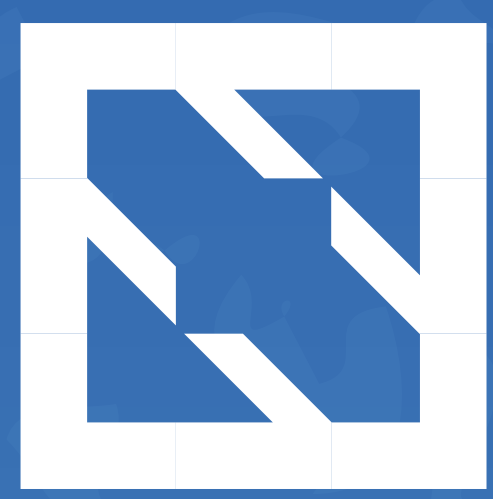




KubeCon

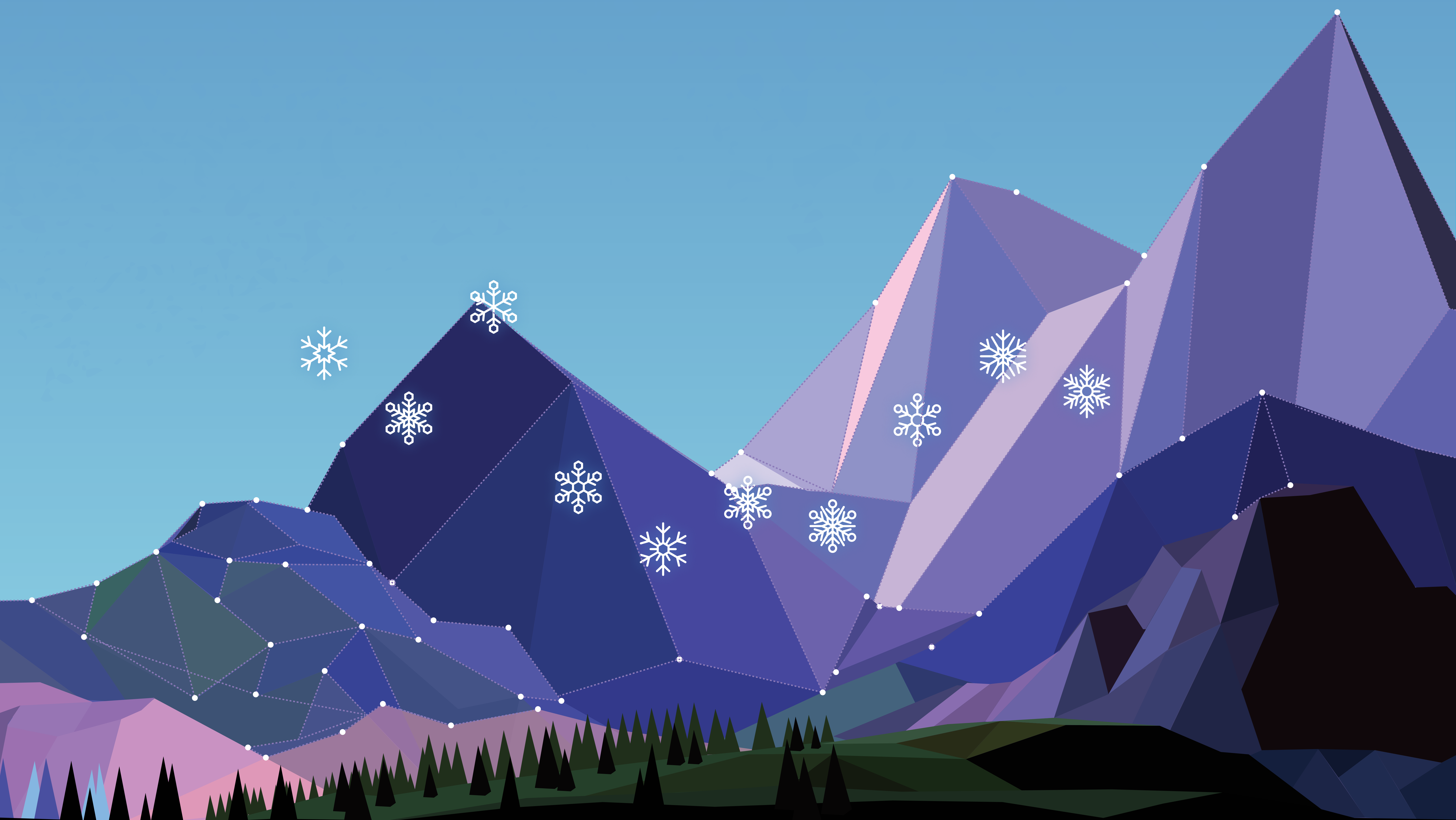


CloudNativeCon

North America 2024

# TRANSPARENCY REPORT

## SALT LAKE CITY 2024





# What an amazing week in Salt Lake City!

Against a backdrop of snow-capped mountains - and some actual snow - over 9,000 attendees brought their energy and enthusiasm for cloud native to KubeCon + CloudNativeCon North America 2024 in Salt Lake City.

In the whirlwind three days, several events stood out. First, we launched the Cloud Native Heroes Challenge, offering our community a chance to win cash and prizes and help stop patent trolls in their tracks. Second, the power of cloud native collaboration was on full display with so many organizations sharing their success stories around platform engineering, distributed AI systems, observability, and more. And finally, we partnered with Andela to train between 20,000 and 30,000 African technologists over the next few years. Participants will be able to earn the Kubernetes and Cloud Native associate certification and/or the Certified Kubernetes Application Developer certificate at no cost to them.

We covered a lot of ground in Salt Lake City, from pursuing patent trolls to platform engineering, cloud native AI at scale, security and of course showcasing the vibrant community we've built over the last 10 years. I hope you enjoy reviewing the highlights of KubeCon + CloudNativeCon North America 2024 as much as I did. And we're looking forward to doing it all again in London in April of 2025.



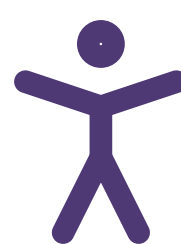
**Priyanka Sharma**  
General Manager, CNCF



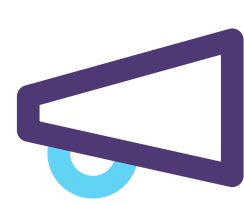
**50.29%**  
First-time attendees



**1,937**  
CFPs submitted



**345**  
Attendee scholarships



**5,961**  
Pieces of media coverage



**Kelsey Hightower**  
@kelseyhightower.com

+ Follow

I'm heading to KubeCon, which is like a family reunion for me. The tech is cool, but the people are extra dope.

November 11, 2024 at 12:02 PM Everybody can reply

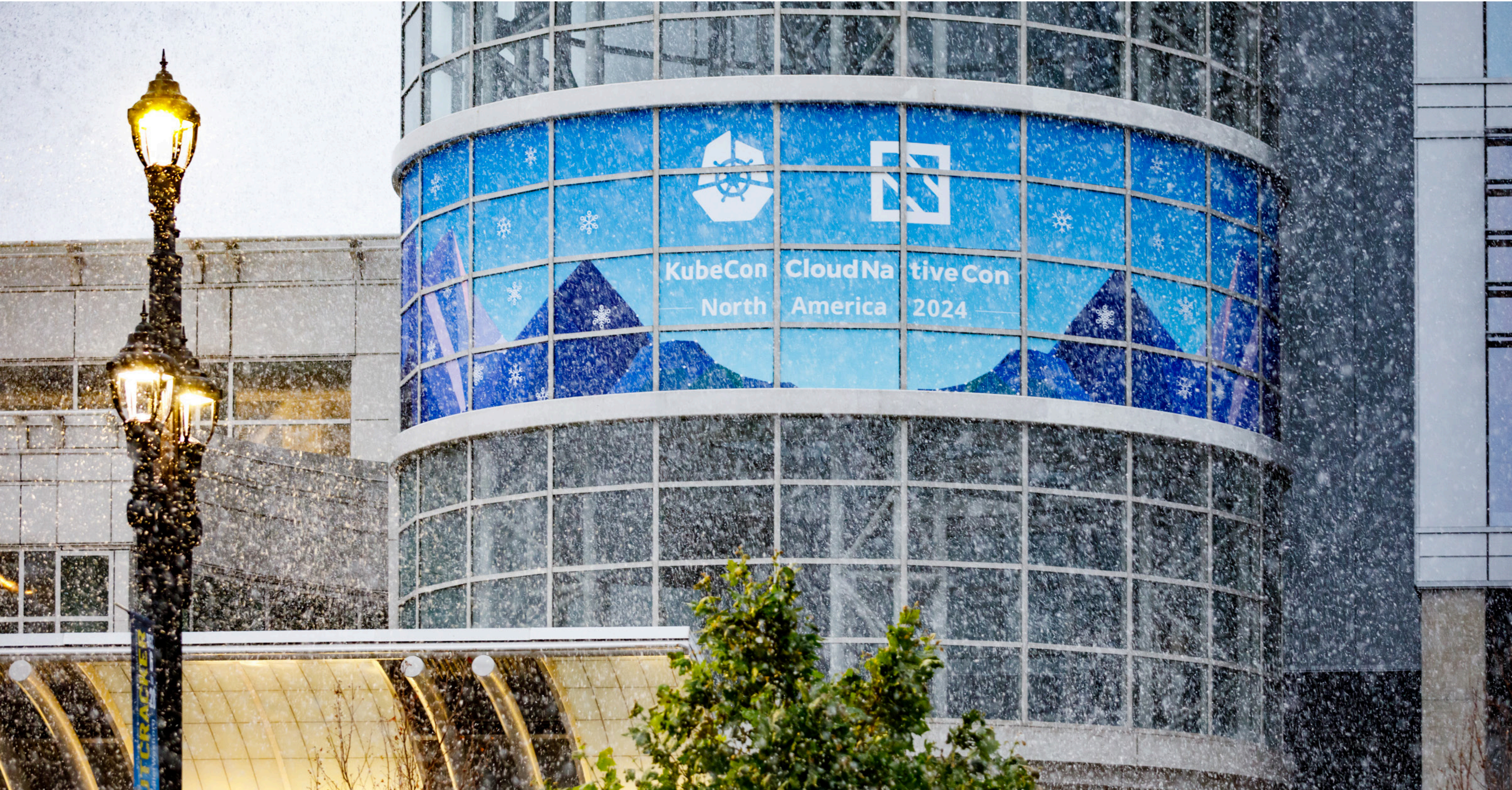


**Troy Connor**  
@troy0820.dev

+ Follow

#KubeCon Contributor Summit always delivers. I always leave motivated and remember how awesome this community is.

November 11, 2024 at 11:15 PM Everybody can reply





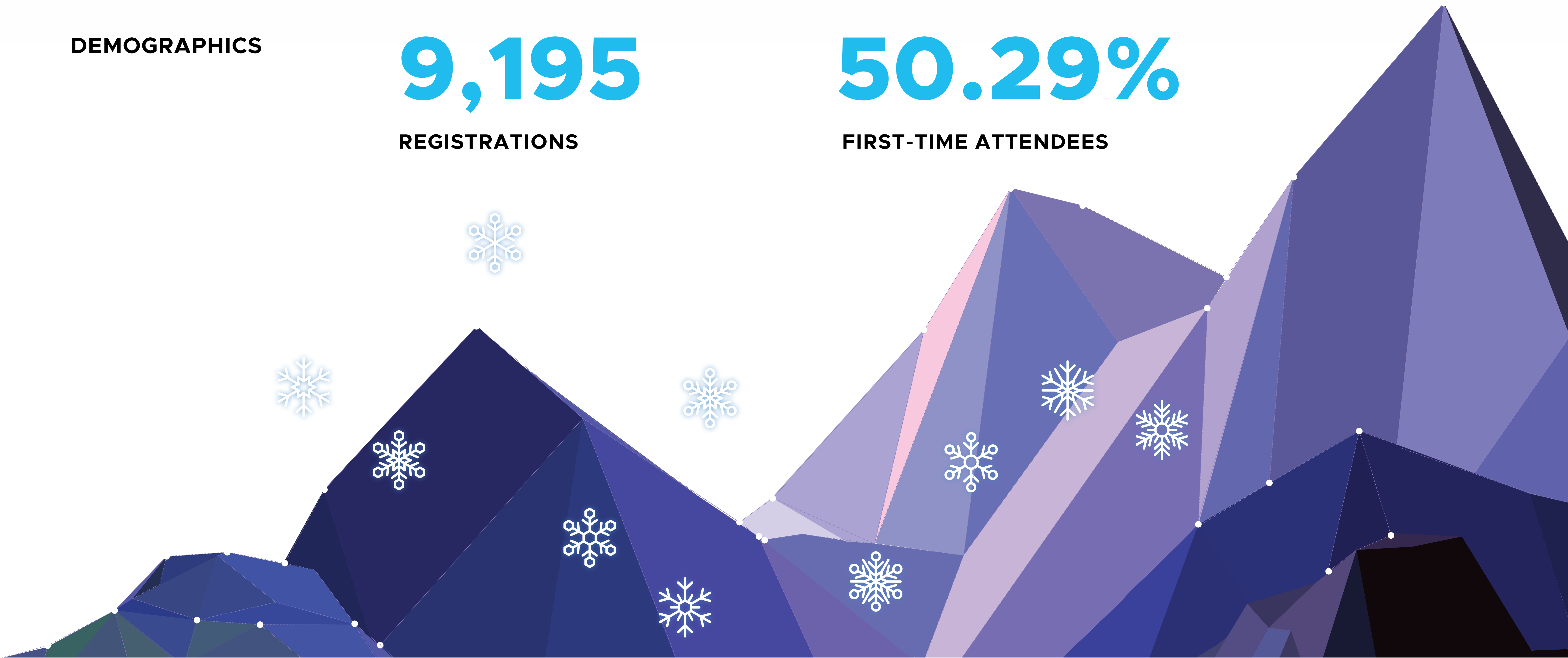
# ATTENDEE OVERVIEW

It may have been the first time the open source community came to Silicon Slopes, but it certainly felt like KubeCon + CloudNativeCon was home.

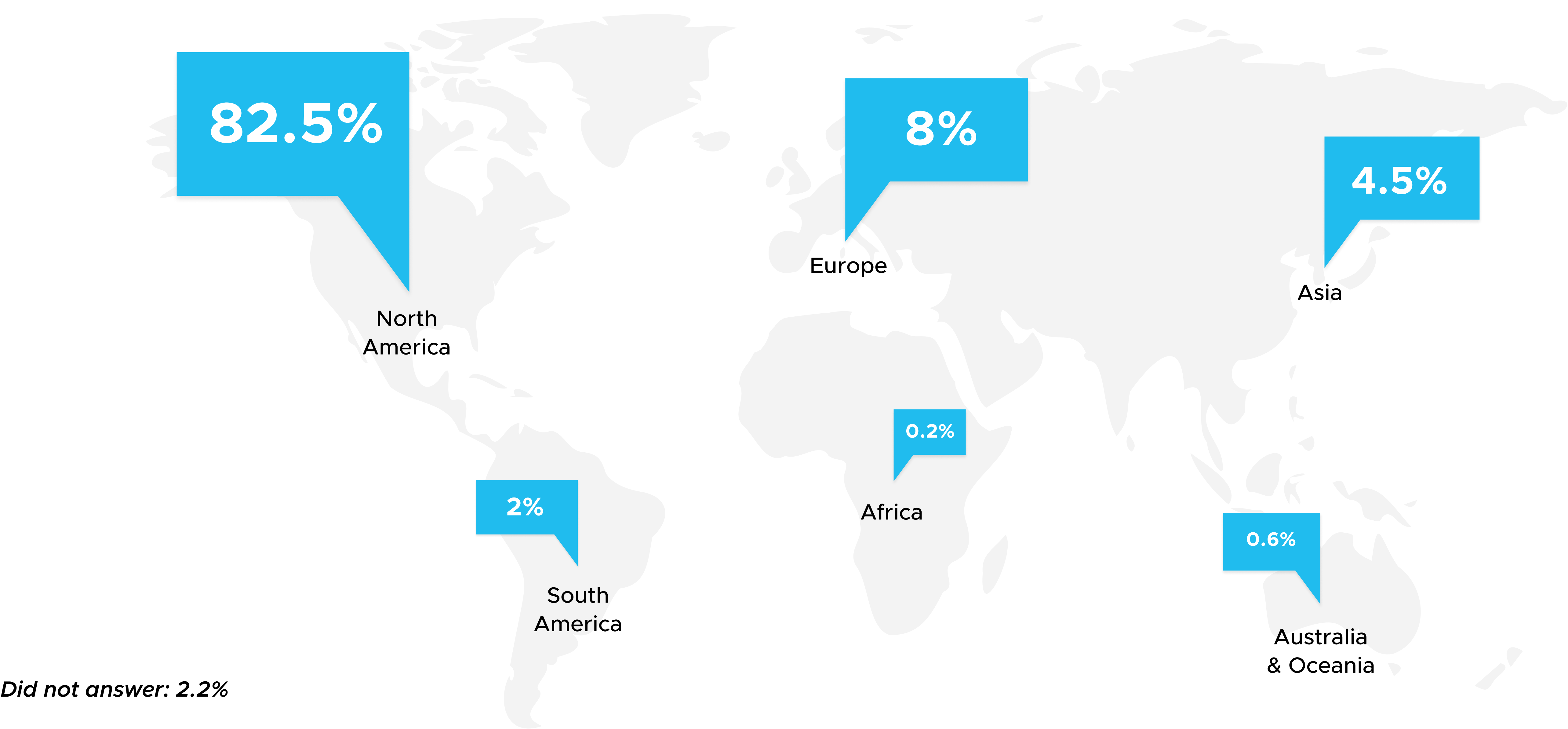
## DEMOGRAPHICS

9,195  
REGISTRATIONS

50.29%  
FIRST-TIME ATTENDEES



## ATTENDEE GEOGRAPHY







TOP COUNTRIES IN ATTENDANCE



USA  
7,248



Canada  
369



United Kingdom  
154



Germany  
146



Israel  
125



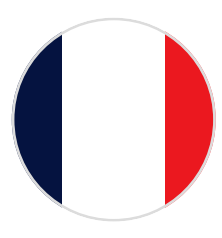
India  
92



Japan  
91



Brazil  
69



France  
54



Republic of Korea  
49

TOP 3 JOB FUNCTIONS

DEVOPS/SRE/SYSADMIN

2,377

DEVELOPER

1,710

ARCHITECT

1,477

ATTENDEE JOB FUNCTION	%
Architect	16%
Business Operations	2%
Developer	19%
- Data Scientist	4%
- Full Stack Developer	81%
- Machine Learning Specialist	5%
- Web Developer	9%
- Mobile Developer	0%
DevOps / SRE / SysAdmin	26%
Executive	8%
IT Operations	2%
- DevOps	39%
- Systems Admin	46%
- Site Reliability Engineer	14%
- Quality Assurance Engineer	1%
Sales / Marketing	12%
Media / Analyst	1%
Student	2%
Product Manager	5%
Professor / Academic	1%
Other	8%
Total	100%



TICKET TYPE	2016 Seattle	2017 Austin	2018 Seattle	2019 San Diego	2020 Virtual	2021 Los Angeles	2022 Detroit	2023 Chicago	2024 Salt Lake City
TOTAL	1,139	4,212	8,000	11,981+	22,816+	23,164+	16,986	13,666	9,195
In-person Corporate	38%	64%	68%	67%	N/A	5%	2,853	4,183	4,146
In-person Individual	23%	7%	6%	9%	N/A	1%	636	994	1,082
Virtual All Access Pass	N/A	N/A	N/A	N/A	67%	68%	8,045	3,840	N/A
Virtual Keynote	N/A	N/A	N/A	N/A	14%	18%	732	807	823
Speaker	11%	6%	5%	5%	2%	1%	504	744	879
Sponsor	17%	16%	17%	15%	17%	7%	3,577	2,584	2,502
Media	3%	1%	1%	1%	1%	>1%	153	158	136
Academic	N/A	2%	2%	3%	N/A	>1%	167	319	292

## DIVERSITY, EQUITY & INCLUSIVITY

CNCF strives to ensure that everyone who participates in KubeCon + CloudNativeCon feels welcome, regardless of gender, gender identity, sexual orientation, disability, race, ethnicity, age, religion, or economic status. For data privacy reasons, we have removed the (optional) attendee demographics questions from our event registration forms. However, we do measure speaker and scholarship applicant demographics with the CFP and application respectively.

### DEI Community Hub

This was our first time offering the DEI Community Hub, sponsored by Google Cloud, a physical space to connect, learn, and celebrate diversity, equity, and inclusion and accessibility! The DEI Hub is a great place to join community groups, participate in allyship and advocacy workshops, or simply relax in a safe space during open lounge hours.

A total of 403 KubeCon + CloudNativeCon attendees enjoyed the DEI Community Hub space.

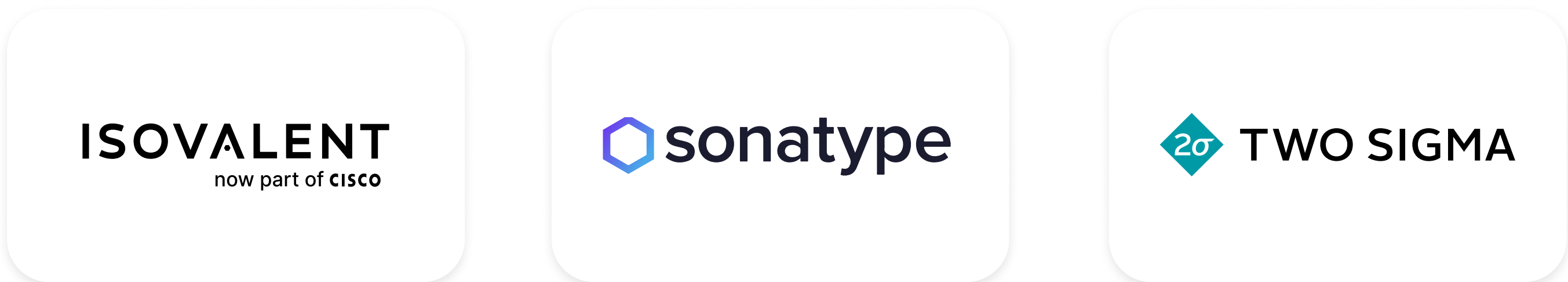
### DEI COMMUNITY HUB SPONSORED BY



## SCHOLARSHIPS

SCHOLARSHIPS	TOTAL
Travel Funding Scholarships	87
Registration Scholarships	189
Speaker Scholarships	69

### SPONSORED BY



### DEI

	Total
# of Diversity Lunch participants	100
# of EmpowerUs participants	60
# of Peer Group Mentoring + Career Networking mentors - in-person	8
# of Peer Group Mentoring + Career Networking mentees - in-person	47
# of Student Gathering participants	45
# BIPOC Gathering participants	30
# LGBTQ+ Advocacy Session participants	32
# LGBTQ+ Gathering	28
# Allyship Workshop	25
# Deaf + Hard of Hearing Advocacy Session	36
# Sign Language Crash Course	92

### DIVERSITY LUNCH SPONSORED BY





**Rob Koch**  
@robcube.bsky.social

+ Follow

The deaf contingent so far at [#KubeCon](#) — come say hey! Talk about our Working Group, accessibility, or just feel out over Kubernetes. We have sign language interpreters so you'll have access to our voices!



0:12 / 0:20

November 12, 2024 at 11:47 AM

Everybody can reply



# CO-LOCATED EVENTS

This year CNCF hosted 16 co-located events on topics ranging from platform engineering to observability, AI, startup strategies, and CNCF projects.

## 16 CNCF-HOSTED CO-LOCATED EVENTS

6,557

TOTAL ONSITE LEADS  
(55% INCREASE FROM NORTH AMERICA 2023)

205

AVERAGE ONSITE LEADS PER SPONSOR  
(16% INCREASE FROM NORTH AMERICA 2023)



## REPORTS

FULL DAY, 1 TRACK

SPONSORS

Diamond	Platinum
Heroku	Dagger
	Diagrid

ATTENDANCE

Avg. Session	Peak Session
96	219

FULL DAY, 2 TRACKS

SPONSORS

Diamond	Platinum	Session Recording
Akuity	Harness	
Codefresh	Red Hat	Pipeline
by Octopus		
Deploy		
Intuit		

ATTENDANCE

Avg. Session	Peak Session
234	636

FULL DAY, 1 TRACK

SPONSORS


Diamond	Platinum
Red Hat	Coder
Spotify	Cortex
	Harness
	Roadie
	Port

ATTENDANCE

Avg. Session	Peak Session
126	166



REPORTS (CONTINUED)



FULL DAY, 1 TRACK


SPONSORS

Diamond

Isovalent now part of Cisco

ATTENDANCE

Avg. Session	Peak Session
122	263



FULL DAY, 1 TRACK


Diamond	Platinum	Gold
GMI Cloud	Sysdig	CoreWeave
Red Hat		

Session Recording

Jetify

ATTENDANCE


Avg. Session	Peak Session
201	390



HALF DAY, 1 TRACK

ATTENDANCE


Avg. Session	Peak Session
91	121



HALF DAY, 1 TRACK

ATTENDANCE

Avg. Session	Peak Session
31	41



HALF DAY, 1 TRACK


SPONSORS

Gold

Percona

ATTENDANCE


Avg. Session	Peak Session
90	130



HALF DAY, 1 TRACK

ATTENDANCE

Avg. Session	Peak Session
75	175



FULL DAY, 1 TRACK

SPONSORS

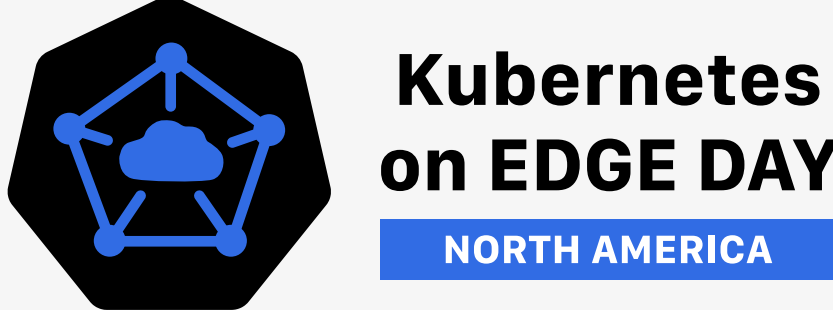
Gold

Google Cloud

Microsoft Azure

ATTENDANCE

Avg. Session	Peak Session
190	296




HALF DAY, 1 TRACK

SPONSORS

Diamond	Platinum
Octopus Deploy	ZEDEDA
Spectro Cloud	
SUSE	

ATTENDANCE

Avg. Session	Peak Session
152	215



FULL DAY, 2 TRACKS

SPONSORS

Diamond	Platinum
Chronosphere	honeycomb.io
IBM	Kloudfuse
	OpenSearch
Gold	Startup
Grafana Labs	Okahu
Mezmo	

Session Recording

Chronosphere

ATTENDANCE

Avg. Session	Peak Session
208	295




There [are] certain communities that exist that makes my developer heart leap for joy, one of them is #KubeCon

Not attending this year, but looking forward to all the talks.

We @fimioxyz have completely embraced k8s and are happy to be building on it

Omoju Miller  
via X

REPORTS (CONTINUED)



HALF DAY, 1 TRACK


ATTENDANCE

Avg. Session

32

Peak Session


42



HALF DAY, 1 TRACK

SPONSORS


Platinum	Gold
Harness	env0
Massdriver	Spacelift



FULL DAY, 1 TRACK

SPONSORS

Diamond	Platinum	Gold
IBM	Cortex	Rafay
Loft Labs	Gitpod	
Northflank	Port	
Vultr	Syntasso	



HALF DAY, 1 TRACK

SPONSORS

Platinum	Gold	Community Partner
Automattic	Cloud Native Computing Foundation	Bytecode Alliance
Midokura	Cosmonic	
	Fastly	
	Microsoft	

ATTENDANCE

Demographic Data Report

[events.linuxfoundation.org/wasmcon-24-post-event-report](https://events.linuxfoundation.org/wasmcon-24-post-event-report)

ATTENDANCE

Avg. Session

124

Peak Session

209

ATTENDANCE

Avg. Session

222

Peak Session

300



# CONTENT

With so much great content, attendees told us it was hard to choose! All told, there were 25 keynotes, including sponsored keynotes, 218 CFP breakout sessions and 87 maintainer sessions.

## KEY STATS

25

KEYNOTES (INCLUDES SPONSORED KEYNOTES)

218

BREAKOUTS

87

MAINTAINER SESSIONS

## CAPTIONING USAGE

387 hours

Using in-room Wordly on attendees' mobile device.

The top 5 languages

English, Japanese, Korean, Turkish, Portuguese

ASL Interpreters

CNCF provided 9 ASL interpreters for deaf and hard of hearing attendees to utilize throughout the conference; over 350 hours. ASL interpretation of the keynotes was also provided on screen each day.

Thank you to our fabulous KubeCon + CloudNativeCon co-chairs Joseph Sandoval of Adobe, Nikhita Raghunath of VMware, and Kasper Nissen of Lunar.



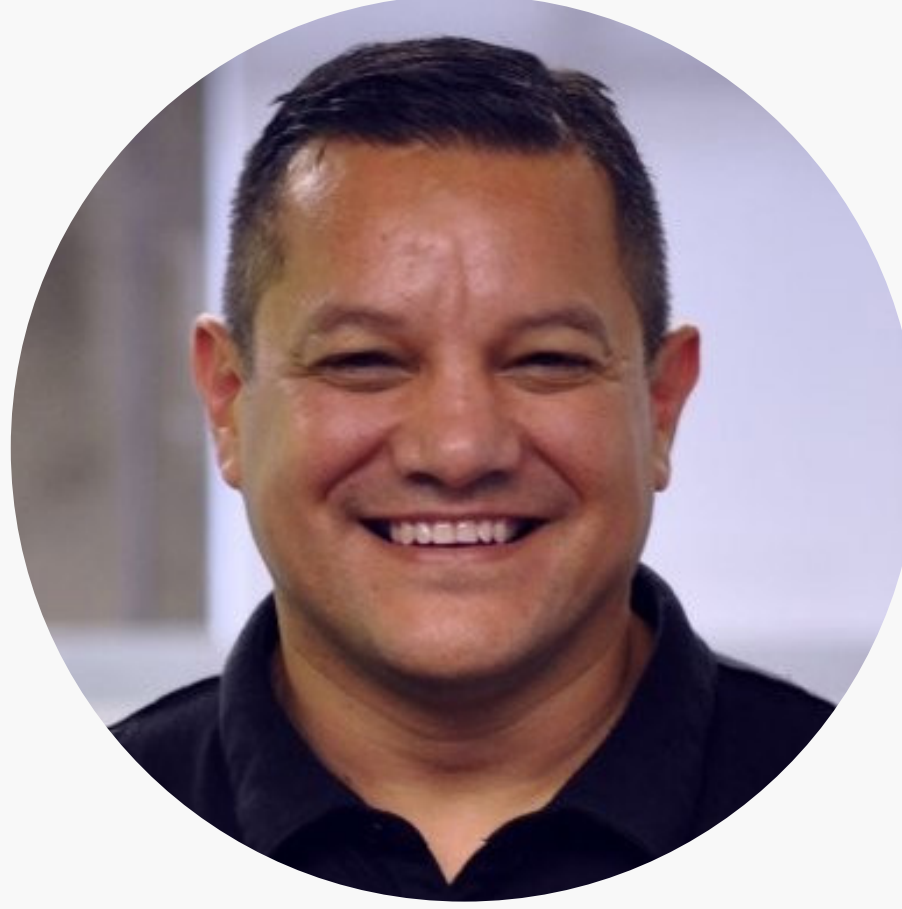
**Kasper Borg Nissen**

Lunar  
Staff Engineer



**Nikhita Raghunath**

VMware  
Staff Software Engineer



**Joseph Sandoval**

Adobe  
Principal Product Manager



# CONTENT BREAKDOWN

Our conference was curated by our hardworking co-chairs, Joseph Sandoval, Nikhita Raghunath and Kasper Borg Nissen, and they worked closely with 128 program committee members as well as 93 track chairs. Talks were selected by the program committee through a rigorous, non-biased process where they were randomly assigned submissions to review within their area of expertise. The submission acceptance rate was 11%.



**Xander Grzywinski**   
[@xander.wtf](#)

[+ Follow](#)

I entered this week freshly jobless and really scared. Seeing all my friends at KubeCon really made me feel safe and cared for. I honestly don't know what I'd do without this community.

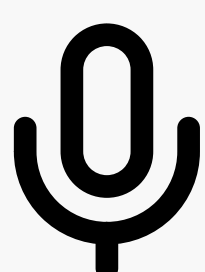
November 14, 2024 at 1:31 AM  Everybody can reply

## KEY STATS



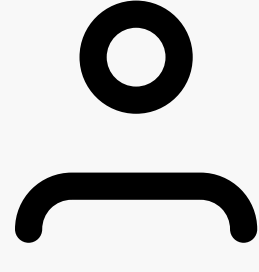
1,937

CFP SUBMISSIONS



617

SPEAKERS



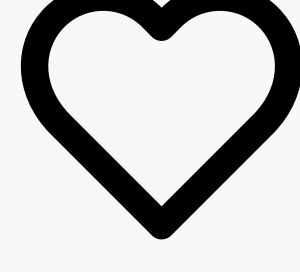
15%

GENDER MINORITY  
KEYNOTE SPEAKERS



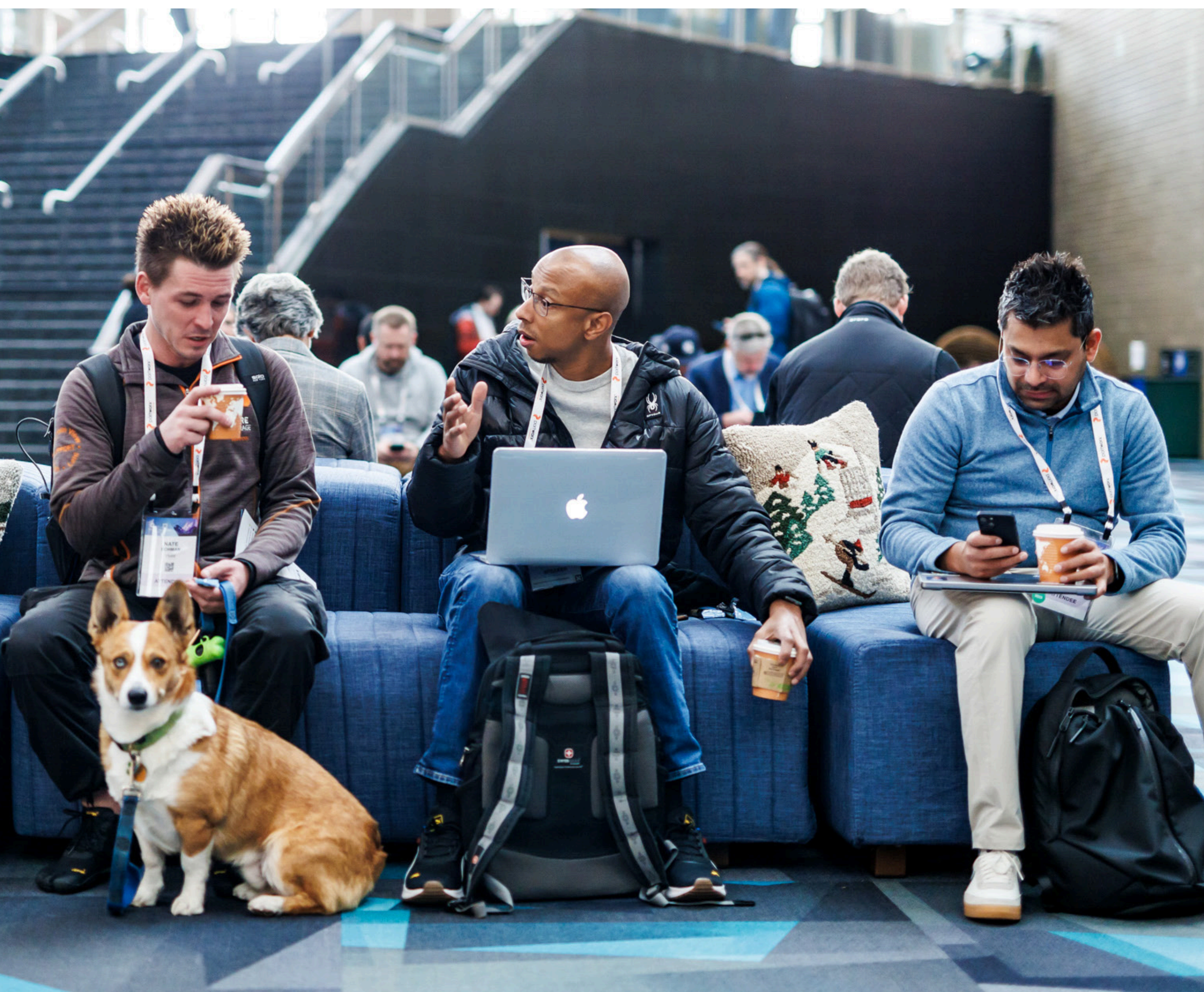
128

PROGRAM COMMITTEE  
MEMBERS



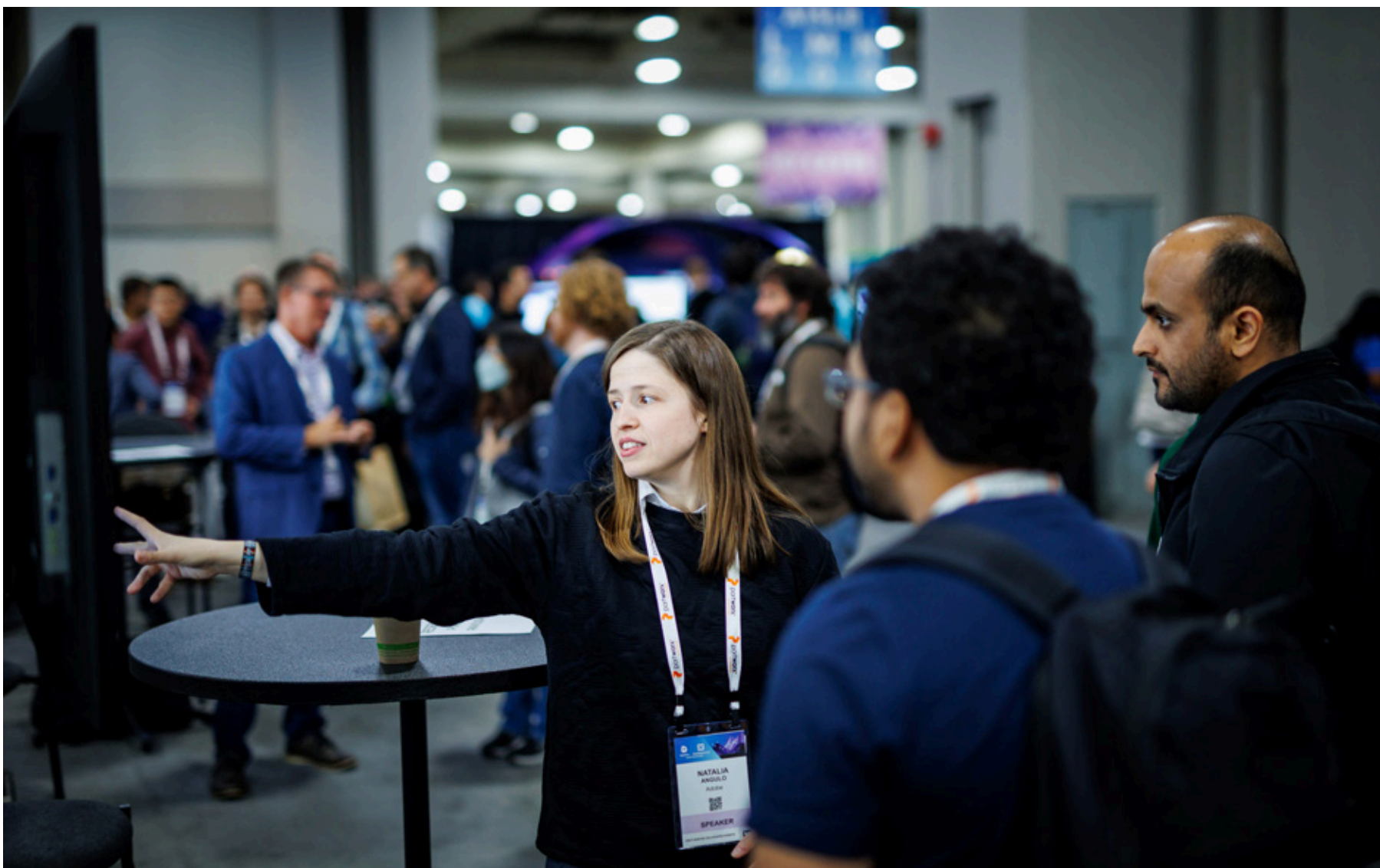
9.2/10

SESSION  
RATING



## POSTER SESSIONS

Poster Sessions offered a unique opportunity for participants to showcase and receive feedback about their latest research, novel solutions and innovative ideas from a diverse audience of fellow researchers and industry professionals. Posters were presented in a digital format displayed in the solutions showcase. Attendees had the opportunity to walk around the poster area, interact with poster presenters, ask questions, and engage in discussions. Presenters stood by their posters to provide explanations, answer queries, and engage in conversations with those interested in their work. This was such a popular event we're planning to double the number of posters at KubeCon + CloudNativeCon Europe 2025 in London.





# KIDS DAY

On Sunday, November 10, we hosted our community Kids Day with 27 participants.

Designed to engage young minds in the world of technology and innovation, Kids Day offered a fun-filled day of interactive activities and workshops tailored for children aged 8 to 14. Hosted workshops included:

- 1. Learning AI with Phippy the Giraffe
- 2. Minecraft Modding
- 3. Phippy and Friends Raspberry PI Zoo Rescue
- 4. Sonic PI Workshop for Kids - Unleashing the Magic of Music through Code





# SUSTAINABILITY

We're committed to sustainability at our events and KubeCon + CloudNativeCon North America was no exception.

Our venue, the Salt Palace Convention Center, and its in-house partners participate in a Landfill Diversion program to track and collect data on green policies and work toward a goal of 70% diversion. To fulfill their “responsibility to the environment” core value, the following notable sustainability initiatives are implemented:

- Solar Energy Generation
- LEED Certification and Sustainable Practices
- Paper-Free Events Process
- Recycling and Reuse Program

In addition to selecting an environmentally conscious venue, we:

- Used conference lanyards made from 100% Recycled Polyethylene Terephthalate. Our lanyard sponsor, Portworx, collected all remaining lanyards to be used at a future event.
- Chose a venue that was easily accessible via public transportation, walking, or biking.
- Donated 1,700 pounds of food to local organizations.
- Recycled 3.75 tons of cardboard.
- Generated 39,000 kWh of rooftop solar array, offsetting approximately 28 metric tons of CO2.



# HEALTH & SAFETY ONSITE

KubeCon + CloudNativeCon implemented the following health and safety measures:



Safety Chaperone Program



Hand sanitizing stations available throughout the venue



Food Allergy Accommodations



Microphones sanitized between speakers



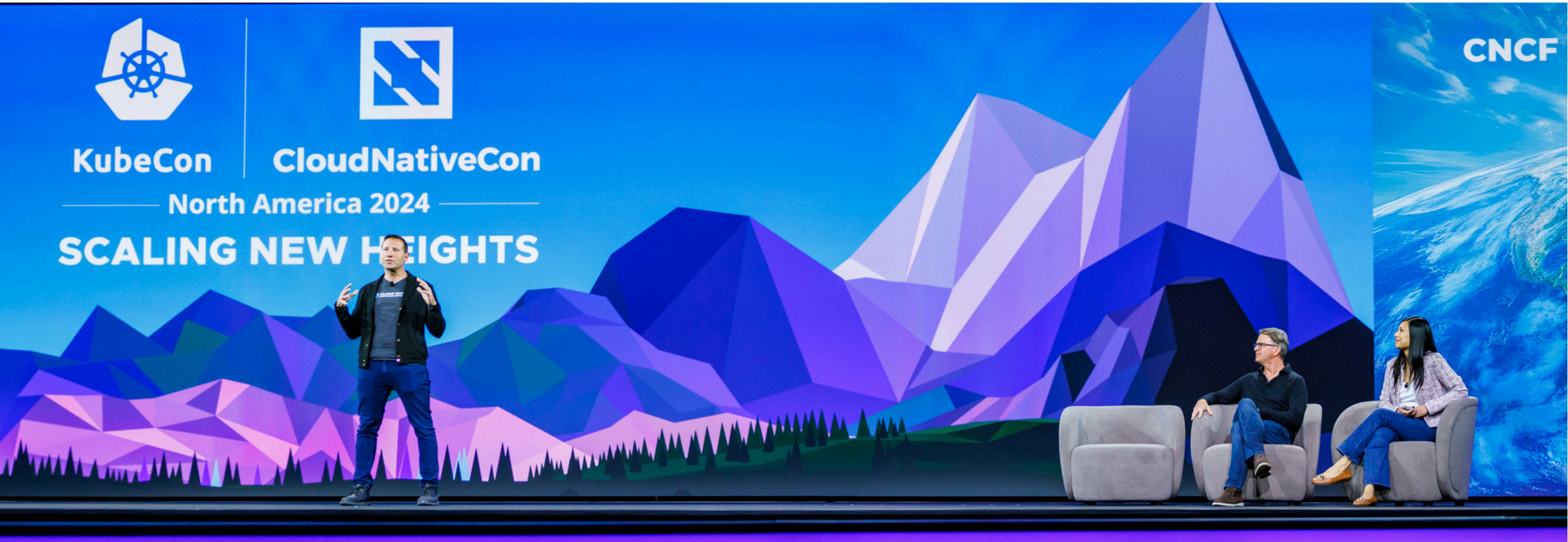
Utilization of Salt Lake City's Downtown Street Ambassadors

## INCIDENT TRANSPARENCY REPORT:

- 4 minor medical interventions



# MEDIA & ANALYST COVERAGE



## ONLINE REACH + TRAFFIC



483k+

SOCIAL IMPRESSIONS



Almost 20k

SOCIAL ENGAGEMENTS



21k+

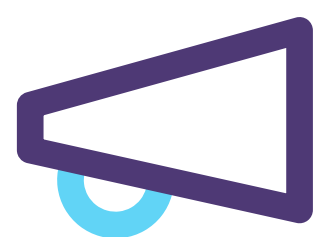
EVENT SESSION VIEWS

## MEDIA + ANALYST RESULTS



136

media and analysts covering



3,184

articles/posts/press releases



56

members/sponsors contributed to CNCF news package



79

media partnership pre-show articles



COVERAGE OVERVIEW



MEDIA COVERAGE HIGHLIGHTS

“This KubeCon, I was especially impressed by the collaborative energy on display, and sessions where developers from traditionally competitive vendors shared deep insights. Though the official attendance count was just under 10,000, the buzz of activity and conversation in hallways and on the show floor might have finally surpassed pre-pandemic excitement levels.” - [Jason English, SiliconANGLE](#)

“Attending KubeCon + CloudNativeCon North America is an opportunity to look beyond the “hey, we just launched an AI tool” hype and really find out what’s driving cloud-native software application development. If we had to say it in just a handful of words (and we can skip the term open source, obviously) cloud-native progression is now driven by the combined forces of agentic AI orchestration, security administration, patent troll eradication, developer certification and platform engineering elevation.” - [Adrian Bridgwater, Techzine](#)

“Businesses using open-source projects like Kubernetes are being targeted more often by patent trolls. Now the open source community is launching a counter-offensive and looking for volunteers.” - [Steven Vaughn Nichols, ZDNet](#)

ARTICLE HIGHLIGHTS:

- ComputerWeekly: [I guess the training’s down in Africa, CNCF & Andela skill-up 20,000+ IT pros](#)
- The New Stack: [CNCF Sics Developers on Kubernetes Patent Trolls](#)
- Cloud Native Now: [CNCF Graduates Dapr to Help Improve Developer Productivity](#)
- Runtime: [The CNCF’s plan to crowdfight patent trolls](#)

ANALYST COVERAGE HIGHLIGHTS

“The diversity of topics, from advanced Kubernetes features and observability tools to cloud governance and AI optimization, highlighted the breadth and depth of the cloud-native ecosystem. As the landscape continues to evolve, the focus is clearly shifting toward making cloud-native technologies more accessible, efficient, and sustainable.” - [Paul Nashawaty, Principal Analyst, Efficiently Connected](#)

“Kubernetes is now over 10 years old and ready for prime time. Prime time, in this case, means that organizations expect the Kubernetes ecosystem to be able to handle AI workloads and applications in a simple, secure, compliant, and scalable manner. KubeCon 2024 in Salt Lake City will be laser-focused on proving that the CNCF portfolio of cloud native apps, with Kubernetes at the center, is ready to take on this challenge.” - [Torsten Volk, Principal Analyst, ESG](#)

“Whether you are a developer, engineer or aspiring startup vendor seeking to stay ahead of the application scalability and performance curve AI is going to drive over the next five years, I recommend attaching yourself and your company to a CNCF project at whatever level of involvement you can contribute.” - [Jason English, Principal Analyst, Intellyx](#)

ARTICLE HIGHLIGHTS:

- Efficiently Connected: [KubeCon + CloudNativeCon NA 2024: Navigating the Future of Cloud-Native Technologies](#)
- Futuriom: [At Kubecon, CNCF Ramps Up Its Battle Against Patent Trolls](#)
- Intellyx: [At KubeCon/CloudNativeCon 2024, AI hype gives way to real application concerns](#)
- ESG: [KubeCon 2024: The Cloud Native Universe Is Evolving Around AI](#)



# SPONSOR INFORMATION

A huge thank you to our sponsors!




BOOTH TRAFFIC	TOTAL
Onsite leads total	94,795
Onsite leads average/booth	378







YOY SPONSORSHIP	2016 Seattle	2017 Austin	2018 Seattle	2019 San Diego	2020 Virtual	2021 Los Angeles	2022 Detroit	2023 Chicago	2024 Salt Lake City
Diamond	8	5	6*	6*	6*	6*	6*	7*	7*
Platinum	3	17	20	35	8	20	28	27	19
Gold	10	23	20	19	21	26	32	34	37
Silver	13	30	87	100	63	91	135	124	132
Start-up	N/A	30	50	73	38	76	94	81	67
End User	N/A	N/A	5	10	2	7	6	2	3
Marketing Opportunities	13	26	27	34	29	35	65	50	49
Total Unique	39	107	193	246	143	228	303	277	266

\* Capped Maximum

## DIAMOND SPONSORS









## PLATINUM SPONSORS



[SEE ALL SPONSORS AND PARTNERS](#)

## THANK YOU

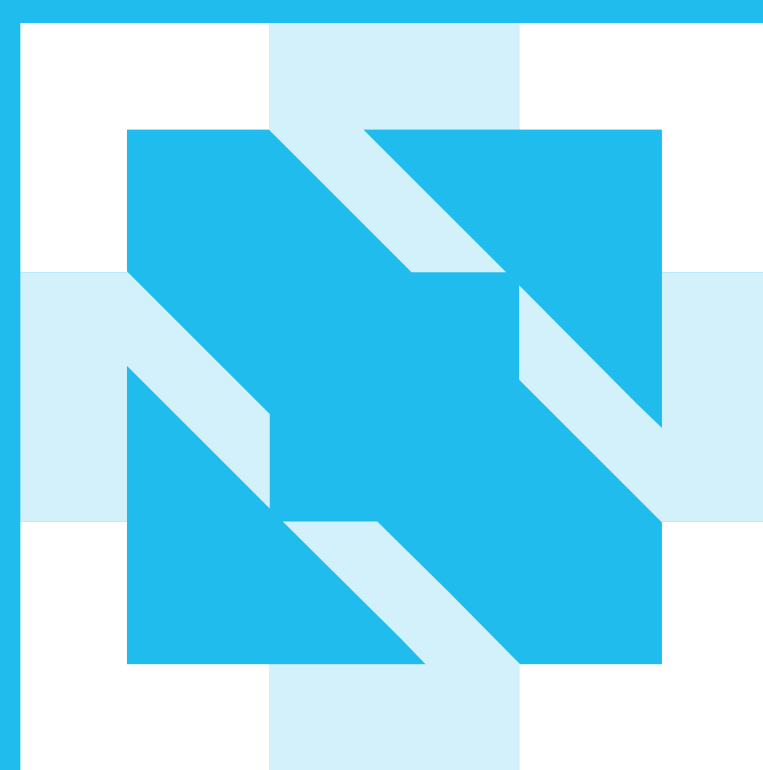
*We hope you enjoyed reflecting on a great event in Salt Lake City!  
We can't wait to see you in London!*

Your comments and feedback are welcome at [events@cncf.io](mailto:events@cncf.io)

Check out our [calendar for community events near you](#) and don't forget to  
[register for KubeCon + CloudNativeCon Europe](#) in London in April 2025.







# CLOUD NATIVE COMPUTING FOUNDATION