



KubeCon



CloudNativeCon

OPEN SOURCE SUMMIT

China 2019

KubeCon + CloudNativeCon + Open Source Summit China 2019

Sponsor Marketing & PR Kit

Marketing Resources

Your sponsorship includes marketing resources to help you with outreach to your prospects, customers, and partners to let them know about your participation at KubeCon + CloudNativeCon + Open Source Summit China and invite them to join you.

Spread the word through Twitter and WeChat

If your company is active on Twitter or WeChat, let your followers know you are attending KubeCon + CloudNativeCon + Open Source Summit China, and tweet about your sessions, demos, giveaways, or anything else you have planned. Just remember to use the official #KubeCon + #CloudNativeCon + #OSS China in your post.

Here are a few pre-written tweets for your social media team's convenience:

Your Company Handle is a proud sponsor of #KubeCon + #CloudNativeCon + #OSS China in Shanghai this June! <https://bit.ly/2JZcBjs>

Looking forward to gathering for #KubeCon + #CloudNativeCon + #OSS China with #cloudnative contributors, users & maintainers + #OpenSource technologists! Join us in Shanghai in June: <https://bit.ly/2JZcBjs>

Come join the conversation about #Kubernetes, #Edge, #MachineLearning & #CloudNative + much more at #KubeCon + #CloudNativeCon + #OSS China in Shanghai this June: <https://bit.ly/2JZcBjs>



Promote your session or tutorial

If you or your colleagues have a session or tutorial, we encourage you to regularly promote your talk via social media, your blog, company newsletter, etc. When sharing from your personal channels, make sure to describe the great ideas or skills that attendees will take away from your session. Just remember to use the official #KubeCon + #CloudNativeCon + #OSS China in your tweet.

Include a message in a newsletter or blog post

If your company distributes a newsletter or has a blog, include information about your presence at KubeCon + CloudNativeCon + Open Source Summit China. Need some help with the copy? Here's a short blurb about the conference you can use:

The partnership between CNCF and The Linux Foundation will bring together two of the largest open source and cloud native events in China, to support the rapidly growing open source communities across Asia. Thousands of technologists will gather for three days to hear from the maintainers and end users of CNCF's hosted projects - including Kubernetes, Prometheus, Envoy, CoreDNS, containerd, OpenTracing, Fluentd, gRPC, rkt, CNI, Jaeger, Notary, TUF, Vitess, Linkerd, NATS, Helm, Rook, Harbor, etcd and CRI-O - as well as other open source and cloud native technologies.



Popular topics expected at the conference include:

- Kubernetes use cases
- Customizing and extending Kubernetes
- Microservices in production (e.g. gRPC)
- Cloud native approaches like CI/CD
- Scalability and performance
- Monitoring and analysis toolkits
- Machine learning and data
- Observability
- Serverless
- New developments with storage and networking for containers

[View the full conference schedule in Mandarin](#)

[View the full conference schedule in English](#)

Add a banner to your website

KubeCon + CloudNativeCon + Open Source Summit China banners are available in a variety of sizes for your website and/or blog. These are quick and easy to upload. You may [download the banners](#) directly or request the files by emailing PR@CNCF.io.

KubeCon + CloudNativeCon + Open Source Summit China event logos are available for download at <https://github.com/cncf/artwork>.



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PR Opportunities

We have invited key media and analysts to attend KubeCon + CloudNativeCon + Open Source Summit China and encourage you to issue your own news during the event. These press and analysts cover the cloud native computing and broader technology industries. Many of the attending media are from China, but we also have attendees from the U.S., EMEA and the broader APAC region.

News Package

CNCF will be providing a news package for attending media and analysts to help encourage event coverage as well as coverage of CNCF members and KubeCon + CloudNativeCon + Open Source Summit China sponsor news announcements. The news package is a collection of participating member and sponsor announcements that are being released during the event.

If your company is announcing news during the event, including your news in the news package means it will be delivered to media prior to the event, on June 17. This way they can plan their news stories and seek out additional information should they have any questions.

In addition to the potential inclusion of your announcement in show news, this is a great way to raise your company's profile, to draw attention to your participation in CNCF and the Linux Foundation, and KubeCon + CloudNativeCon + Open Source Summit China.

We respect that your news is sensitive and confidential, so we will not be discussing your news in any way apart from sharing with media **under strict embargo**. The news package will be delivered on June 17. This provides media with adequate time to prepare and write stories, but prohibits them from posting any news until your announcement goes live at the specified date and time.

All sponsorship levels and CNCF members can participate in the news package. If you would like to participate, we ask that you provide the following no later than **Wednesday, June 12**:

- A news headline/title (usually headline of your press release)
- The press release or blog post
- If the press release and/or blog post will not be ready by the above deadline, please send a 1-2 paragraph description of your news announcement to send to media
- Contact information for inquiries

Once you have submitted your information for the news package, we cannot accept changes to your submission. Only news releases issued for/during KubeCon + CloudNativeCon + Open Source Summit China are eligible. Please submit all materials to PR@CNCF.io.

1:1 Briefings

A 1:1 media briefing is a conversation between a journalist or analyst and a company spokesperson. These are usually booked for 30 minutes and are intended for the journalist to learn more about the company and its news to potentially include it in a story.

We have invited key press and analyst to the event. If any of the key press and analysts express interest in briefings with you or your company, CNCF will contact you immediately with the opportunity. If you wish to take the briefing, please determine the appropriate company spokesperson for the conversation, and let us know what their availability is.

Media/Analyst List

Our press list is an exclusive benefit for strategic, double diamond, diamond, platinum and gold sponsors ONLY and will be shared two weeks prior to the event. Sponsors may reach out to their chosen targets, but please be respectful that attending media and analyst receive a lot of information and news leading up to the event, and will respond if they are interested in additional information from you.