

Save the Date  
Sep 05-07

HAMBURG  
CONTAINER  
days

CDS 2022 SPONSORSHIP PROSPECTUS

# MOIN MOIN!

The sails are finally set for the next edition of ContainerDays from September 05-07 and just like last year, we are going hybrid again with over 2000 attendees expected. As usual, Hamburg is our city of choice for the onsite part and we'll provide an engaging and personalized platform for our online attendees. It is the perfect place to discuss the past, present, and future of cloud native technologies with people from around the world.

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



# 2021 MEDIA & ATTENDEES FEEDBACK

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"I had a wonderful time at @ConDaysEU. Many thanks to the fantastic team from @Kubermatic for bringing us back together in Hamburg."

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@Manuel Stöbel

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"Going back to in-person (or hybrid in this case) was a great feeling for me. I was reminded of what I enjoyed about conferences, such as meeting new people, experiencing new places, hearing case studies, and speaking directly to people to answer questions or problems."

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@Chris Ward

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"Thank you @ConDaysEU for being an amazing and inclusive event. it was a blast being on stage! Hopefully we see each other again in 2022."

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@Mario Fahlandt

We are excited to build on this success even more next year!

# 2021 ATTENDANCE NUMBERS & FIGURES



## 1,700 ATTENDEES

320 onsite & 1,470 online  
(90% attendance rate)

## SESSIONS

More than 80 international speakers (12% women)  
74 sessions (keynotes & talks)  
6 workshops



## DEMOGRAPHICS

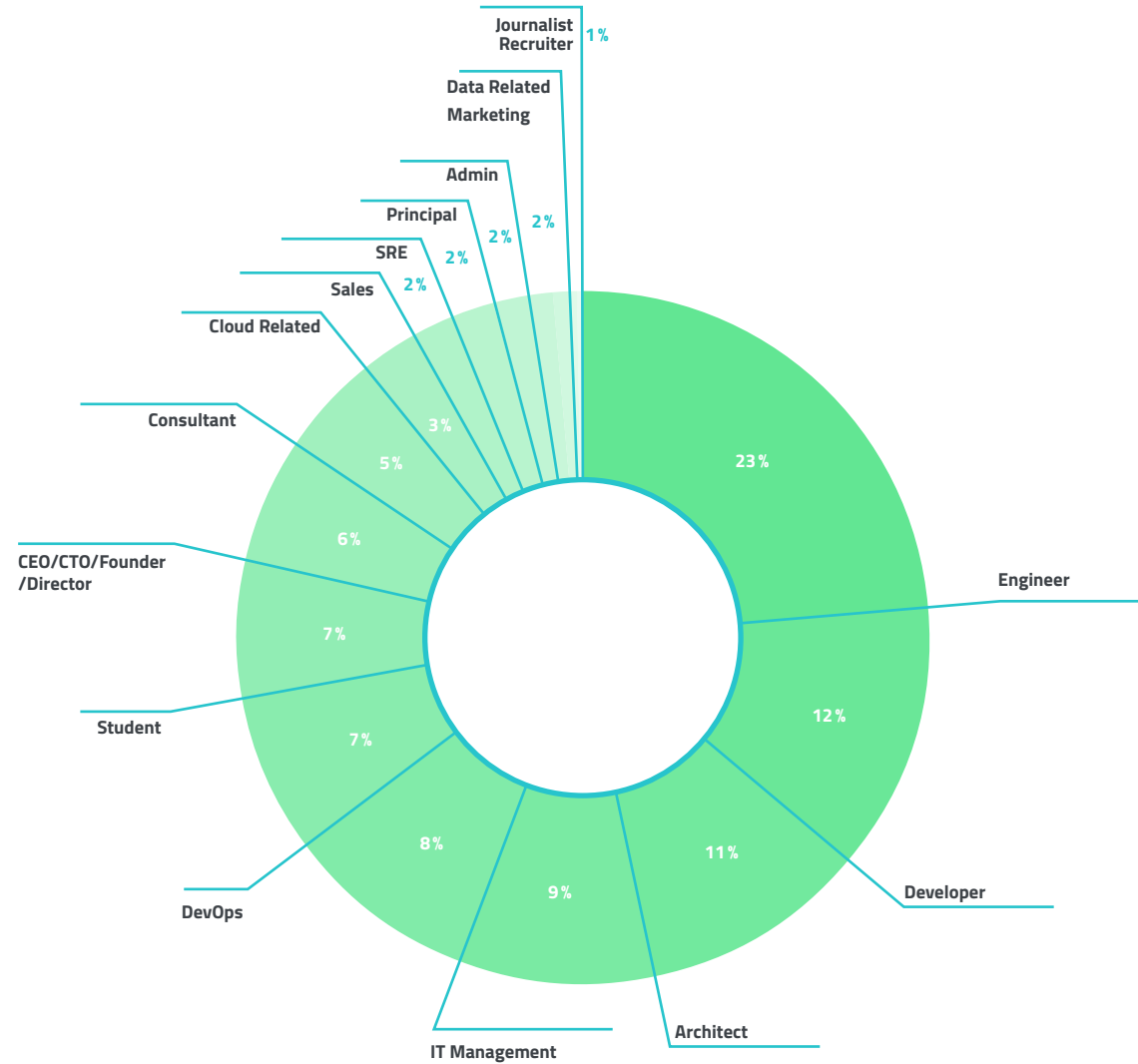


45% Germany	3% Netherlands
16% India	3% Great Britain
6% United States	3% Poland

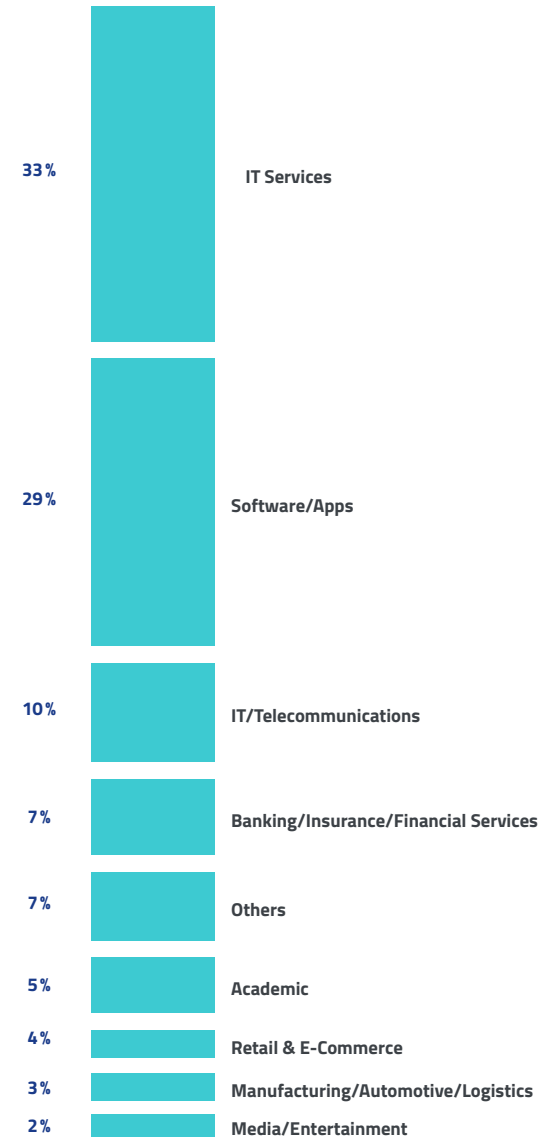


# 2021 AUDIENCE SNAPSHOT

## ATTENDEES' JOB FUNCTION:



## ATTENDEES' INDUSTRIES



# CDS22 LINEUP

- 2 days with 80+ onsite & online sessions on four stages
- More than 6 hands-on workshops
- 2000+ (800 onsite) participants from across Europe
- Engaging exhibition area onsite & online
- Networking opportunities to meet with attendees, speakers, and sponsors

## September 05-06

- Main conference

## September 07

- Post-conference workshops

## SESSIONS



Container and  
Cloud Native Technologies



Cloud Native  
Journeys



Microservices &  
Distributed Applications



CI/CD & DevOps



Hybrid and  
Multi Cloud

# SPONSOR PACKAGES 2022

Option A  
Online & Onsite

Option B  
Online only

## Conference Benefits

- Pre-conference email to all attendees – 150 words
- Live Keynote – 15 minutes
- Post-conference workshop – 4h
- Display of logo (emails, website, recordings)
- Receive conference attendee data

Captain  
[A]

Chief Officer  
[A]

Engineer  
[A]

Sailor  
[A]

Captain  
[B]

Chief Officer  
[B]

Engineer  
[B]

Sailor  
[B]

ONSITE

ONLINE

all attendee data  
incl. name  
& email

attendee scope  
industry  
company  
job title

attendee scope  
industry  
company  
job title

attendee scope  
industry  
company  
job title

all attendee data  
incl. name  
& email

attendee scope  
industry  
company  
job title

attendee scope  
industry  
company  
job title

attendee scope  
industry  
company  
job title

## Online Benefits

- Various display of logo within online event tool
- Push notification in event tool on each event day
- Pre-recorded talk on demand - 35 minutes
- Custom-branded virtual exhibit space
- Receive booth visitor data

2

1

2

1

## Onsite Benefits

- Exhibition space onsite
- Onsite conference passes
- Unlimited 20% discount code on onsite conference passes

large

medium

small

8

6

4

2

27,000 €

19,000 €

11,000 €

6,000 €

20,000 €

11,000 €

6,000 €

4,000 €

# 2022 BRAND AWARENESS OPPORTUNITIES

**1**

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## **BREAK SPONSOR**

(coffee, breakfast, lunch)

**2**

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## **PARTY SPONSOR**

(beer, food, music)

**3**

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## **STAGE SPONSOR**

**4**

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## **RECORDING SPONSOR**

**5**

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## **HYGIENE SPONSOR**

(masks, sanitizer dispenser)

**6**

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## **SNACK SPONSOR**

(popcorn, waffles)

**You are interested?**

Let us know and we'll discuss your options and the pricing.



# GET IN TOUCH



Contact [sponsoring@loovent.com](mailto:sponsoring@loovent.com) to secure your sponsorship today. [www.containerdays.io](http://www.containerdays.io)



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