



KubeCon



CloudNativeCon

North America 2025

TRANSPARENCY REPORT

ATLANTA 2025



KubeCon + CloudNativeCon North America 2025

Thank you for making KubeCon + CloudNativeCon North America 2025 in Atlanta an unforgettable experience.

We welcomed more than 9,300 attendees, underscoring the growing momentum behind cloud native and open source technologies; not just across North America, but around the globe. Attendees joined us from the U.S., Europe, Australia, Japan, India and beyond, a powerful reminder of the community's global strength and reach.

It was inspiring to see developers, maintainers, end users, and technologists connect in person to share ideas, celebrate milestones, and discuss the future of cloud native. From deep dives in technical sessions and contributor summits to hallway conversations and project meetups, the energy was unmistakable. Keynotes and conversations focused on the pillars shaping our future—AI, observability, platform engineering, and security—all anchored by open collaboration.

We're grateful to be on this journey with you, and proud to support the projects, people, and practices pushing the ecosystem forward. See you next year!



2,247

CFPs submitted



283

Attendees thanks to Dan Kohn Scholarship Fund



543

Pieces of media coverage



50%

First-time attendees



Jonathan Bryce, Executive Director, CNCF



ATTENDEE OVERVIEW

It was fantastic to bring our community together, with nearly 9,400 people joining us in Atlanta.

9,388

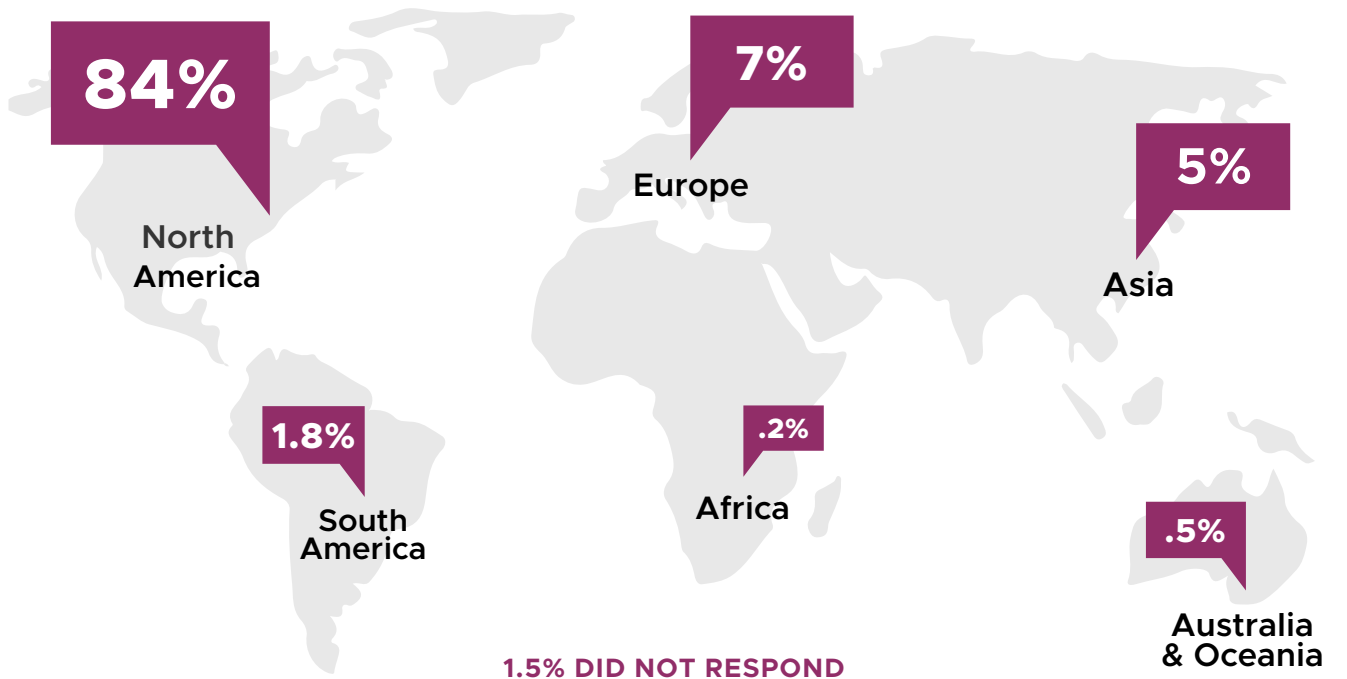
REGISTRATIONS

2,189

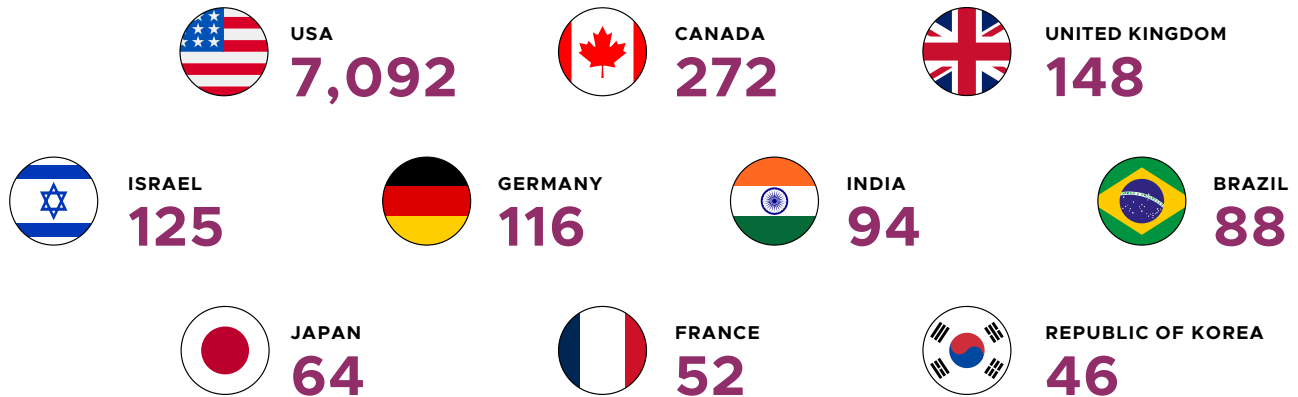
COMPANIES REPRESENTED



ATTENDEE GEOGRAPHY



TOP TEN COUNTRIES IN ATTENDANCE



TOP 3 JOB FUNCTIONS

**DEVOPS / SRE /
SYSADMIN**

DEVELOPER

ARCHITECT

TICKET TYPE THROUGH THE YEARS

Type	2020 Virtual Only	2021 Los Angeles	2022 Detroit	2023 Chicago	2024 Salt Lake City	2025 Atlanta
Total	22,816+	23,164+	16,986	13,666	9,195	9,388
In-person Corporate	N/A	5%	17%	31%	45%	43%
In-person Individual	N/A	1%	4%	7%	12%	11%
Speaker	2%	1%	3%	5%	10%	9%
Sponsor	17%	7%	21%	19%	27%	33%
Media	1%	>1%	1%	1%	1%	1%
Academic	N/A	>1%	1%	2%	3%	3%
Virtual All-Access Pass	67%	68%	47%	28%	N/A	N/A
Virtual Keynote	14%	18%	4%	6%	9%	N/A

For events prior to 2020, please visit cnf.io/reports.

INCLUSION + ACCESSIBILITY

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.

CHAOSS D&I EVENT BADGE

CNCF was awarded a Gold Badge from the CHAOSS Badging Initiative, chaoss.community/diversity-and-inclusion-badging/, for fostering healthy inclusion and accessibility practices.




Our commitment to cultivating a friendly, welcoming, and inclusive environment extends to the facilities and resources we provide at events. In Atlanta, these included:

- Quiet + Prayer Room
- Complimentary onsite Child Care
- Baby Care + Nursing Room
- Captioning available for keynote and breakout sessions
- Pronoun + Communication Stickers

COMMUNITY HUB

At the one-year anniversary of the Community Hub, we saw continued growth, with 444 participants engaging in the space. The Community Hub served as a welcoming environment for attendees to connect, learn, and celebrate equity, inclusion, and accessibility. Throughout the event, it hosted community gatherings, workshops, and networking opportunities.



Cloud Native Computing Foundation (CNCF)

157,990 followers

2w

...

This is open source. This is community.

During today's keynote at KubeCon + CloudNativeCon North America, [Stacey Potter](#) and [Adolfo García Veytia](#) delivered a fun and insightful talk—one that was inspired by a previous KubeCon session from [Whitney Lee](#) and [Lewis Denham-Parry](#).

# OF COMMUNITY HUB PARTICIPANTS	444
# WOMEN'S COMMUNITY GATHERING PARTICIPANTS	65
# OF PEER GROUP MENTORING + CAREER NETWORKING MENTORS	14
# OF PEER GROUP MENTORING + CAREER NETWORKING MENTEES	80
# OF STUDENT GATHERING PARTICIPANTS	53
# DEEP ROOTS: BLACK, INDIGENEOUS, PEOPLE OF COLOR GATHERING PARTICIPANTS	62
# LGBTQ+ COMMUNITY GATHERING	46
# BUILDING RESILIENCE WORKSHOP	16
# AGILE FOR EVERY BRAIN WORKSHOP	42
# SIGN LANGUAGE CRASH COURSE	66

SCHOLARSHIPS

The Dan Kohn Scholarship Fund provided opportunities to 283 applicants to attend the event.

# OF TRAVEL FUNDING SCHOLARSHIPS	63
# OF REGISTRATION SCHOLARSHIPS	141
# OF SPEAKER TRAVEL FUNDING SCHOLARSHIPS	79

THANK YOU TO OUR DAN KOHN SCHOLARSHIP SPONSORS FOR YOUR SUPPORT!



Applied Computing
Research Labs

ISOVALENT
now part of CISCO



KodeKloud

CAPTIONING USAGE

TOP 5 LANGUAGES

JAPANESE • ENGLISH • KOREAN • SPANISH • CHINESE

368.17

TOTAL HOURS USING IN-ROOM CAPTIONING
FROM WORDLY ON ATTENDEE MOBILE DEVICES

In addition to captioning, CNCF provided American Sign Language (ASL) interpreters for deaf and hard-of-hearing attendees throughout the conference, delivering nearly 295 hours of interpretation. ASL interpretation for all daily keynotes was also shown on screen.



Cloud Native Computing Foundation (CNCF)

157,990 followers
2w

...

Atlanta here we come! KubeCon + CloudNativeCon NA kicks off next week. Whether this is your first conference or you're a seasoned attendee, our guide will help you navigate the event and connect with the cloud native community:

Learn more <https://lnkd.in/entG-9vg>

#KubeCon #CloudNativeCon #CloudNative #Kubernetes #OpenSource



Your Complete Guide to
KubeCon + CloudNativeCon
North America 2025



Your Complete Guide to KubeCon + CloudNativeCon North America 2025
cncf.io



Cloud Native Computing Foundation (CNCF)

157,990 followers
2w

...

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This kind of cross-talk inspiration and shared momentum is what makes the cloud native ecosystem thrive.

We're all learning from each other—and having fun while we do it!

#KubeCon #CloudNative #OpenSource #OSS



CO-LOCATED EVENTS

This year CNCF hosted 18 co-located events on topics ranging from platform engineering to observability, AI and CNCF projects.

18

TOTAL CNCF-HOSTED
CO-LOCATED EVENTS

4,634

REGISTERED FOR
CO-LOCATED EVENTS

5,432

TOTAL ONSITE LEADS

118

AVERAGE ONSITE
LEADS PER SPONSOR



ArgoCon
NORTH AMERICA

89 CFP SUBMISSIONS

SPONSORS

Diamond

- Akuity
- Intuit
- Octopus Deploy

ATTENDANCE

139

Avg. Session

522

Peak Session



Backstage | CON
NORTH AMERICA

50 CFP SUBMISSIONS

SPONSORS

Diamond

- Spotify
- DX
- Red Hat

Platinum

- Robusta Dev

ATTENDANCE

98

Avg. Session

149

Peak Session



CiliumCon
NORTH AMERICA

31 CFP SUBMISSIONS

SPONSORS

Diamond

- Isovalent at Cisco

Gold

- Microsoft Azure

ATTENDANCE

81

Avg. Session

126

Peak Session



**CLOUD NATIVE +
KUBERNETES**
AI DAY
NORTH AMERICA

174 CFP SUBMISSIONS

SPONSORS

Diamond

- Lambda
- Nebius
- Neo4j
- vCluster

Platinum

- Cosmonic
- Mirantis
- Red Hat
- Spectro Cloud
- SUSE

Start-Up

- Kestrel AI

ATTENDANCE

163

Avg. Session

258

Peak Session



**CLOUD NATIVE
UNIVERSITY**
NORTH AMERICA

88 CFP
SUBMISSIONS

ATTENDANCE

181

Avg. Session

230

Peak Session



DOK DAY
NORTH AMERICA

61 CFP
SUBMISSIONS

ATTENDANCE

120

Avg. Session

186

Peak Session



envoycon
NORTH AMERICA

43 CFP SUBMISSIONS

SPONSOR

Gold

- Netflix

ATTENDANCE

110

Avg. Session

175

Peak Session



38 CFP SUBMISSIONS

SPONSOR

Diamond

- ControlPlane

ATTENDANCE

101

Avg. Session

138

Peak Session



Istio Day
NORTH AMERICA

49 CFP SUBMISSIONS

SPONSOR

Gold

- Microsoft
Azure

ATTENDANCE

171

Avg. Session

215

Peak Session



Kubeflow Summit
NORTH AMERICA

39 CFP SUBMISSIONS

SPONSOR

Gold

- Red Hat

ATTENDANCE

79

Avg. Session

101

Peak Session



**Kubernetes
on EDGE DAY**
NORTH AMERICA

34 CFP SUBMISSIONS

SPONSORS

Diamond

- Spectro
Cloud
- ZEDEDA

ATTENDANCE

65

Avg. Session

110

Peak Session



KyvernoCon
NORTH AMERICA

63 CFP SUBMISSIONS

SPONSOR

Gold

- Nirmata

ATTENDANCE

56

Avg. Session

96

Peak Session

Observability Day
NORTH AMERICA

190 CFP SUBMISSIONS

SPONSORS

Diamond

- Chronosphere
- Clickhouse
- Dynatrace
- IBM

Platinum

- OpenSearch
- Victoria
Metrics

Gold

- Grafana
Labs
- Start-Up**
• Okahu

ATTENDANCE

102

Avg. Session

381

Peak Session

OpenFeature Summit
NORTH AMERICA

24 CFP SUBMISSIONS

SPONSOR

Platinum

- LaunchDarkly

ATTENDANCE

45

Avg. Session

71

Peak Session



**OPEN SOURCE
SecurityCon**
co-hosted with OpenSSF

152 CFP SUBMISSIONS

SPONSORS

Diamond

- Chainguard
- Docker
- Red Hat

Platinum

- Minimus
- OpenSSF
- Seal
Security

Gold

- Dell
Technologies

ATTENDANCE

48

Avg. Session

249

Peak Session



OpenTofu Day
NORTH AMERICA

25 CFP SUBMISSIONS

SPONSORS

Diamond

- digger.dev

Platinum

- Spacelift

Gold

- Harness

ATTENDANCE

67

Avg. Session

135

Peak Session



Platform Engineering Day NORTH AMERICA

157 CFP SUBMISSIONS

SPONSORS

Diamond

- Cortex
- IBM
- Ona
- vCluster

Platinum

- Chainguard
- Cloudsmith
- Harness
- Infiscal
- Octopus Deploy

Gold

- Syntasso
- Upbound
- Vultr
- ngrok

ATTENDANCE

118

Avg. Session

426

Peak Session



37 CFP SUBMISSIONS

SPONSOR

Gold

- Fermyon Technologies

ATTENDANCE

53

Avg. Session

73

Peak Session

Abby Bangser
4w

Always big respect for those that can put in the late shift AND the early shift at #kubcon.

Couldn't pick a better crew than the CNCF Platform Engineering Technical Community Group morning coffees to spend the morning with before our last day (👉) of the event ❤️

Looking forward to seeing everyone soak up the last few hours of KubeCon + CloudNative Con today with our amazing speakers!

See you at the keynotes to share my story about building scalable platforms with a set of principles, strategies and multiplayer marketplace tactics 🚀



👍👍👍 158 · 5 Comments

Like

Comment

Share



Kasper Borg Nissen

3w · ...

Awesome keynote, Abby! 🙌 Well done!



CONTENT

As always, attendees had a lot to choose from among all of the great content. Our co-chairs worked with 22 track chairs and 94 committee members to craft the programming.

With 409 sessions, KubeCon + CloudNativeCon North America featured a diverse line-up of topics ranging from introductory sessions through technical deep-dives. Talks are available now on our [YouTube playlist](#).



25

KEYNOTE TALKS

(INCLUDING SPONSORED KEYNOTES)



409

TOTAL SESSIONS



2,247

CFPS SUBMITTED



26%

**GENDER MINORITY
SPEAKERS**

644

SPEAKERS

71

**MAINTAINER
TRACK SESSIONS**

94

**PROGRAM
COMMITTEE
MEMBERS**

338

BREAKOUTS

THANK YOU TO OUR KUBECON + CLOUDNATIVECON NORTH AMERICA 2025 CO-CHAIRS



Abby Bangser

*Principal Engineer,
Syntasso*



Faseela K

*Cloud Native Developer,
Ericsson Software Technology*



Joseph Sandoval

*Principal Product Manager,
Adobe Inc.*

DEMO THEATER

New for 2025, the Demo Theater was a standout success, quickly becoming one of the most popular features of this year's conference. With 27 sponsor demos showcased throughout the week, every session drew a crowd. Attendees were drawn to the theater for a firsthand look at cutting-edge technology, live product walkthroughs, and engaging presentations from leading sponsors.



POSTER SESSIONS

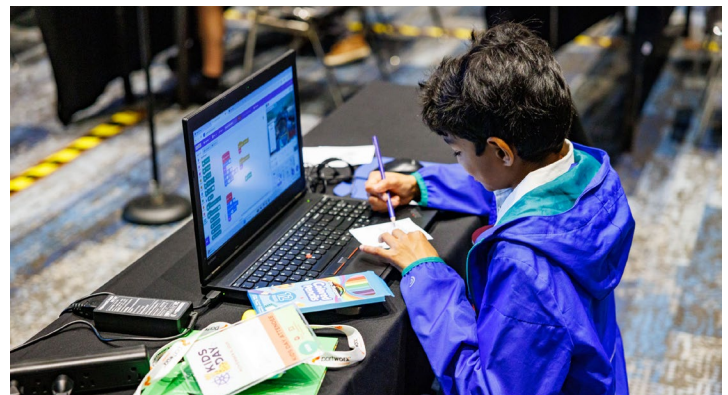
Back by popular demand, the Poster Session within the Solutions Showcase provided a dedicated space for participants to present their latest research, creative solutions, and innovative ideas while gathering feedback from a broad mix of researchers and industry experts. Attendees could explore the poster area at their own pace, connect with presenters, ask questions, and engage in meaningful discussions.



KIDS DAY

On Sunday, November 9, we hosted our community Kids Day. Designed to engage young minds in the world of technology and innovation, Kids Day offered a fun-filled afternoon of interactive activities and workshops tailored for children ages 8 to 14. Hosted workshops included:

- Learning AI with Phippy the Giraffe
- Animating Phippy and Friends on the Micro:bit



**THANK YOU TO
OUR KIDS DAY
SPONSOR!**



PROJECT ENGAGEMENT

KubeCon + CloudNativeCon North America 2025 offered a range of meaningful opportunities for attendees to engage with CNCF projects and maintainers.

The **CNCF Maintainer Summit** brought together project maintainers for a focused in-person gathering. Attendees shared best practices, explored contribution workflows, and worked through common challenges to strengthen collaboration across the cloud native community.

Attendees had the chance to dive deeper during the **Maintainer Track + ContribFest sessions**, which provided behind-the-scenes insights into CNCF projects. These sessions offered valuable perspectives from project leaders and fostered collaboration among community members and industry experts.

In the **Project Pavilion**, participants connected directly with project maintainers. This space encouraged open conversation, technical discussions, and idea sharing—making it a vibrant hub for learning more about the technologies shaping the cloud native ecosystem.

Throughout the week, CNCF Ambassadors led guided Project Pavilion Tours, helping attendees navigate the space, meet maintainers, and engage with the projects most relevant to their interests.

The **Project Pavilion Stage** also gave projects the opportunity to sign up and showcase their work through live demos, adding another layer of visibility and interaction within the community.

On day two of the event, attendees gathered in the Project Pavilion to celebrate our newest Graduated Projects and Project Birthdays. Attendees grabbed a treat and stopped by the kiosks in the Project Pavilion to congratulate the teams on their recent graduations and project milestones.



PROJECT ENGAGEMENT

83

PROJECT KIOSKS

38

PROJECT LIGHTNING
TALKS

71

MAINTAINER TRACK
SESSIONS



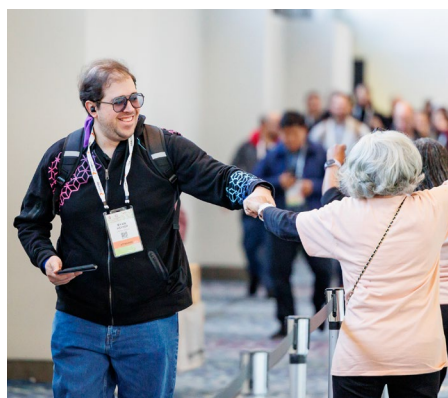
SUSTAINABILITY

We're committed to sustainability at our events and KubeCon + CloudNativeCon North America was no exception. We were proud to partner with our venue, the Georgia World Congress Center, to be a part of the growing movement towards a more sustainable future. The Georgia World Congress Center is committed to sustainability and community impact in the following ways:

- As the world's largest LEED certified convention center, the GWCC features energy efficient systems that help reduce its carbon footprint and provide attendees with a cleaner, healthier indoor environment.
- The GWCC is serious about reducing waste! Attendees could find clearly marked recycling and composting bins throughout the center.
- From low-flow fixtures to water-wise landscaping, the GWCC is committed to conserving water.

In addition to selecting an environmentally conscious venue, we:

- Used conference lanyards made from 100% Recycled Polyethylene Terephthalate.
- Chose a venue that was easily accessible via public transportation, walking, or biking.
- Donated event materials and sponsor swag to The Salvation Army of Metro Atlanta.



HEALTH + SAFETY ONSITE

KubeCon + CloudNativeCon implemented the following health and safety measures:



FOOD ALLERGY ACCOMODATIONS



ACCESSIBLE SAFETY RESOURCES + TIPS



MEDICAL, SAFETY, + TRAUMA RESOURCES



INCIDENT TRANSPARENCY REPORT:

- 1 Code of Conduct received onsite
- 3 medical interventions

SPONSOR INFORMATION

A HUGE THANK YOU TO OUR SPONSORS!

BOOTH TRAFFIC	TOTAL
Total leads	90,571
Average leads per booth	288

SPONSORSHIP

YoY Sponsorship	2020 Virtual Only	2021 Los Angeles	2022 Detroit	2023 Chicago	2024 Salt Lake City	2025 Atlanta
Diamond	6*	6*	6*	7*	7*	6
Platinum	8	20	28	27	19	21
Gold	21	26	32	34	37	48
Silver	63	91	135	124	132	121
Start-up	38	76	94	81	67	69
End User	2	7	6	2	3	2
Marketing Opportunities	29	35	65	50	49	54
Total Unique Sponsors	143	228	303	277	266	268

*capped maximum

DIAMOND SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



MEDIA + ANALYST COVERAGE

KubeCon + CloudNativeCon North America 2025 attracted strong analyst and media attention, with coverage spotlighting CNCF's leadership in shaping the future of AI-driven cloud native infrastructure. Outlets emphasized the foundation's launch of the Certified Kubernetes AI Conformance Program, the continued rise of platform engineering, and progress across key projects like Crossplane and Knative. Media also highlighted CNCF's efforts to expand certifications, modernize Helm, and strengthen open source security through initiatives like Falco, as well as growing momentum for AI observability and workload standardization.

KEY STATS

136

MEDIA + ANALYST
ATTENDEES

578

PRESS AND
ANALYST ARTICLES

3

PROJECT PRESS
RELEASES

3

PROJECT BLOGS

5

CNCF PRESS
RELEASES

5

LINUX FOUNDATION
PRESS RELEASES

70

SPONSOR-
CONTRIBUTED
BYLINES



42 MEMBERS AND SPONSORS CONTRIBUTED 44 ANNOUNCEMENTS

DIAMOND AND PLATINUM SPONSORS



SPONSOR AND MEMBERS



MEDIA COVERAGE HIGHLIGHTS

Coverage from outlets such as Forbes, SiliconANGLE, TechTarget, The New Stack, and ZDNet framed KubeCon + CloudNativeCon North America 2025 as a defining moment for the cloud-native ecosystem. Journalists emphasized the CNCF's leadership in operationalizing AI with the Certified Kubernetes AI Conformance Program and highlighted themes including platform engineering maturity, multi-cloud optimization, and stronger developer experience. The articles described the event as showing how the CNCF is influencing the future of modern infrastructure, especially as AI, security, and observability become key parts of cloud-native environments.

ARTICLE HIGHLIGHTS

- “The [Kubernetes AI Conformance] initiative represents a shift in how the cloud native ecosystem approaches AI infrastructure: establishing shared standards through open community processes rather than allowing proprietary implementations to fragment the market.” — **Janakiram MSV**, [Forbes](#)
- “The CNCF’s launch of the Kubernetes AI Conformance program is further cementing the ecosystem’s role in setting standards for interoperability, reliability, and performance for the near future of cloud-native AI.” — **Steven Vaughan-Nichols**, [ZDNet](#)
- “More than a decade after its debut, Kubernetes has evolved from a developer tool into the backbone of modern AI infrastructure. Its impact now extends across data centers, clouds and edge environments, reshaping how enterprises build and scale intelligent systems.” — **Mark Albertson**, [SiliconANGLE](#)
- “Cloud native isn’t fading; it’s moving up the stack. The center of gravity appears to be shifting from cluster primitives to internal developer platforms. Kubernetes continues to function as the portability layer, while more developers interact through portals and opinionated tools rather than directly with containers.” — **Rachel Horton**, [TechArena](#)

ANALYST COVERAGE HIGHLIGHTS

- **Intellyx** | [KubeCon 2025: CNCF to Standardize AI Workloads](#): Highlights the new Certified Kubernetes AI Conformance Program, alongside strong industry support, growing momentum in platform engineering, and a surge of innovation in observability, configuration management, and service mesh solutions for AI agents.
- **HyperFRAME Research** | [KubeCon Atlanta 2025: Key Trends, Startups & AI Conformance — Event Recap](#): Describes KubeCon + CloudNativeCon North America 2025 as a bustling, high-energy event where AI, platform engineering, and maturing cloud native infrastructure dominated discussions, with strong engagement from major vendors and the open source community.
- **theCUBE Research** | [KubeCon + CloudNativeCon North America 2025 Wrap-Up](#): Showcases a turning point for cloud native, where AI, platform engineering, observability, and security converge into a mature, cohesive ecosystem. Highlights CNCF’s leadership in operationalizing AI, enhancing developer experience, and ushering in the next era of intelligent, scalable infrastructure.
- **IDC** | [Announcing the Kubernetes AI Conformance Program](#): Argues baseline requirements for AI inference workloads on Kubernetes are imperative for interoperability, developer ease, and accelerated innovation.

*We hope you enjoyed reflecting on a great event in Atlanta
- see you in Amsterdam in March, or Mumbai in June!*

Check out our [calendar](#) for all upcoming events.

Your comments and feedback are welcome at events@cncf.io





CLOUD NATIVE COMPUTING FOUNDATION

We worked hard to accurately report all aspects of this great events, but with all great events, things to change - media coverage increases, online views go up etc. so if you'd like to use any date from this report, make sure you reference the publication date of December 2025. Feel free to reach out to us if you have any questions or would like updated statistics in the coming year. Published by the Cloud Native Computing Foundation.