



One Kubernetes · One Java · All clouds

J4K, an exciting industry leading conference that combines the best of open source and middleware communities for developing Java applications on Kubernetes

Virtual Edition | June 9 & Oct 6, 2021

J4K.io

2021 Sponsorship Prospectus



PART-2

2021 J4K CONFERENCE

COMING TO YOU VIRTUALLY

ONEK8s

ONEJAVA

ALLCLOUDS

October 6th, 2021

www.j4k.io





Situation	Mission
<p>Kubernetes is becoming the de-facto standard on which to build applications. However, building applications on Kubernetes is hard. With Java still being a dominant language and skill set for enterprise applications, there is a growing need for a community to help organizations build effective enterprise applications on Kubernetes.</p>	<p>J4K.io brings together all open source communities, leading technologists, vendors, developers (all types), architects, IT leaders, and end users of enterprise applications on Kubernetes, to educate, exchange ideas, and promote solutions and innovations, with an emphasis on Java workloads.</p>
Who Attends?	
<p>IT leaders and managers, line-of-business users, architects, developers, community members and leaders of open source projects related to enterprise applications for Kubernetes.</p>	

Benefits of Sponsorship	
<ul style="list-style-type: none">● Engage with the industry's top developers, end users and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups● Meet with leading technologists to learn about best practices and lessons learned about implementing efficient applications on Kubernetes as well as the strategic direction of market● Inform the cloud native community about your organization's products and services● Discuss strategic partnerships with leaders from other companies	<ul style="list-style-type: none">● Take advantage of a professionally organized conference run by a neutral nonprofit where content is curated by the community● Meet with developers ranging from startup CTOs to corporate developers to senior technology executives from all over the world● Associate your brand with one of the fastest growing technology communities● Support and engage with the ecosystem behind many of the most popular open source projects



J4K 2021 Promotional Marketing Opportunities

In 2021, we will have two events, one on June 9th and one on October 6th. Each event will contain an agenda for at least half a day of presentation time, 2 tracks per event. Sponsors have the opportunity to sponsor both events or just one. Below is a list of sponsorship opportunities.

Contact info@j4k.io to secure your sponsorship today.

Promotional Marketing Opportunities

~~“Grunge” sponsorship (1 available) ————— \$50,000 USD~~
~~(Note: sponsors BOTH, the June and Oct events) ————— (SOLD OUT)~~

Benefits include (for both June and Oct events):

- Virtual Booth with dedicated access and management
- Ability to add your own supporting staff to your virtual booth
- Opportunity to collect leads at your virtual booth
- Virtual Passport Contest - attendees receive a stamp on their passports for visiting your booths and sharing their contact information
- Raw MP4 Video recording of sessions that you can co-brand and reuse
- Virtual conference signage & branding
- Banner on the J4K.io website under this sponsorship category
- Banner on conference app under this sponsorship category
- Opt-in attendee list
- Provide an article (up to 500 words) or an ad (8 x 10) to insert into our Conference Summary Newsletter that will go out to all opt-in attendees, post-conference
- J4K will send out 1 email blast, which will go to all the attendees a week after the conference. This email blast will be an ad about your company. You will need to provide the ad two weeks before the conference
- Two opening keynotes (one for the June conference **AND** one for the Oct conference)
- Two sponsored sessions (one for the June conference **AND** one for the Oct conference)
- Social media mention



“Mojito” sponsorship (1 available)

\$25,000 USD

(Note: sponsors Oct event only)

Benefits include (for the Oct event):

- Virtual Booth with dedicated access and management
- Ability to add your own supporting staff to your virtual booth
- Opportunity to collect leads at your virtual booth
- Virtual Passport Contest - attendees receive a stamp on their passports for visiting your booths and sharing their contact information
- Virtual conference signage & branding
- Banner on the J4K.io website under this sponsorship category
- Banner on conference app under this sponsorship category
- Opt-in attendee list
- Provide an article (up to 500 words) or an ad (8 x 10) that will go into our Conference Summary Newsletter that will go out to all opt-in attendees
- In-between session entertainment sponsorship included
- One sponsored session (one for the June conference **OR** one for the Oct conference)
- Social media mention

“Shirley Temple” sponsorship (2 1 available)

\$15,000 USD

(Note: sponsors Oct event only)

Benefits include (for the Oct event):

- Virtual Booth with dedicated access and management
- Ability to add your own supporting staff to your virtual booth
- Opportunity to collect leads at your virtual booth
- Virtual Passport Contest - attendees receive a stamp on their passports for visiting your booths and sharing their contact information
- Virtual conference signage & branding
- Banner on the J4K.io website under this sponsorship category
- Banner on conference app under this sponsorship category
- Opt-in attendee list
- One sponsored session (one for the June conference **OR** one for the Oct conference)
- Social media mention



Exhibitor virtual booth sponsorship (many) **\$8,000 USD Until 31 Aug 2021**
\$9,000 USD After 31 Aug 2021

(Note: for the October event only)

Benefits include (for the Oct event):

- Virtual Booth with dedicated access and management
- Ability to add your own supporting staff to your virtual booth
- Opportunity to collect leads at your virtual booth
- Virtual Passport Contest - attendees receive a stamp on their passports for visiting your booths and sharing their contact information
- Live chat window
- Capability to live stream from your booth (you must provide your own streaming account, e.g., Zoom webinar)
- Opportunity to share marketing collateral with booth visitors
- Lead collection opportunities
- Virtual conference signage & branding
- Banner on the J4K.io website under this sponsorship category
- Banner on conference app under this sponsorship category
- Social media mention

Logo banner (many) **\$2,500 USD**

(Note: for the October event only)

Your organization/company logo will be displayed on a rotating banner located at a predetermined area of the virtual conference platform visible to attendees.

NOTE: booth not included

Sponsored poll question (10 available) **\$1,000 USD per question**

(Note: for the October event only)

Poll questions, authored by J4K, will be run during the conference. Your organization/company name will be mentioned as part of the introduction of the poll question, e.g., "This question is brought to you by [your org/company name]".



In-between sessions entertainment (1 available)

\$8,000 USD

(Note: for the October event only)

Sponsor multiple entertainment acts that will be delivered throughout the duration of the conference. Your organization/company name will be mentioned in the conference agenda, and acknowledged either by logo display or mention during the performance within the close-up video shot.

NOTE: booth not included

Grunge Rock band concert sponsorship (1 available)

\$8,000 USD

(Note: for the October event only)

A 30-minute live or pre-recorded concert by Nirvanna, a Nirvana tribute band. Nirvanna a tribute to Nirvana is a time machine back to 1993 when grunge was king and Nirvana was topping the charts! A theatrical replication of what a real Nirvana show was like! With the exact look and sound, this is an experience every fan of music must see! Touring the USA and Europe the last 7 years, Nirvanna has established themselves as a premier tribute act globally. So grab that old dusty flannel and those Doc Martens boots, we are going back in time with Nirvanna a Tribute to Nirvana!

Benefits Include:

- Your organization/company name will be mentioned in the conference agenda and J4K.io website, and
- Acknowledged either by logo display or mention during the video alongside the J4K logo

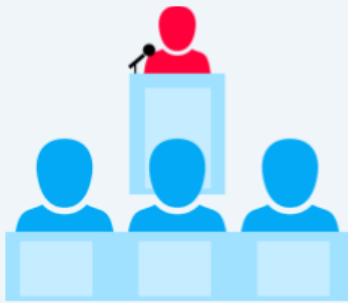
NOTE: booth not included



J4K 2020 & 2021 June Virtual Editions

Here are some results from last year's J4K conference that may interest you. Alternatively, you can download the complete [J4K 2020 Conference Summary Report](#). For the 2021 June conference (part 1 of two 2021 events), you can download the [J4K 2021 June Conference Summary Report](#).

J4K 2020 Virtual Edition in numbers

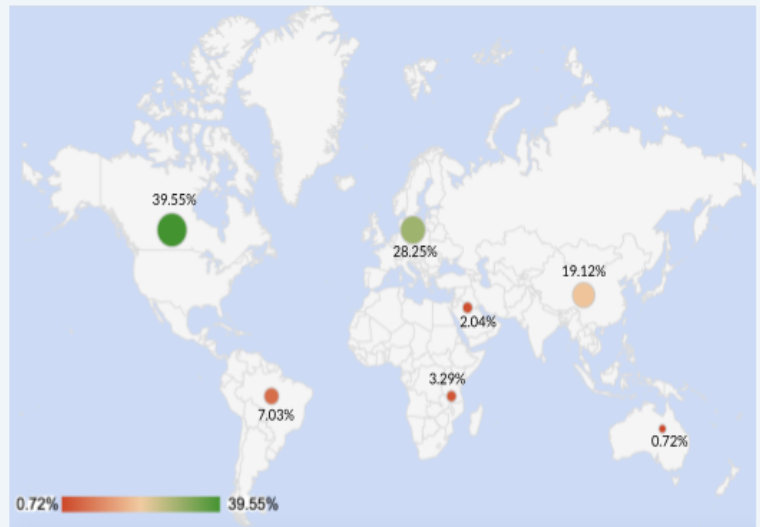


1,610	attendees
66	speakers
2	keynotes
50	sessions
8	workshops
2	days (Oct 13-14, 2020)
50,000	minutes of content viewed
~300,000	sponsor impressions on the web app & mobile app



Where were attendees from?

It's great to see we have a global audience! This shows that the convergence of open source, Java, Kubernetes and cloud-computing is of worldwide interest. The top 10 countries for attendees were:



What is your current role?

The majority of attendees come from a technical background with 80.73% of them being Software Developers, Architects, DevOps Engineers, Consultants, and Operations.

We also had C-level attendees as well as Executives and Managers.

