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%

SELECTION

More than 90 international speakers – 78 sessions – 7 workshops

ATTENDEE JOB FUNCTION

33.3% Engineer
22.4% DevOps
8.0% Architect
7.1% Developer
CDS23 ATTENDEE SNAPSHOT

IT Services 35.9%

Engineer 33.3%

Software/Apps 23.3%

DevOps 22.4%

Others 10.5%

Architect 8.0%

IT/Telecommunications 9.2%

Developer 7.1%

Banking/Insurance/Financial Services 8.8%

Retails & E-Commerce 3.0%

Consultant 4.8%

Manager 6.2%

CEO / CFO / Coo 2.3%

Sales 2.3%

Product Manager 1.9%

Student 1.4%

Manufacturer/Automotive/Logistics 4.1%

Academic 2.1%

Others 10.3%

Retails & E-Commerce 3.0%

Media/Entertainment 3.0%

Others 10.3%

Manufacturing/Automotive/Logistics 4.1%

Banking/Insurance/Financial Services 8.8%

IT/Telecommunications 9.2%

Manager 6.2%

Consultant 4.8%

CEO / CFO / Coo 2.3%

Sales 2.3%

Product Manager 1.9%

Student 1.4%

Others 10.3%

Developer 7.1%

Architect 8.0%

Engineer 33.3%

DevOps 22.4%
OUR SPONSORS
IN 2023

ADMIRAL

KUBERMATIC

CAPTAIN

RANCHER
BY SUSE

CHIEF OFFICER

Red Hat

GERMAN EDGE CLOUD

SVA

NetApp

vmware

HashiCorp

JFrog

Grafana Labs

LACEWORK

ENGINEER

EXOSCALE

ISOVALENT

camptocamp

scandio

Technology & Consulting

upbound

TRENDS

plusservex

sysdig

portworx

by Pure Storage

EXOSCALE

NOVATEC

Coralogix

EDB

SysEleven

adnea

Hewlett Packard
Enterprise
## Sponsor Opportunities 2024

### Step 1: Choose Your Sponsorship Package

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

### 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.

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* 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
- Counter with lock
- 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
- Counter with lock
- 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
- Power supply: Schuko connection (230V) with one triple outlet power strip with 6 USB ports
- Counter with lock
- Included in the Start-Up Package
STEP 2: 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

**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 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

Monitor for 600€-850€
Extra Internet for 1.000€
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 committee. 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 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 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€**
1. Main Entrance
2. Check In
K6. Stage K6
K2. Stage K2
K1. Stage K1
P1. Stage P1
K4. Stage K4

- Attendee T-Shirt
- Parking
- Bus Stop (17, 172, 173)
- Toilets
- Wardrobe
- Coffee
- Food

Exhibition Area

Barmbecker Str. 13
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/