

**HYBRID**  
**CONTAINER**  
**days**



**SPONSORSHIP PROSPECTUS**

**JULY 6 – 8, 2021**

# AHOY PARTNER!

**In 2016, when we first launched ContainerDays, there was only a small group of cloud native early adopters and evangelists in attendance. Since then, the number of attendees and speakers has increased every year, reflecting the growth of this community. In the last edition in 2019 we had over 1,000 attendees from around the world. Now we are looking forward to our very first hybrid conference to discuss the past, present and future of cloud native technologies.**

## OUR FOCUS

- Highly technical talks about containers
- Direct engagement with IT professionals from across Europe
- Valuable mindshare of a targeted audience



# REVIEW 2019

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ContainerDays is an awesome conference: Great talks, friendly atmosphere, good food, beautiful location and stellar organization. I will definitely be back next year.

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**Bastian Hofmann – SysEleven, Sponsor**

Pictures: <https://www.containerdays.io/past-cds/>  
Slide Deck: <https://speakerdeck.com/condayseu>  
Session Videos: <https://www.youtube.com/c/ContainerDays>  
CDS19 Aftermovie: <https://www.youtube.com/watch? ...>

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Thanks @kubermatic for organizing @ConDaysEU. I am happy to have such a conference in Hamburg, and it makes me proud that this time our team was able to contribute. See you again next year 🙌

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**Sebastian Rübke – Xing, Attendee**

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Thanks to all people who made @ConDaysEU such a great event! Inspiring location, great speakers, interesting content on all things #devops #Kubernetes #docker

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**Andreas Leicher – Attendee**

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We've been the workshop partner of ContainerDays since the beginning and every year we get inspired by the great enthusiasm of the container community.

This is the place where the people meet up who really have something to say about containers. It was a pleasure to support ContainerDays with our training center in Hamburg.

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**FAST LANE – Workshop Partner**

# ATTENDEES 2019



## 1,100 ATTENDEES

- More than 80 international trainers and speakers
- 200 workshop and 900 conference attendees



## COMPANIES

- More than 390 companies represented
- 23 sponsors from captain to sailor level

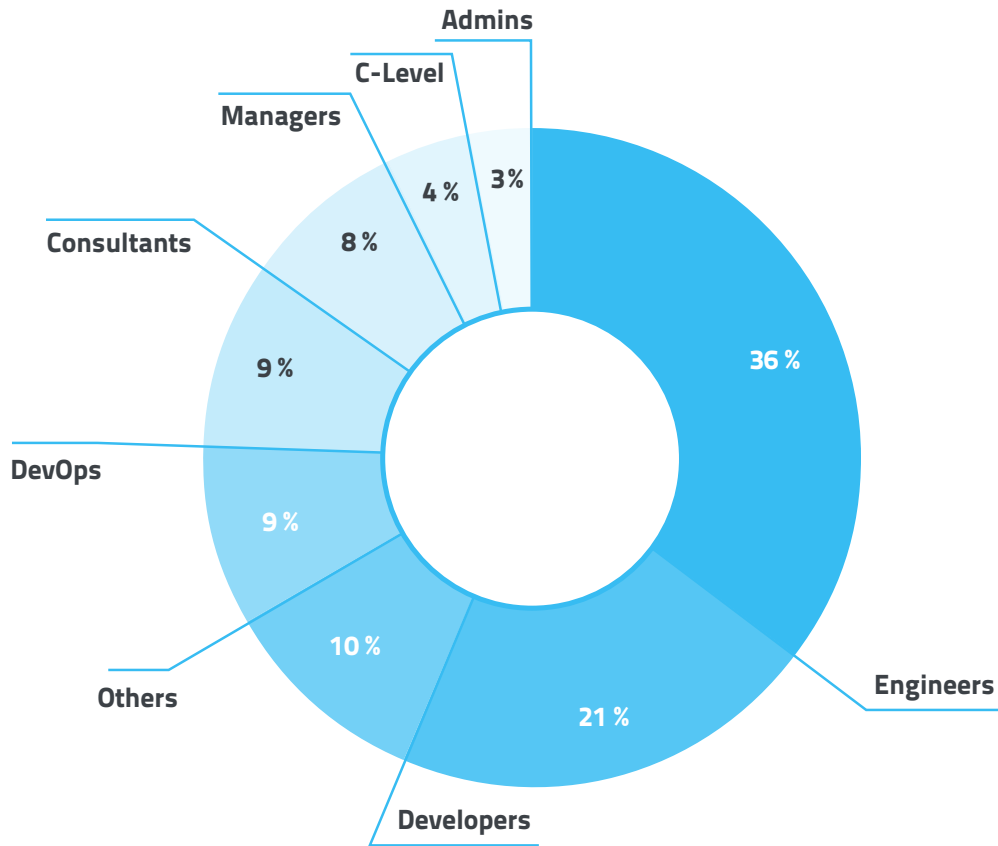


## DEMOGRAPHICS

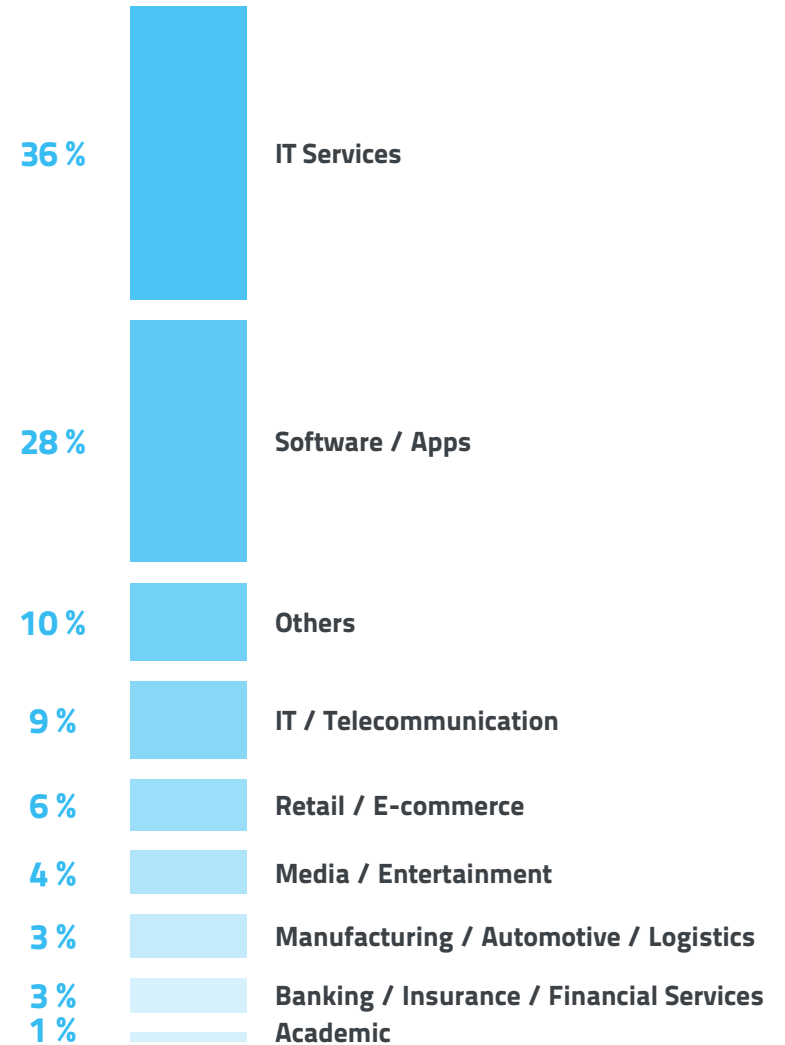
- Attendees from 31 countries across 4 continents
- 80% Germany, 3% Switzerland, 3% USA, 3% Netherlands

# ATTENDEES 2019

## JOB FUNCTIONS



## INDUSTRY SNAPSHOT



# PARTNERS IN 2019

CAPTAIN



CHIEF OFFICER



ENGINEER



SAILOR



# #CDS21 ROUTE

- 2 days with onsite & online sessions on two stages
- 1 day practical online workshops
- 300 onsite and unlimited online tickets available

Changes may apply at any time due to the pandemic.

- 50 top rated talks and discussions from experienced speakers
- Pre-conference online meetup
- Sponsor area onsite & online
- Networking opportunities to meet with attendees

## Monday, July 05

- Pre-conference Meetup

## Tuesday, July 06

- Conference (onsite & online) from 10:00 AM – 5:00 PM

## Wednesday, July 07

- Conference (onsite & online) from 10:00 AM – 5:00 PM

## Thursday, July 08

- Online Workshops from 10:00 AM – 4:00 PM

## SESSIONS



Container and  
Cloud Native Technologies



Cloud Native  
Journeys



Microservices &  
Distributed Applications



CI/CD & DevOps



Hybrid and  
Multicloud

# READY TO BOARD?

**1**

Position your company at the forefront of the cloud native revolution.

**2**

Engage with developers, architects, and technical leaders from across Europe.

**3**

Support the community and create long-lasting relationships.

**4**

Associate your brand with the most advanced technologies.

**5**

Participate in an online sponsor showcase to present videos, demos, and other resources.

**6**

Capture leads through direct communication with attendees.

**7**

Inform the cloud native community about your organization's products, services and open source strategies.





# SPONSORSHIP PACKAGES

**Option A**  
Onsite & Online

	Captain [A]	Chief Officer [A]	Engineer [A]	Sailor [A]
<b>Onsite-Benefits</b>				
Onsite or online Live Keynote - 15 minutes	●			
Pre-conference email to all attendees- 150 words	●			
Post-conference workshop	●			
Dedicated Meet Us Session during the event	●	●		
Exhibition space	9sqm	6sqm	4sqm	
Receive conference attendee data	full attendee data report	industry, company, job title	industry, company, job title	industry, company, job title
Receive booth visitor data (onsite & online)	●	●	●	
Onsite conference passes	8	6	4	2
Unlimited 20% discount code on attendee passes	●	●	●	●
Display of logo (emails, website, recordings, onsite material)	●	●	●	●
<b>Online-Benefits</b>				
Pre-recorded talk on demand - 35 minutes	●	●		
Twitter post from official CDS channel	●	●		
Exhibition space online with logo	●	●	●	
Online conference passes with swag package	30	20	10	5
Special Offer: ECNS Silver Sponsor Package (if signed before ECNS)	●	●		
	<b>25,000 €</b>	<b>15,000 €</b>	<b>7,000 €</b>	<b>3,500 €</b>

Changes may apply at any time due to the pandemic.

# SPONSORSHIP PACKAGES

**Option B**  
Online only

## Online-Benefits

Online Live Keynote - 15 minutes

Pre-conference Email to all attendees - 150 words

Post-conference workshop

Dedicated meet me session during the event

Pre-recorded talk on demand - 35 minutes

Twitter post from official CDS channel

Custom-branded virtual exhibition space

Receive conference attendee data

Receive booth visitor data

Online conference passes with swag package

Display of logo (emails, website, recordings)

**Captain [B]**

**Chief Officer [B]**

**Engineer [B]**

**Sailor [B]**



full attendee data report



30



**18,000 €**



industry, company, job title



20



**9,000 €**



industry, company, job title



10



**4,000 €**



industry, company, job title



5



**2,000 €**

**Changes may apply at any time due to the pandemic.**

# #CDS21

Contact [sponsoring@lovent.com](mailto:sponsoring@lovent.com) to secure your sponsorship today.

[www.containerdays.io](http://www.containerdays.io)

Don't miss the unique opportunity to be part of the biggest and best container conference in Europe.

