

SEP 02 – 04, 2026

CONTAINER
days
HAMBURG

CONTAINERDAYS

HAMBURG 2026

SPONSORSHIP

PROSPECTUS



CONTAINERDAYS HAMBURG IS BACK IN THE HARBOR OF HAMBURG FOR 2026!

ContainerDays Conference is returning to its roots in Hamburg, and we're excited to announce a new, more focused experience for 2026! We're bringing the conference back to two days of in-person, high-impact learning and networking. Get ready to dive deep into the world of Kubernetes, Containers, DevOps, Cloud Native, Platform Engineering and many other topics alongside experts and peers.

We're bringing the conference to a truly unique, historic venue. The main event will be held at Schuppen 52, a classic, listed warehouse from the Imperial Era. This unique setting, right on the water, offers a special atmosphere that reflects a century of maritime history while providing an incredible view of the Hamburg skyline. For an even more memorable experience, we're adding a special, off-site stage aboard the historic vessel MS Bleichen. This adds an unparalleled charm to your conference journey.

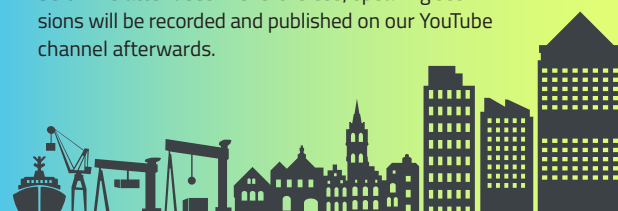
This year, we're also introducing a brand-new co-located event dedicated to the Model Context Protocol (MCP) and the infrastructure powering real-world AI agents. Expect a curated mix of developers, infra engineers, researchers, and enterprise teams who are taking MCP from protocol to production.

Join us onsite in Hamburg from **September 2-4** of hands-on sessions, deep-dive talks across multiple stages, and lots of networking. We can't wait to connect with you and explore the future of technology together.

KEY FACTS

- **1.500** onsite attendees expected
- **3 days** conference with different tracks
- Around **120** speaking sessions & discussions
- 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

NOTE: This edition won't be streamed online and, therefore, we don't offer online tickets. There won't be online attendees. Nevertheless, speaking sessions will be recorded and published on our YouTube channel afterwards.



OUR TRACKS



SECURITY



CLOUD NATIVE
EXPERIENCE



APPLICATION
DEVELOPMENT



OPERATIONS



NETWORKING



GO PROGRAMMING
LANGUAGE



PLATFORM
ENGINEERING



OBSERVABILITY

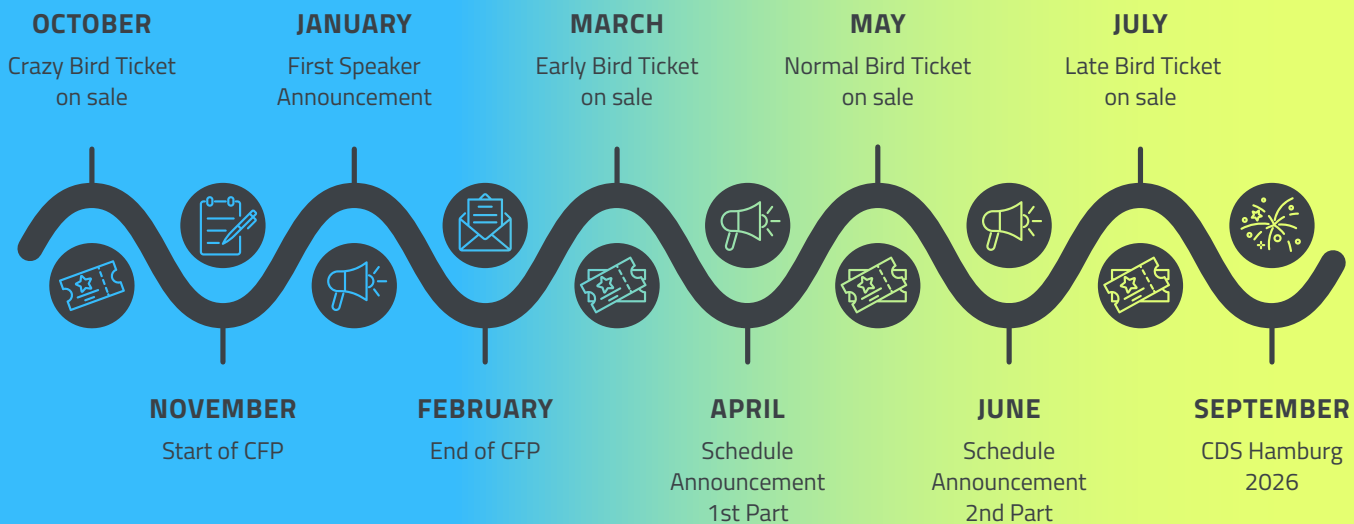


AI + ML



STORAGE

IMPORTANT DATES



REASONS TO JOIN

- Gain awareness and obtain the opportunity to showcase your products and services
- Network with the community from all around the world
- Position your company as an industry leader
- Exchange ideas about the most up-to-date industry topics



SPONSORSHIP OPPORTUNITIES HAMBURG 2026

Level	Captain*	Chief Officer	Engineer	Start-Up**
Pre-Conference Email – Sent by ContainerDays in behalf of the sponsor one week before the conference (max. 200 words)	●			
Attendee data from 3 selected speaking sessions	●			
Speaking Opportunities	Speaking slot 35 min	Panel Discussion 45 min		
Logo and link on conference website on the page sponsors	●	●	●	●
Logo on conference signage (including rollups, banners, etc.)	Large	Medium	Small	Small
Exhibition space (see below)	Extra Large	Large	Medium	Small
Social Media promotion of the sponsorship	●	●	●	●
Licences for a lead retrieval mobile application	Unlimited	Unlimited	Unlimited	Unlimited
Onsite conference passes*****	8	6	4	2
Unlimited 20% discount code on conference passes	●	●	●	●
Price 2026	36,900 €	28,900 €	19,900 €	9,900 €

NOTE REGARDING BOOTH SHARING: If you wish to share your booth with another company, adding an extra partner logo to your booth costs 50%+ of the sponsorship level desired. It is limited to two partners per booth. A Captain Sponsor can not share a booth with another company. Requests will be discussed individually.

* Only two captain packages are available.

** 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 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.

SPECIAL SPONSORING 2026

- 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 35 minutes to your sponsorship. The proposed session will have to be submitted to the CFP here and will be reviewed by our team. In case you missed the deadline we will still need to get the approval from our review team. Please note that we are not allowing product pitches on stage.

Extra Speaking Session for 4.000 €

PANEL DISCUSSION

Include a panel discussion slot of 45 minutes to your sponsorship. The proposed session will have to be submitted to the CFP here and will be reviewed by our team. In case you missed the deadline we will still need to get the approval from our review team.

Workshop for 5.000 €

STAGE SPONSOR

A banner or slide with your logo will promote you as the sponsor of one of our five stages. The banner or slide will be prominently placed on the stage and visible throughout the whole conference.

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.

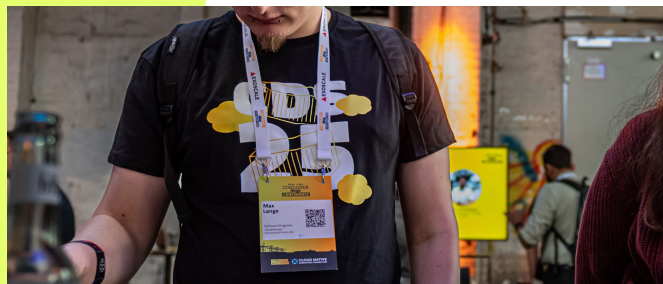
Lanyard Sponsor for 3.000 €



T-SHIRT SPONSOR

The back of the ContainerDay's t-shirt will display your logo. The t-shirt is distributed for free during the three days of the conference to all attendees.

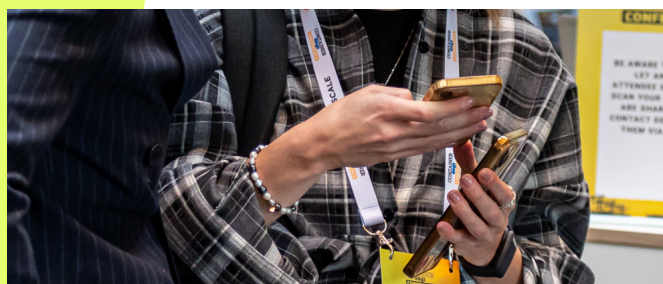
T-Shirt Sponsor for 5.000 €



APP SPONSOR

The home screen of our event application will prominently display your logo after they entered the login 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 ContainerDays' YouTube channel.

Recordings Sponsor for 3.500 €



COFFEE SPONSOR

A roll-up with your logo will promote you as our coffee sponsor on all 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 3.500 €



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 3.000€



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€



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 €

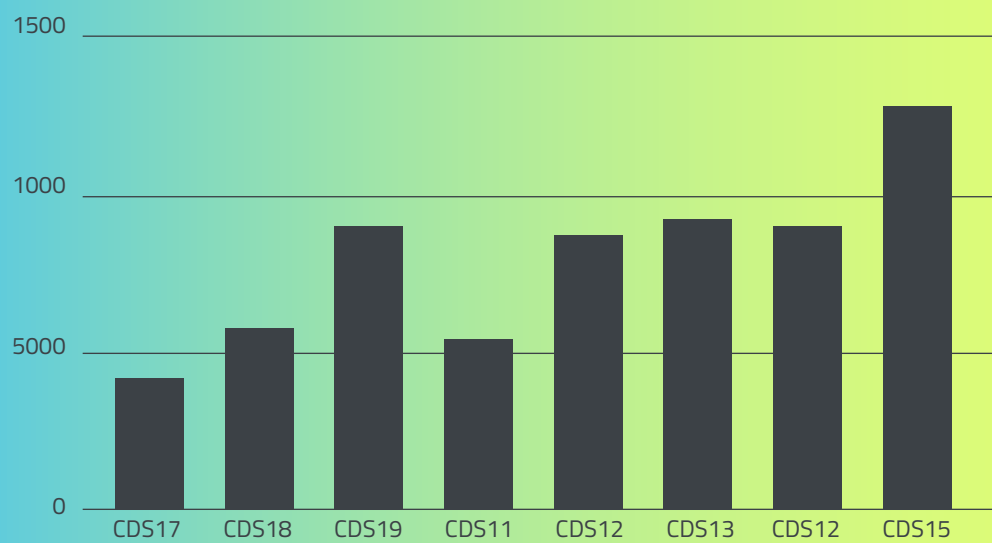


INFOS ABOUT

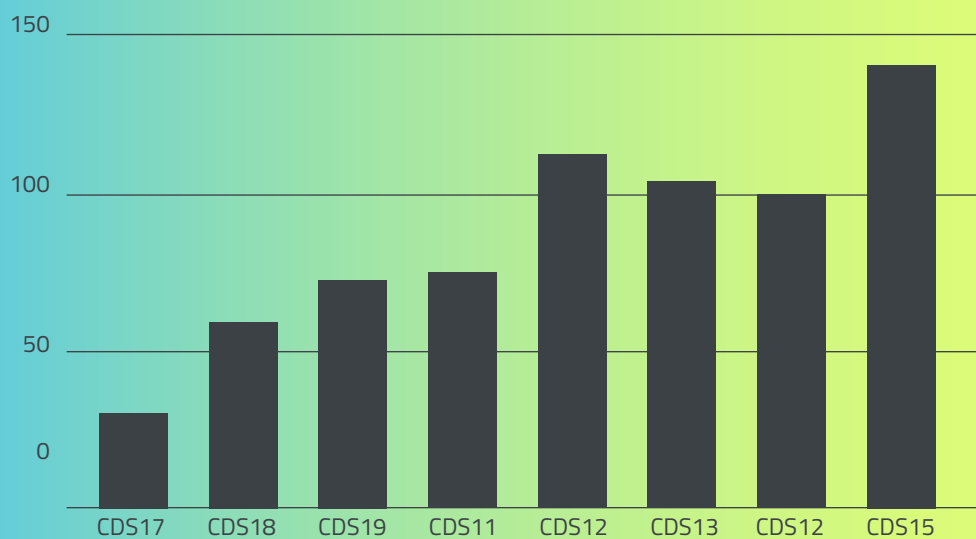
CDS 2025

CDS GROWTH

Onsite Attendees



Speakers



CDS25

LINEUP

- 1250+ attendees
- 630 attendees companies
- 90+ onsite sessions on five stages
- 140+ international speakers
- 33+ Sponsors

CDS25

ATTENDEE SCOPE



ONSITE ATTENDEES

Registered: 1365
Checked in: 1268
Show rate: 92.9 %



ONSITE ATTENDEES FROM 51 COUNTRIES ACROSS 6 CONTINENTS

Germany: **78.9 %**
Netherlands: **2.8 %**
Switzerland: **2.6 %**
UK: **2.3 %**
Austria: **1.2 %**

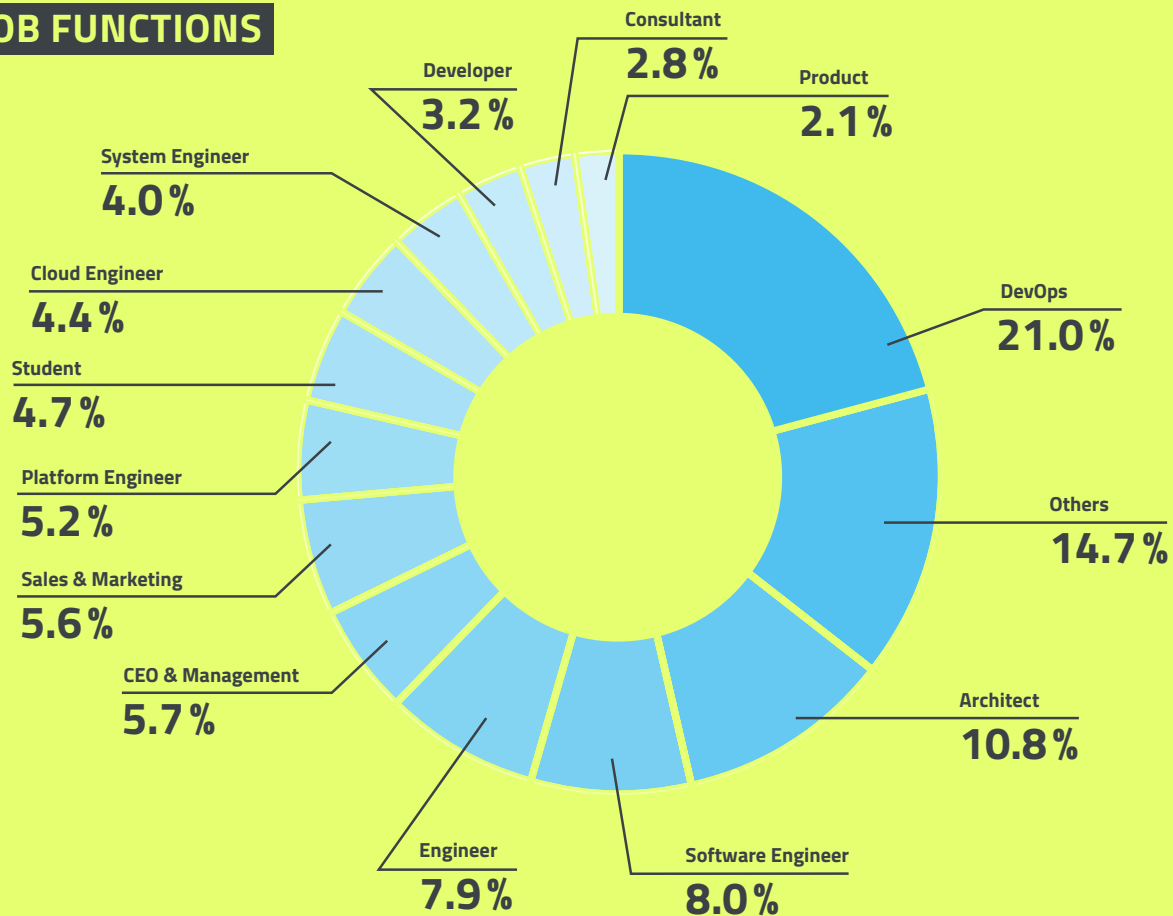


SOME ATTENDEE DEMOGRAPHICS

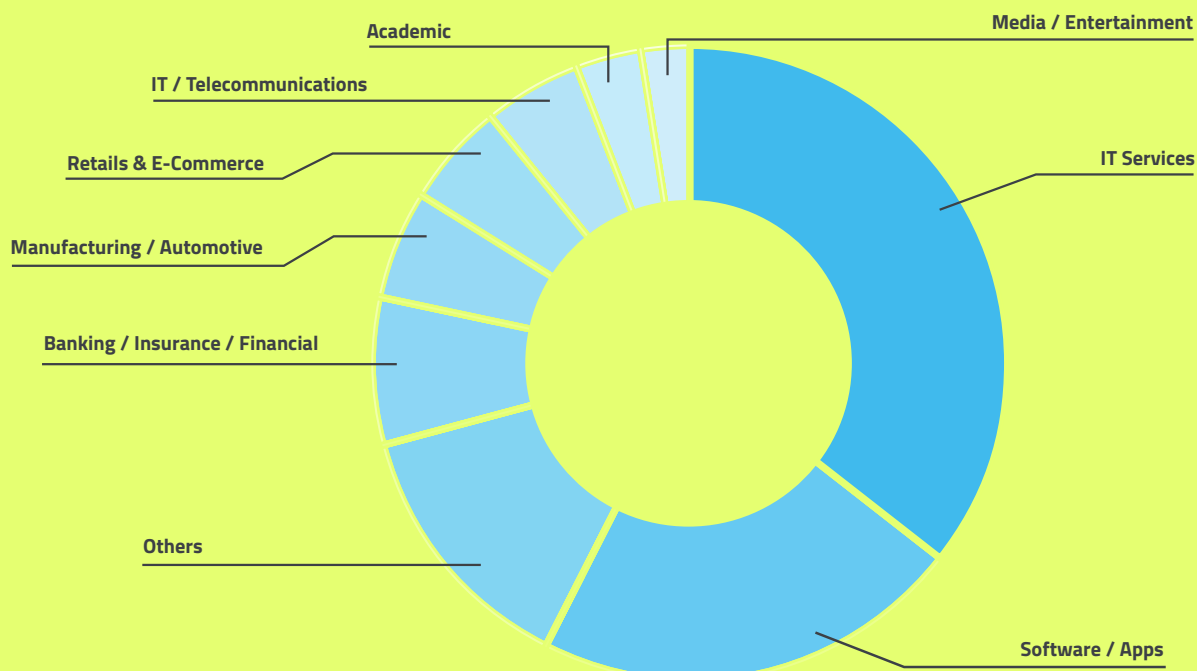
Male: 87.1 %
Female: 8.0 %
Other Gender Identity: 0.5 %
I prefer not to answer:: 4.4 %

CDS 2025 ATTENDEE SNAPSHOT

JOB FUNCTIONS



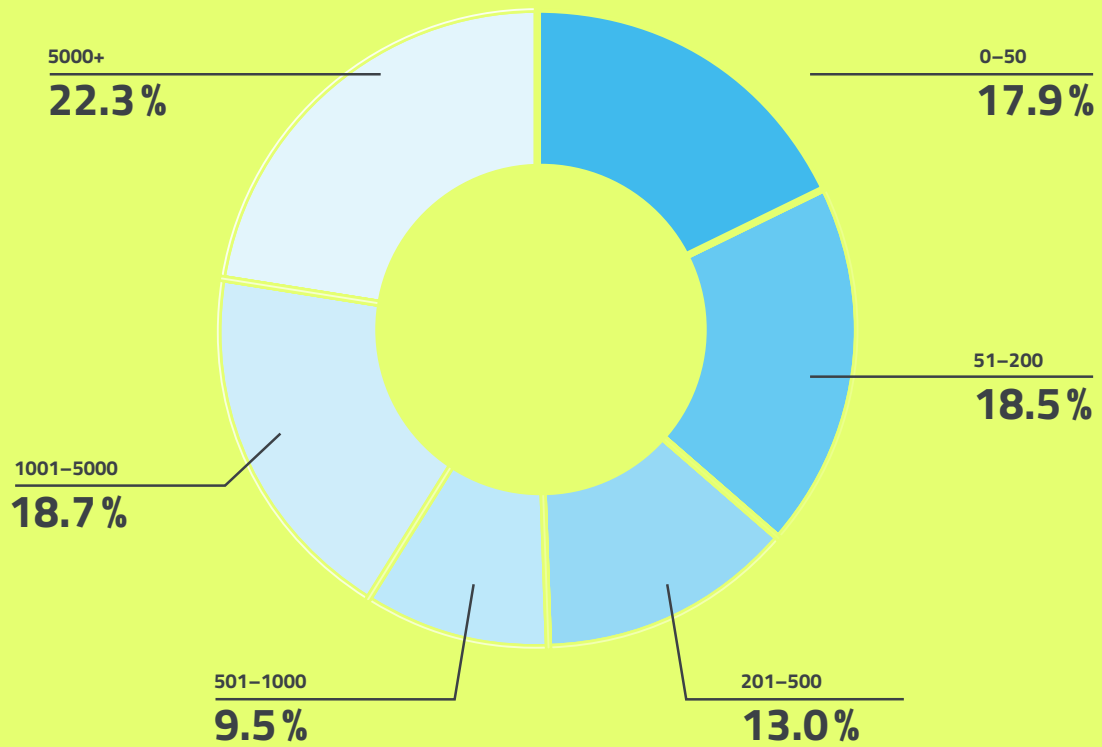
INDUSTRIES



632

COMPANIES ATTENDING

COMPANY SIZES



**PREVIOUS
ATTENDANCE
AT CDS**

61.3%

**FIRST
TIMERS**

19.4%

**ATTENDED 1
CDS BEFORE**

11.7%

**ATTENDED 2-3
CDS BEFORE**

7.6%

**ATTENDED 3+
CDS BEFORE**

OUR SPONSORS

IN 2025

Admiral



Captain



Chief Officer



Engineer



Start-Up





GET IN TOUCH

Get in touch and become a sponsor
at ContainerDays Conference 2026!

Contact sponsoring@loovent.com
to secure your sponsorship today.

www.containerdays.io