



KubeCon

CloudNativeCon

Europe 2025

## BEST PRACTICES FOR SPONSORS

Planning your presence at an event is a team effort and can involve a large number of stakeholders. Use these checklists to make sure your team is aligned throughout the planning process.

### GETTING STARTED

- Setting Goals Up Front:** Define what you are trying to achieve at the event and how you can use your sponsorship benefits to meet your objectives. Goals should be achievable and realistic. When measuring your success, don't forget to include qualitative results such as networking opportunities, continuing education through sessions, brand recognition, recruiting, and gauging industry trends and competition.
- Become Familiar with the Event:** Review all pages of the [sponsor portal](#) including the task list to make sure you are not missing an important piece of information or a deadline.
- Get a Head Start:** Putting together assets for your exhibits can be time-consuming, especially if you are starting from scratch. Leave enough time for stakeholder review and revisions. Create your own production timelines by working backward from the due dates in the sponsor portal.
- Create Buzz:** Experienced exhibitors know that ramping up marketing efforts prior to the event is essential for a successful onsite presence. Spread the word by promoting KubeCon + CloudNativeCon through your own channels, whether that is your company website, blog, newsletter, direct email, or social media. Use the opportunity to highlight what you will be presenting at the conference such as previews of educational sessions or demos, exciting raffles or giveaways, or industry news announcements. For more tips, download our [Sponsor Marketing & PR Kit](#).
- Invite Customers and Partners:** Word of mouth is still the most impactful way to drive event participation. Reach out to your customers, prospects, and business partners and invite them to join you at KubeCon + CloudNativeCon. Your sponsorship includes free and discounted in-person tickets that you are welcome to share with them.



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### PRE-EVENT PLANNING

#### GRAPHICS + BRANDING:

- Check Company Name and Logo:** Check internally for potential upcoming changes to your company's branding and alert [sponsorservices@cncf.io](mailto:sponsorservices@cncf.io) immediately. Due to long lead times for print production, late submissions may not be accommodated..
- Create Attractive Booth Graphics:** Make your booth stand out from others with thought-provoking graphics and eye-catching colors. But keep it professional - no offensive language or images!
- Branding:** Double-check that your booth graphics, branded materials, and giveaways are in alignment with your company's and **CNCF's branding guidelines**. Factor in enough time for stakeholder review and revisions.
- Giveaways + Swag:** Offering unique and fun merchandise that is tailored to the audience can be a nice traffic booster but usually has long lead times. Brainstorm ideas early on and leave enough time for potential production or shipping delays. Opting for sustainable products is highly encouraged, as it aligns with our commitment to reducing waste and minimizing our environmental footprint. Digital offers reduce clutter around the booth and save resources. Consider special promotions or discounts that are quick and easy to redeem online. Keep in mind that it is NOT permitted to use the conference logo/branding or Linux Foundation/CNCF logos and artwork on any swag or giveaways that are produced or distributed by sponsors. Review the [giveaways + swag page](#) for more information.
- Keep Within Booth Space:** All sponsor activities, branding, collateral, stickers, etc. must be confined within your booth space. Soliciting business or promotional activities are not permitted in public spaces within a 1-kilometer radius of the venue or host hotels. Not sure what's allowed? Ask for permission, not forgiveness.

#### BOOTH SPACE:

- Confirm Internet Needs:** Dedicated booth Wi-Fi or personal hotspots are **NOT** permitted for this event. Confirm the internet needs for your booth with your team early on and order hardlines if needed. Configure all devices prior to arriving onsite.
- Place Booth Orders:** Note the order deadlines for booth furniture, power, AV, cleaning, and catering, and contact vendors well in advance of the cut-off dates if you have any questions regarding their services. Late or onsite orders may not be accommodated.
- Don't Overcrowd Your Space:** All furniture, AV, catering equipment, etc. must fit within your booth's footprint and may not extend into adjacent aisles. Leave enough space for your staff and attendees to comfortably move around your booth.



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### PRE-EVENT PLANNING

- Arrange Shipments:** Familiarize yourself with local customs regulations and shipping procedures - both to and from the venue - to avoid any issues and delays.
- Come Prepared:** Onsite facilities may be limited so please make sure you bring everything you need. Power adapters, cables, or chargers for electronic devices are often overlooked. Print important travel documents and order confirmations. Ensure that onsite staff has access to passwords for shared devices or accounts that they may need to access during the event.

#### STAFFING + TRAVEL:

- Staffing:** Build a well-rounded roster of booth staff including technical, product, and sales experts who can answer any attendee questions immediately.
- Book Hotel Rooms:** Room blocks at **official host hotels** sell out quickly. Secure travel budgets for your booth staff internally and book rooms as early as possible.
- Register:** Don't forget to register yourself, your staff, EACs, and customers using your sponsor codes.
- Booth Staff Training:** Schedule a training session ahead of the event to walk your booth staff through the event, their responsibilities, schedules, travel, onsite logistics, etc. Review the code of conduct and event regulations with all team members.

#### SPONSOR-HOSTED EXTERNAL EVENTS:

- Don't Overlap with Conference Schedule:** Don't hold an event that overlaps or partially overlaps with the official program on the main conference days including KubeCrawl + CloudNativeFest. Please review the conference agenda carefully and check back regularly as times may be subject to change.
- Event Branding:** Don't use the KubeCon + CloudNativeCon conference name, logo, or branding to promote sponsor-hosted events on posters, brochures, signs, websites, social media, or other marketing materials.
- No Lead Retrieval:** Using the event's lead retrieval devices or app is not permitted anywhere outside the sponsor's booth. This applies to all sponsor-hosted events.



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### WRAPPING UP

- Keep the Conversation Going:** Extend the life of your content by publishing or repurposing it after the event. By sharing your videos, documents, and experiences through post-conference write-ups, blog posts, video platforms, or social media they become available to an even wider audience.
  
- No Leads Left Behind:** Pull your final leads report after the event has concluded to make sure all leads get included in your targeted post-event marketing campaigns.
  
- Nurturing Your Leads:** Turning leads into customers takes time and dedication. Analyze the available data in the lead report carefully and develop a lead nurturing strategy specific to the attendees and the content or staff they interacted with in your booth. One size does not fit all. Following up in a timely manner with relevant content is key to staying top-of-mind with prospective customers.
  
- Add a Personal Touch:** Express your gratitude and thank all attendees who visited your booth. Recap how you met at the event and what was discussed to help attendees make the connection between your event presence and any follow-up content you are providing. Personalize your outreach whenever possible.