



April 25-29, 2022

Prospectus

events.istio.io

Vision

IstioCon 2022 will be an industry-focused event, a platform to connect contributors and users to discuss uses of Istio in different architectural setups, limitations, and where to take the project next.

The goal of the conference is to reach a broader audience, educate them on how they can use Istio with a hands-on approach, and build awareness for the project. Sessions will present examples from a variety of industries, and with content tailored for different levels of expertise.

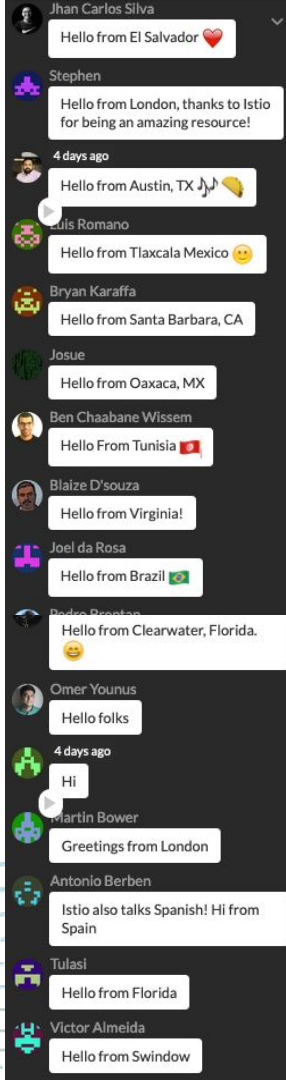
#IstioCon



Conference format

- 100% digital, accessible from any country.
- Bilingual, in English and Chinese.
- 2 time zones
- 5 days, 4 hours by block
- Sessions labeled according to knowledge level (beginner, intermediate, advanced)

#IstioCon



Event Features

- Sessions format: **Talks, Lightning talks, panels**, and hands-on Workshops.
- **Office hours** covering different topics like: debugging, security, webassembly, multicluster, and roadmap.
- Virtual **networking event** on a platform like [Gather.town](#) or [escape room](#).
- Virtual **swag bag**, where participants can receive gifts.
- **Event chat** - channel on Istio Slack.



IstioCon 2021 results

#IstioCon



2021 Key metrics

4,021

Registrants

84

Countries

4.4/5

Satisfaction
score

2,836

Unique livestream
viewers

1,517

Unique recording
viewers



Participant demographics

20.4%

of attendees were CxO / Engineering manager /
Tech Lead

43.8%

of attendees were either **evaluating Istio for
production use**, or have tried at least one
example but haven't used it seriously



25+ End User Presentations



airbnb



ATLASSIAN

FICO™



Descartes
Labs

intuit.

T Mobile™



Square



paloalto®
NETWORKS



SBERBANK



IstioCon 2021 Partners



solo.io



Google Cloud



ASPEN MESH



tetrate



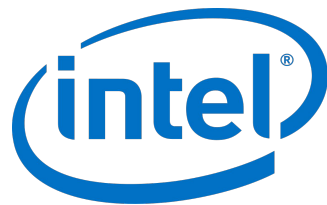
Red Hat



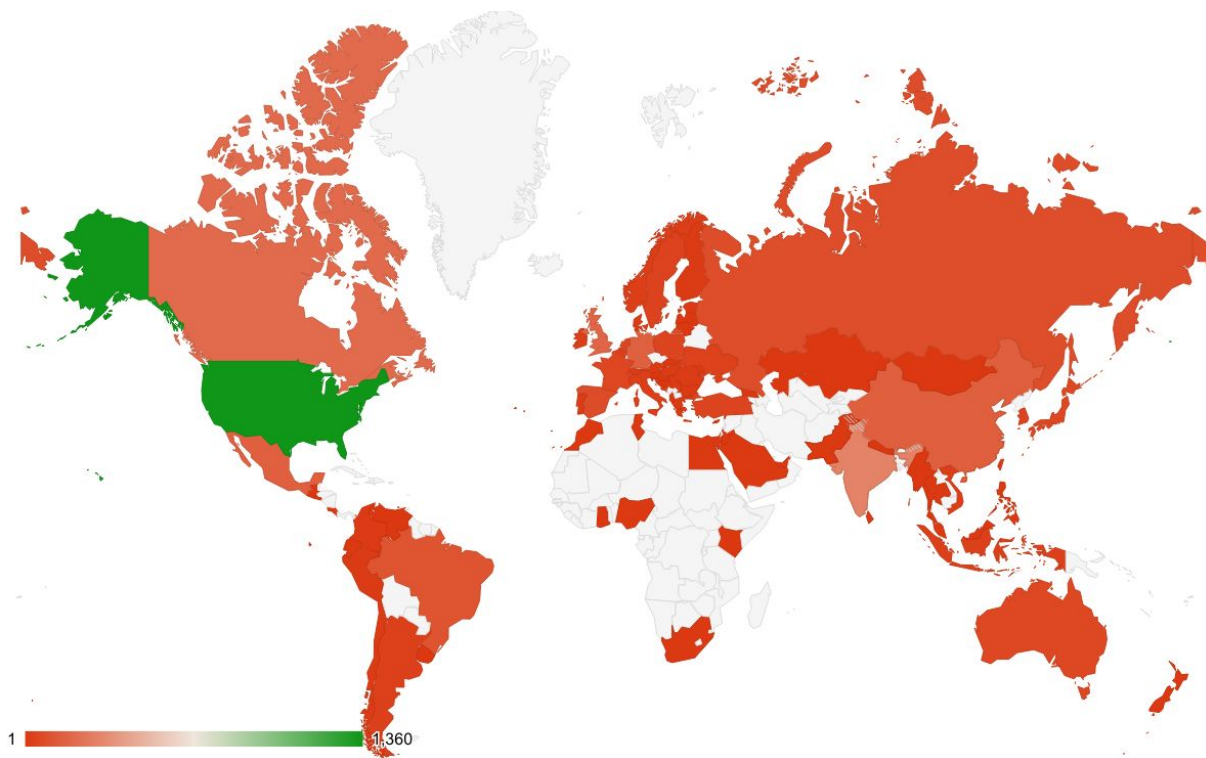
RANCHER
FEDERAL



MANNING



Where did people join from?



Jhan Carlos Silva
Hello from El Salvador 🇸🇻

Stephen
Hello from London, thanks to Istio for being an amazing resource!

4 days ago
Hello from Austin, TX 🇺🇸 🍌

Eulis Romano
Hello from Tlaxcala Mexico 🇲🇽

Bryan Karaffa
Hello from Santa Barbara, CA

Josue
Hello from Oaxaca, MX

Ben Chaabane Wissem
Hello from Tunisia 🇹🇺

Blaize D'souza
Hello from Virginia!

Joel da Rosa
Hello from Brazil 🇧🇷

Rodolfo Quintana
Hello from Clearwater, Florida. 🇺🇸

Omer Younus
Hello folks

4 days ago
Hi

Martin Bower
Greetings from London

Antonio Berben
Istio also talks Spanish! Hi from Spain

Tulasi
Hello from Florida

Victor Almeida
Hello from Swindon

Where did people join from?

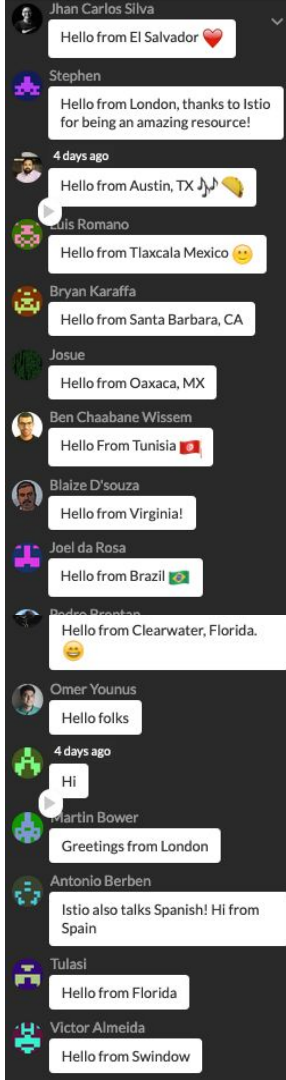
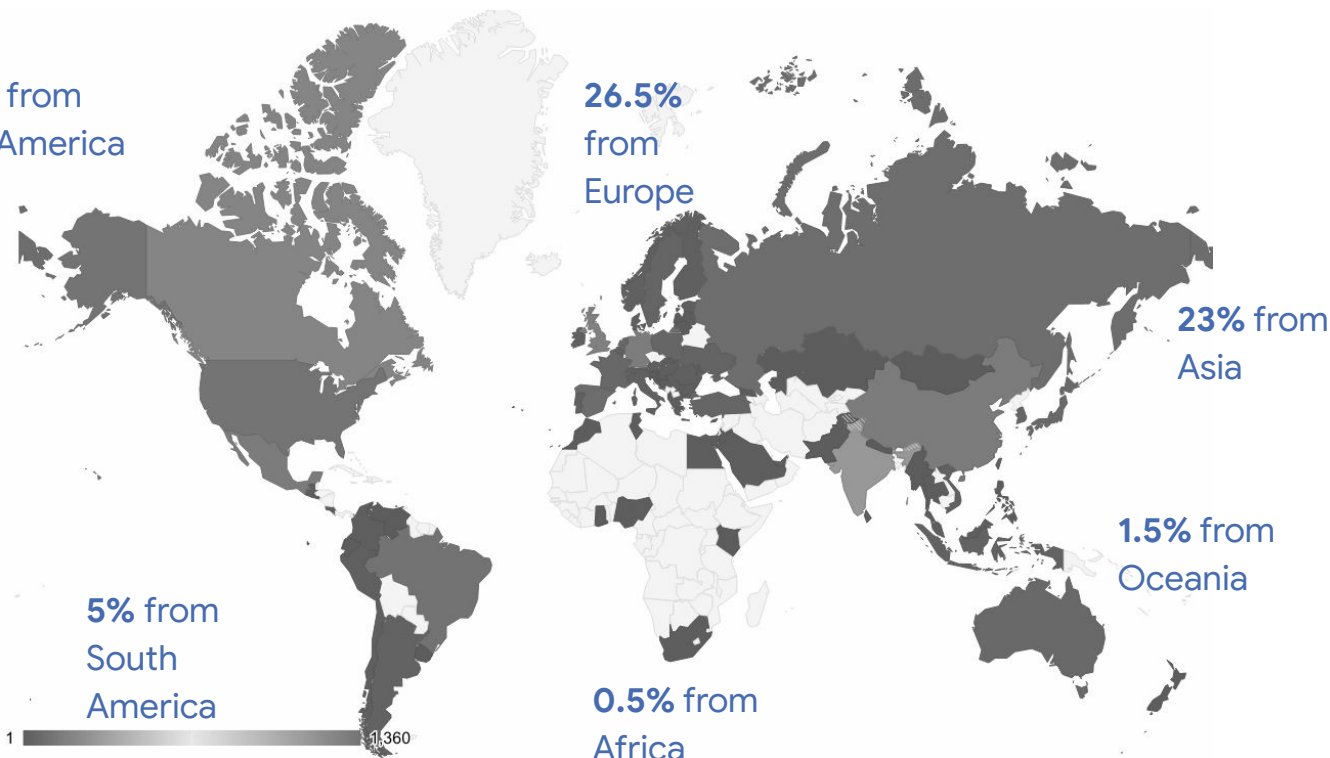
43.5% from
North America

26.5%
from
Europe

23% from
Asia

5% from
South
America

0.5% from
Africa



What IstioCon participants said...

The majority of participants agree that they had **enough information** about the **future of Isito project**.

Most participants felt **empowered to use Istio** after attending the conference.

*"It was an **amazing event** in every way of that! From the speakers and presentations, to the hosts, community, activities, gifts, online gathering platform, and even the amazing artists for the caricatures! Great job!"*



IstioCon 2022

Sponsorship opportunities

#IstioCon



Estimated metrics for 2022

- +4k registrants
- +3k live viewers
- +3k recordings views (up to Dic 2021)
- +1.5k leads (35% of participants accept to share personal data)
- +300 live viewers by session



Sponsorships

Benefit	Platinum 20,000 \$ (4 available)	Gold 12,000 \$	Silver 5,000 \$ / Additional options	Community Partner- Free
Session*	120 mins Workshop AND 10 mins sponsored message*	120 mins Workshop OR 10 mins sponsored message*	-	-
Attendees contact data**	Event participants data	Talk participants data	-	-
Logo on t-shirts (first 400 registered)	Platinum level	Gold level	-	-
Job board post	5	5	5	
Opportunity to participate in virtual swag bag	Yes	Yes	Yes	-
Brand presence on recordings (bumpers)	Platinum level	Gold level	-	-
Brand presence on website and communication	Platinum level	Gold level	Silver level	Partner level
Social media mentions	3	1	Group posts	Group posts
Mention in event chat - slack	2	1	Group sponsor mention	-
Dedicated channel on slack	Yes	Yes	Yes	-

*Session type can be adapted to sponsor needs

**Participants who opt-in to share their data with sponsors

Additional Options

Speakers gifts, special activity at networking event, Graphic recording of Roadmap talks, Trivia gifts

#IstioCon



Additional exposure: Press engagement

We will proactively engage journalists and market analysts, with the goal of increasing our reach and raising awareness about Istio. The goal is to promote the conference as a space where users can meet with project maintainers, and learn how to use Istio with a hands-on approach.

This dedicated outreach will also open the possibility for sponsoring companies to share announcements.



Contact us

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#IstioCon

