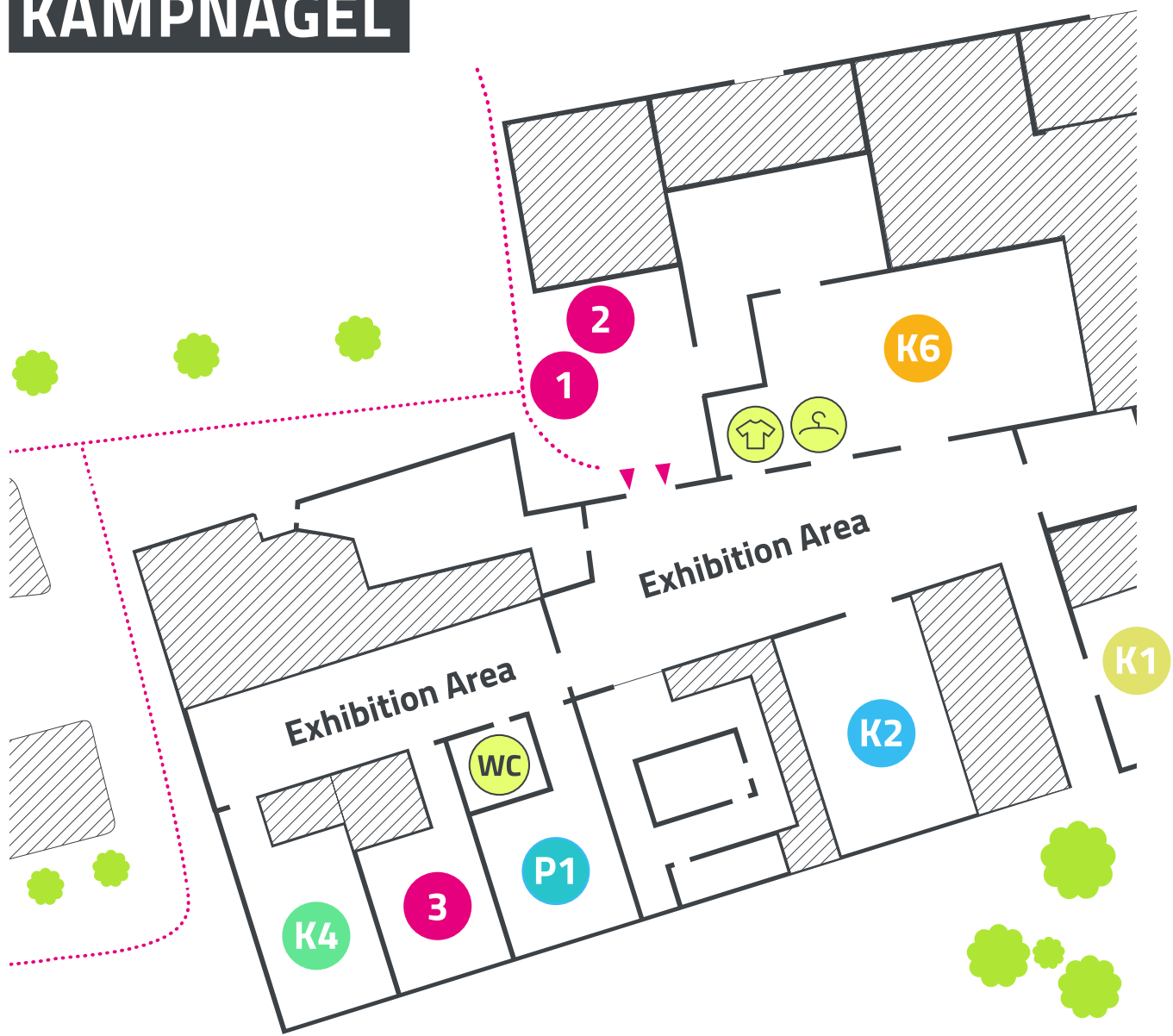
Game Sponsor for 2.000€



NAVIGATION

ONSITE 2025

KAMPNAGEL



- | | | | |
|----------------------------------|--------------------|---------------------------|-------------------|
| 1 Main Entrance | K6 Stage K6 | P1 Stage P1 | WC Toilets |
| 2 Check In & Info Point | K2 Stage K2 | K4 Stage K4 | 👔 Wardrobe |
| 3 Stage & Networking Area | K1 Stage K1 | 👕 Attendee T-Shirt | |

CDS24

LINEUP

- 80+ onsite sessions on five stages
- 95+ international speakers
- 33+ Sponsors
- Almost 1500 attendees onsite & online

CDS24

ATTENDEE SCOPE



ONSITE

Registered: 959

Checked in: 891

No show rate: 7.09 %

ONLINE

Registered: 449

Total Views: 841

Average View Duration: 26:09 min.

ATTENDEES FROM 55 COUNTRIES ACROSS 6 CONTINENTS



ONSITE

Germany: **75.2 %**

Switzerland: **3.9 %**

Netherlands: **2.4 %**

Austria: **1.8 %**

UK: **1.6 %**

ONLINE

Germany: **48.1 %**

India: **8.6 %**

US: **4.8 %**

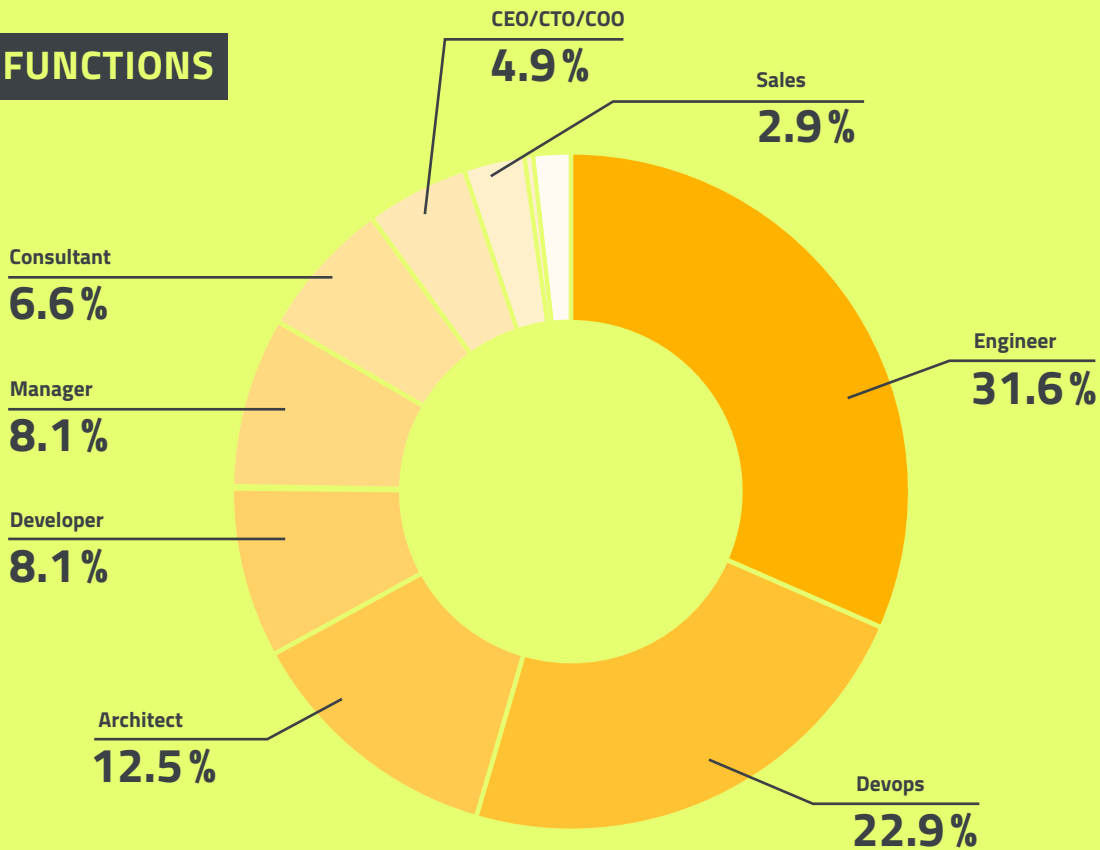
Poland: **3.5 %**

Belgium: **2.6 %**

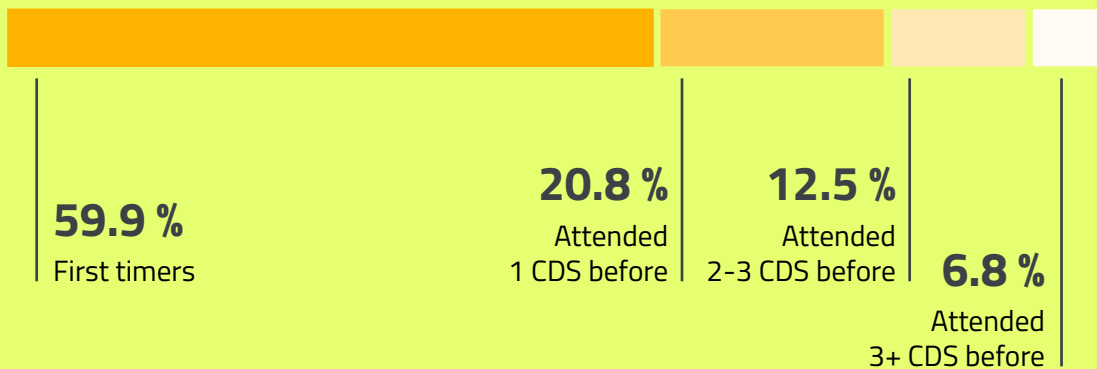
CDS24

ATTENDEE SNAPSHOT

JOB FUNCTIONS



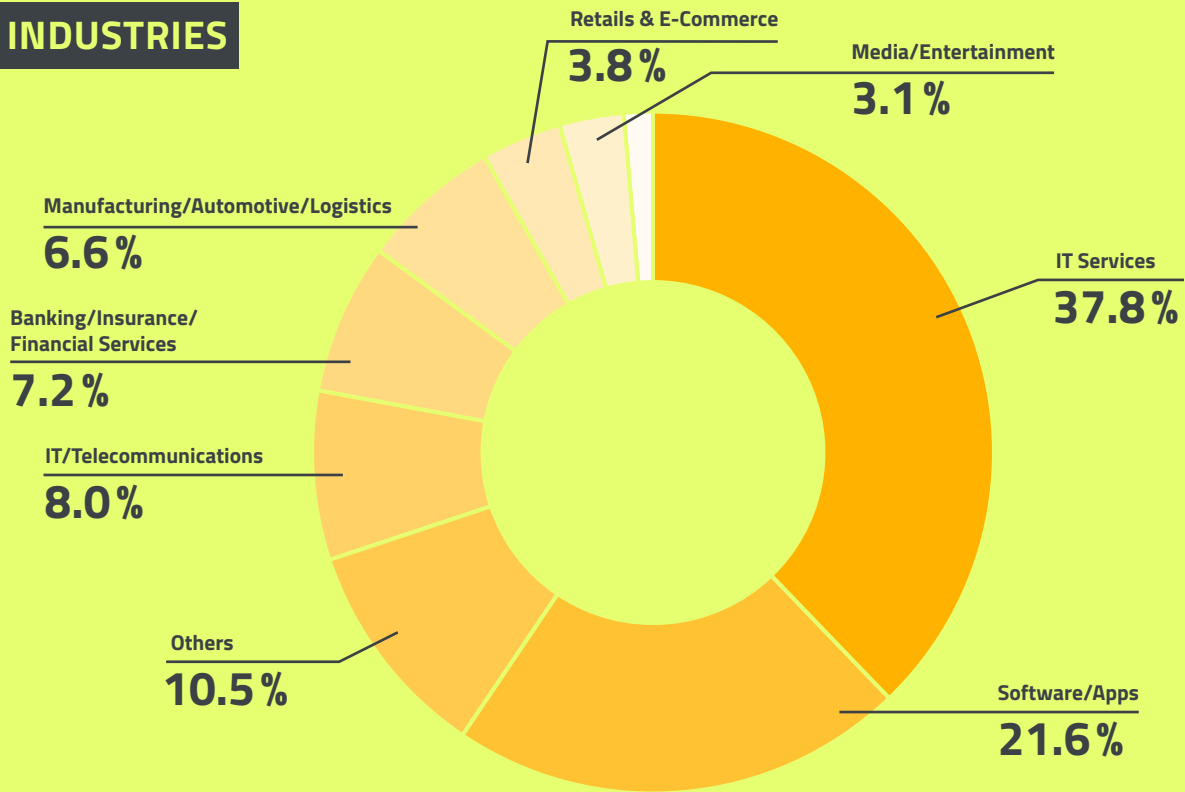
PREVIOUS ATTENDANCE AT CDS



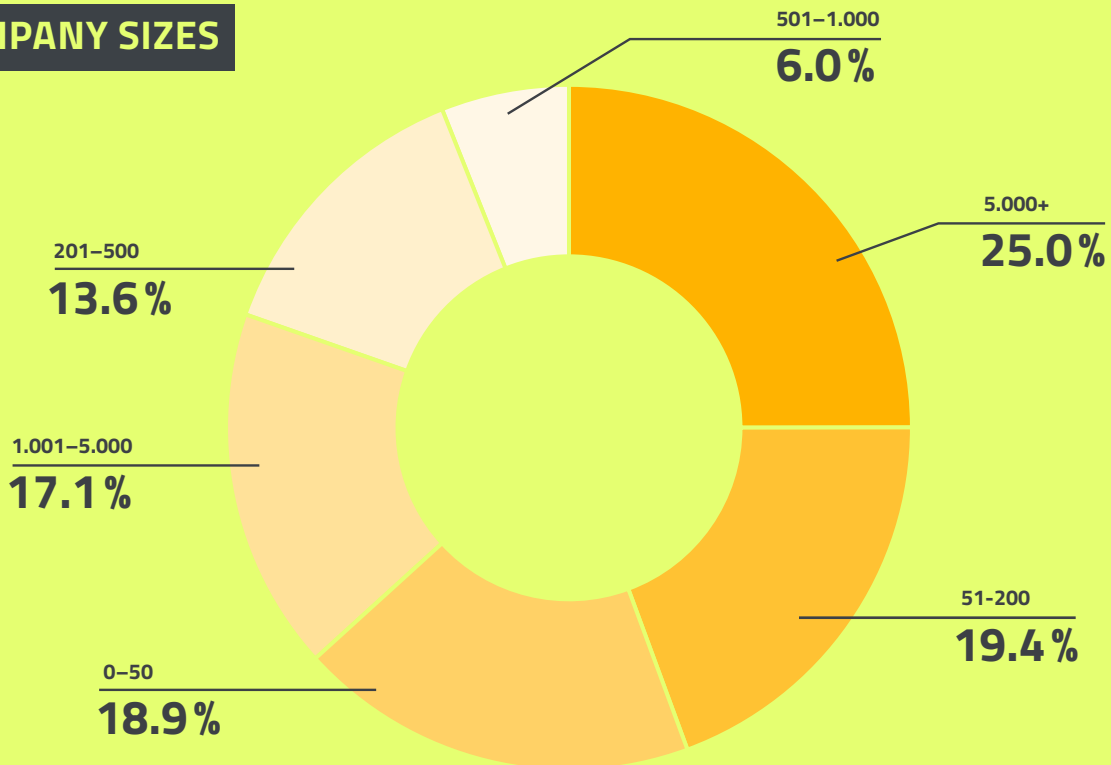
605

COMPANIES ATTENDING

INDUSTRIES



COMPANY SIZES



OUR SPONSORS

IN 2024

Admiral



Captain



Chief Officer



Engineer



Start-Up





GET IN

TOUCH

Get in touch and become a sponsor
at ContainerDays Conference 2025!

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

www.containerdays.io