



# TALOSCON

# 2025

HOSTED BY



SIDERO

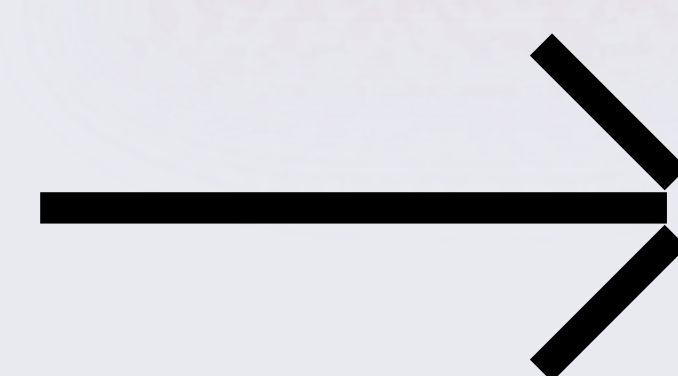
**16 - 17 October**  
**AMSTERDAM**



**SPONSORSHIP SALES CLOSE**  
**September 25th**

# SPONSORSHIP PROSPECTUS

**TalosCon 2025** is the third installment of the annual conference. This year's event will be held in Amsterdam and bring together customers, users, partners, and enthusiasts to network, learn, and celebrate the use of Talos Linux, Omni, and Kubernetes.





# EVENT AT A GLANCE

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## Attendees:

300

## Format:

- Keynotes
- Breakout Sessions
- Networking

## Attendee Profiles:

- Highly engaged platform and system engineers
- SREs
- Technology architects
- Software developers
- Technology leaders

## Content:

- Industry and cloud native trends
- Technical deep-dives
- User stories

## Day 0 : Thursday October 16

- Local cloud native group and partner workshops and meetups
- Welcome reception

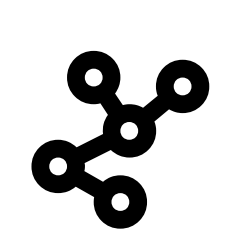
## Event Day : Friday October 17

- Keynotes, breakout sessions, and networking opportunities
- Sponsor showcase



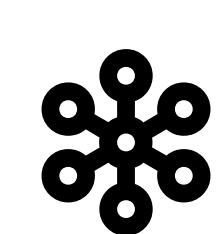
# WHY SPONSOR?

**TALOSCON 2025** is one of the best places for your company to be, here's why we think so:



## Networking

Meet, have conversations, and promote your product with passionate, active, and experienced team leads and contributors.



## Strategic Connections

Meet professionals from an array of verticals across Europe, North America, and Asia, and find your next client or strategic partner.



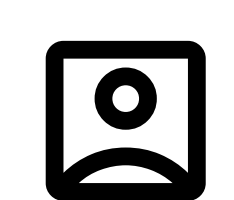
## Awareness

Reach technologists, DevOps professionals, technical influencers, and decision-makers in industries that use Kubernetes.



## Brand Association

Associate your brand with the popular Talos Linux and Omni.

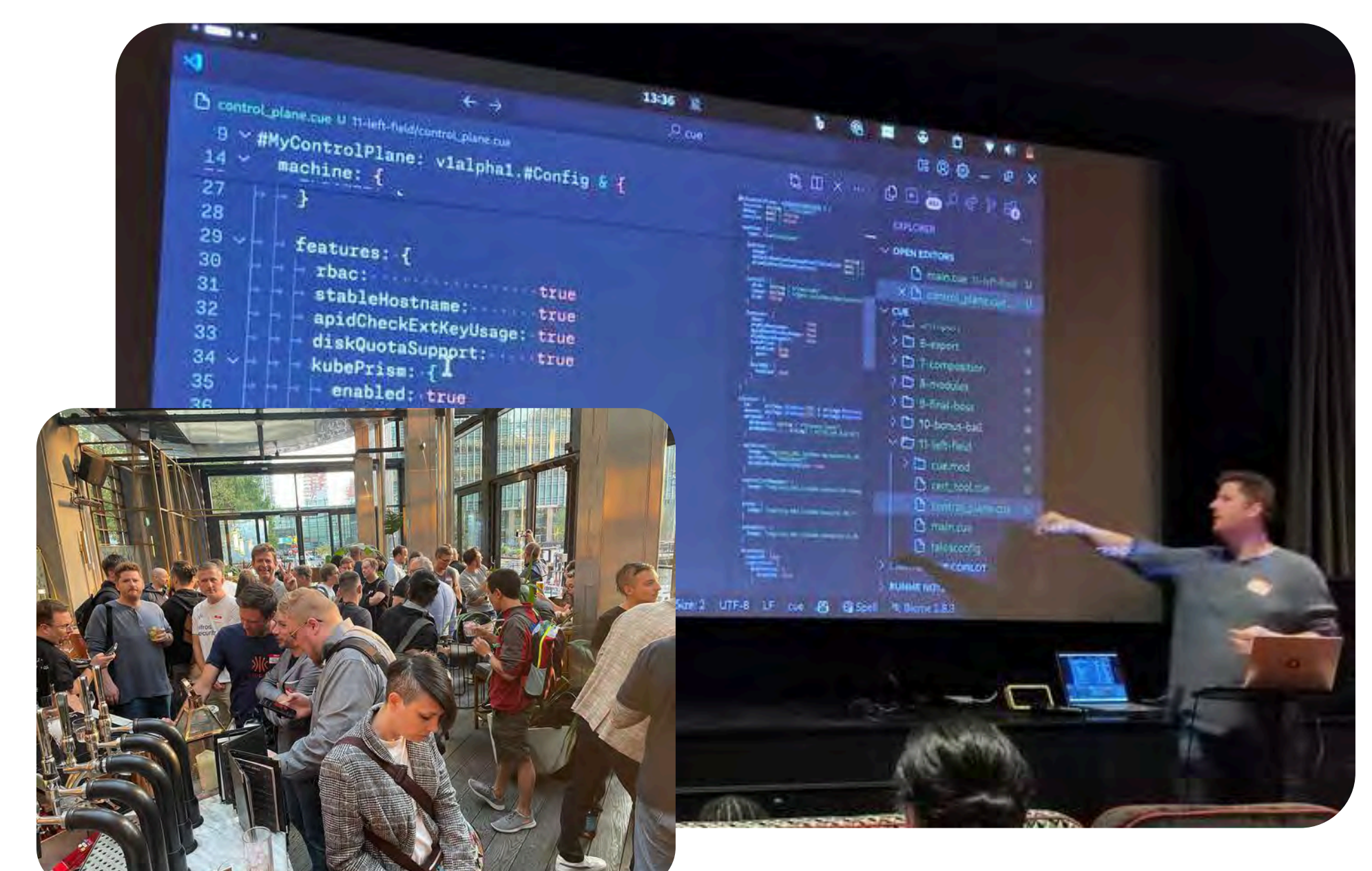


## Recruiting

Get direct access to Kubernetes and cloud native specialists and start sourcing future team members.

### LAST YEARS TALOSCON

TalosCon 2024 brought together 200+ attendees from diverse industries, including retail, automotive, financial services, biotechnology, defense, machinery, broadcast media, and information technology. The event enabled individuals to discuss their use cases and insights and how Talos Linux, Omni, and Sidero support their efforts. Attendees came primarily from the EU, with a large number also coming from Asian and North American regions. Presentations were recorded and watched tens of thousands of times on our YouTube channel.





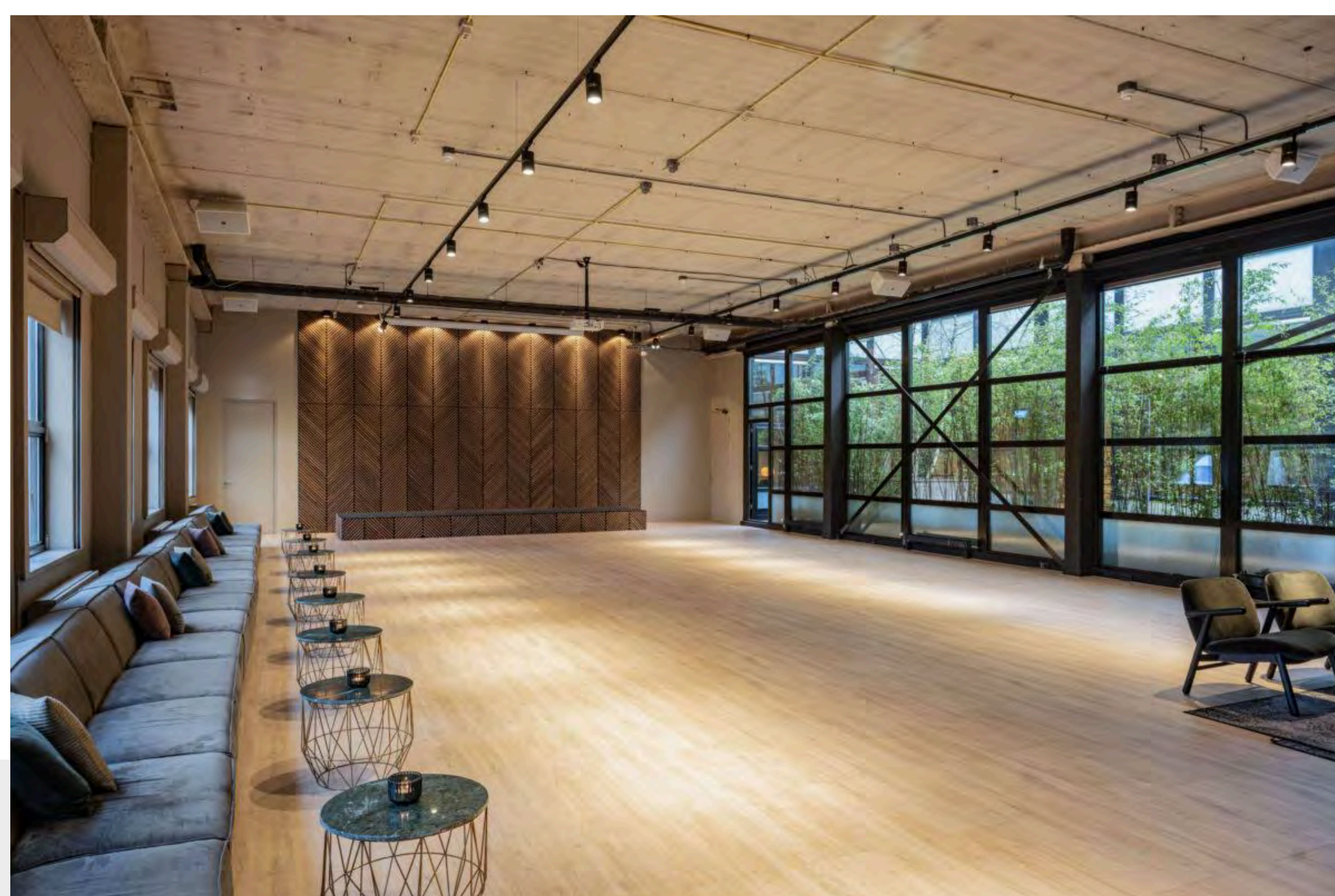
# ABOUT THE VENUE

## Venue Collective

Generaal Vetterstraat 55, 1059  
BT Amsterdam, Netherlands

### About the venue

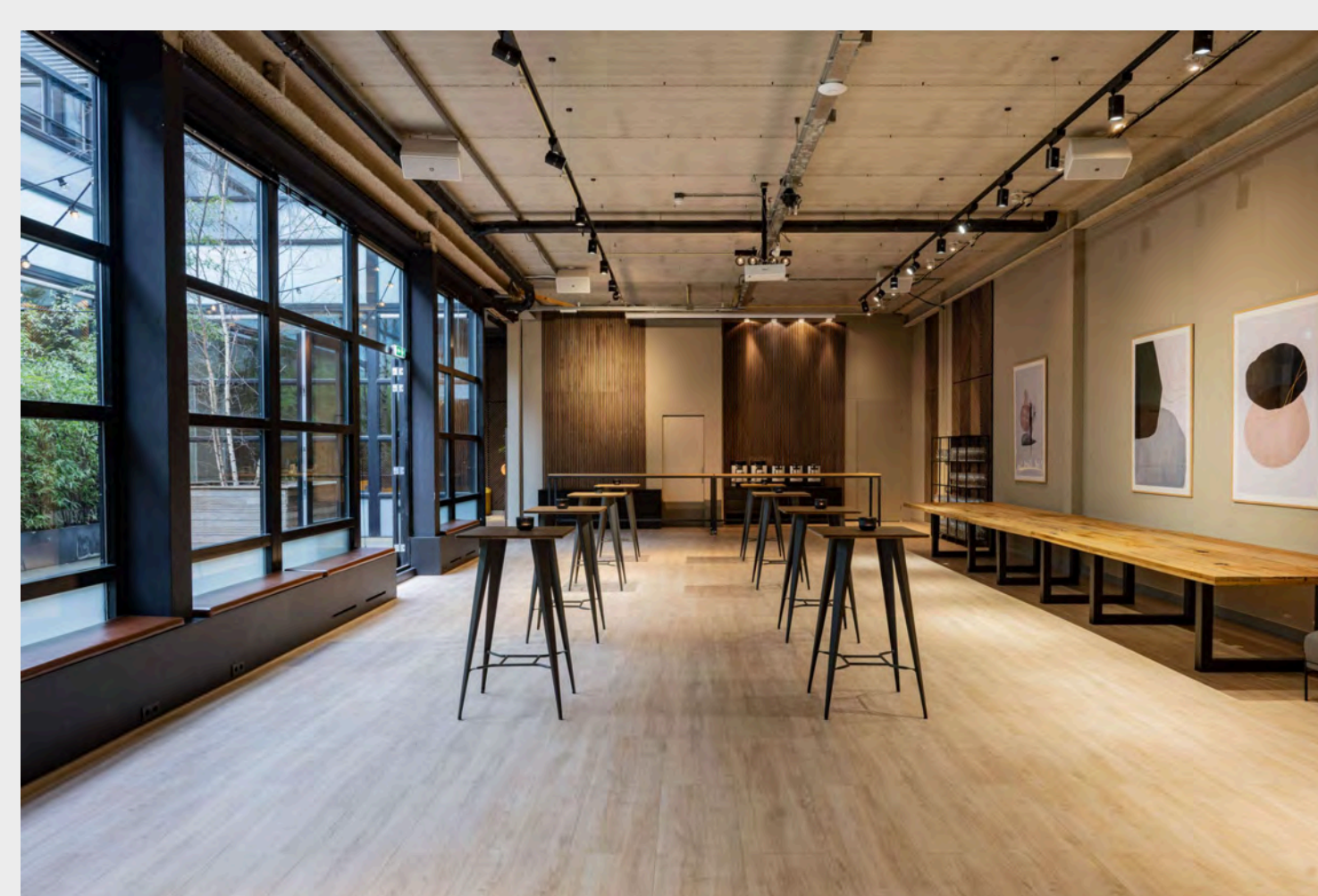
The Venue Collective is centrally located, with easy metro access to the international airport, the central train station, and the historic center of Amsterdam. It is a unique, eye-catching, and comfortable location that will inspire attendees to connect and learn.



### We'll be using the following areas for:

#### The Plenary

for keynotes and breakout sessions



#### The Space

for Thursday events and breakout sessions



#### The Suite

for Thursday events and breakout sessions

#### The Lounge

and Patio for networking and meals



# SPONSORSHIP PACKAGES

Things are moving fast! We have 3 tiers of sponsorship to suit your size and budget:

	PREMIER <div>SOLD OUT</div>	COLLABORATOR Only 2 remaining!	SUPPORTER Unlimited
Availability	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>
10 minute main stage lightning talk or breakout session	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Display table	<div>6 foot table in a premium location. We provide the table and support you with shipping and setup.  *Sponsor to provide any signage or table decorations.</div>	<div>High-top round table. We provide the table and table signage. You'll have room for your collateral and give-away items.</div>	<div><div></div></div>
Recognition in event emails	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
On-site logo presence	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Event website	<div>Prominent logo and company description</div>	<div>Prominent logo</div>	<div>Logo</div>
Complementary pass	<div>5</div>	<div>3</div>	<div>1</div>
Social media	<div>1 standalone pre-event post. Mention in group posts</div>	<div>Mention in pre-event group posts</div>	
Cost	<div>\$8,000</div>	<div>\$6,000</div>	<div>\$2,000</div>

If you are interested in sponsoring, contact Kim McMahon:  
[kim.mcmahon@siderolabs.com](mailto:kim.mcmahon@siderolabs.com)





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**16 - 17 October, Amsterdam**

Hosted by:  **SIDERO**

Contact Kim McMahon  
for sponsorship at:  
**[kim.mcmahon@siderolabs.com](mailto:kim.mcmahon@siderolabs.com)**