THE LINUX FOUNDATION
MEMBER SUMMIT

March 10-12, 2020 | Resort at Squaw Creek, Lake Tahoe, CA

2020 Sponsorship Prospectus



THE LINUX FOUNDATION
MEMBER SUMMIT

TABLE OF CONTENTS

About the Event....3

Event Details....4

Previous Attendees....5

Sponsorship Opportunities....6

Attendee Demographics....7

About Linux Foundation Events....8

Sponsorship Bundles & Custom Packages....10



THE LINUX FOUNDATION
MEMBER SUMMIT

March 10-12, 2020 | Resort at Squaw Creek, Lake Tahoe, CA

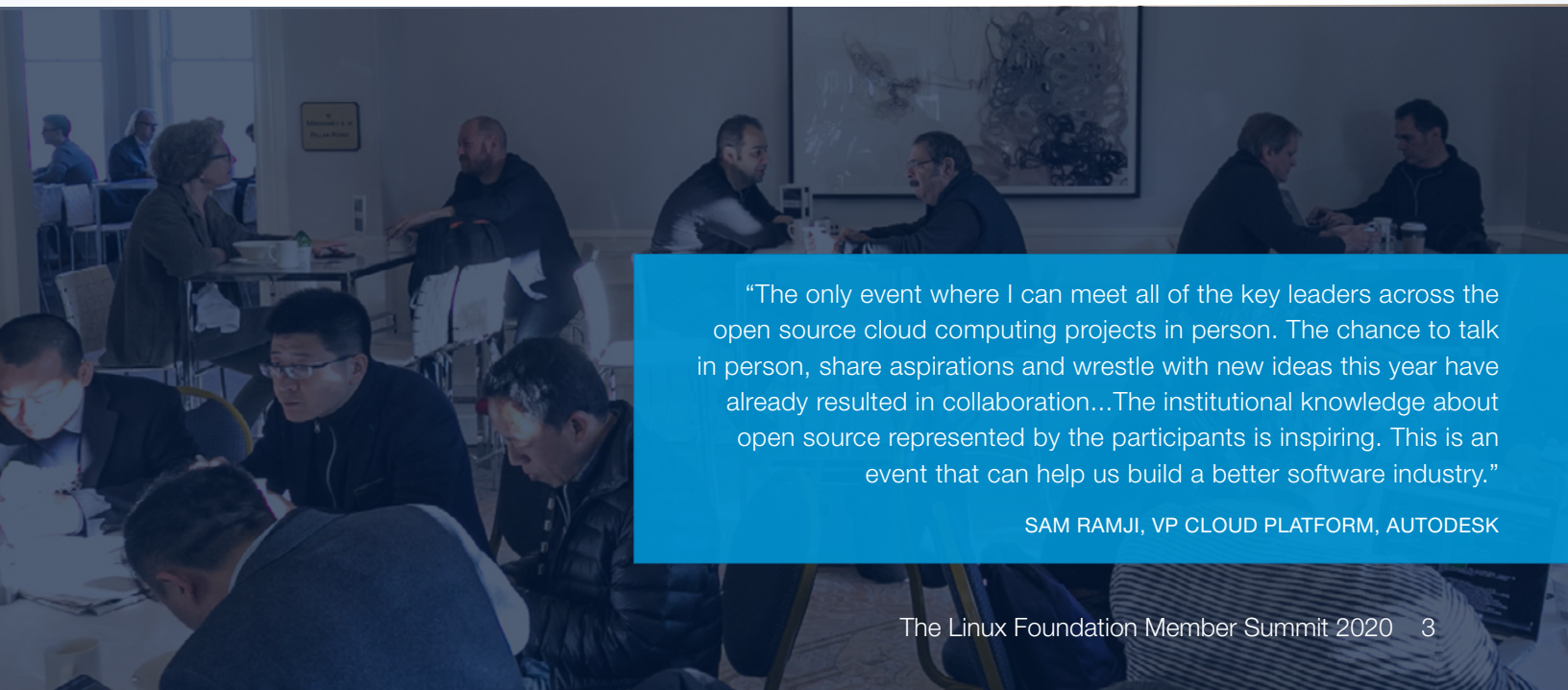
Where industry leaders convene to drive digital transformation with open source technologies and learn how to collaboratively manage the largest shared technology investment of our time.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver innovative products and services to their users and customers, companies must learn directly from the senior technologists and thought leaders who steer the most widely used and influential projects.

The Linux Foundation Member Summit (formerly Open Source Leadership Summit) is the annual gathering for Linux Foundation member organizations.

The event fosters collaboration, innovation, and partnerships among the leading projects and organizations working to drive digital transformation with open source technologies. It is a must-attend for business and technical leaders looking to advance open source strategy, implementation and investment in their organizations and learn how to collaboratively manage the largest shared technology investment of our time.

For sponsors, it is an excellent opportunity to gain access to the event and the attendees for strategic discussions and collaboration.



"The only event where I can meet all of the key leaders across the open source cloud computing projects in person. The chance to talk in person, share aspirations and wrestle with new ideas this year have already resulted in collaboration...The institutional knowledge about open source represented by the participants is inspiring. This is an event that can help us build a better software industry."

SAM RAMJI, VP CLOUD PLATFORM, AUTODESK

THE LINUX FOUNDATION
MEMBER SUMMIT

Who Attends:

- Executives, business, and open source program office leaders of organizations using open source software and shared R&D with others in the industry.
- Technical leaders responsible for key projects or open source strategies within organizations.
- Open source foundation and project leaders who need to share best practices and strategies for leading the technical and executive leadership to maximum innovation.



Benefits of Attending:

- Participate in an exclusive gathering of the brightest minds in open source, shaping strategy and implementation across the ecosystem.
- Learn from other leaders and share your expertise on governance and other best practices for the business of open source and collaborative development.
- Join technical leadership discussions to identify overlap between diverse open source projects, in order to create greater efficiencies and encourage cross-pollination of ideas.



Event Format:

- State of the Union talks covering the current opportunities and challenges facing key open source technologies
- Tracks focused on:
  - -Best Practices & Lessons Learned
  - -Future Trends
  - -Community & Project Growth
  - -Compliance & Standards
  - -Professional Open Source Management
  - -Business Leadership
- Linux Foundation Project Board Meetings
- Unconference sessions for participant-curated discussions and collaboration





THE LINUX FOUNDATION
MEMBER SUMMIT

PREVIOUS ATTENDEES INCLUDE:

Board Member
XBMC Foundation

Board Partner
Andreessen Horowitz

CEO
GitLab, Inc.

CEO
HackerOne

CEO
RackN

CEO
Revelry

CEO
StackPointCloud, Inc.

CEO
Virtuozzo

CEO
Buoyant

CEO
WSO2

CEO & Co-Founder
Codescoop

CEO & Co-founder
Blockchain Technology Partners

CEO & Co-founder
LogDNA

CEO and Co-founder
Bloq,Inc.

CEO/Founder
Serverless

Chairman
EAN Caltech

Chief Data Officer
National Oceanic and Atmospheric Administration

Chief Technology Officer
Western Digital

Co-Founder
fast.ai

COO
Bocoup

COO
CCI

COO and Co-Founder
bitnami

CTO
Change Healthcare

CTO
SiFive

CTO
Sourcegraph

CTO
Amdocs

CTO
Apprenda

CTO
Heptio Inc

CTO
Kenzan

CTO
Red Hat

CTO
SUSE

CTO Cloud Solution, Storage
Huawei

CTO Open Technology
IBM

CTO Platform
Tigera

CTO, Azure
Microsoft Corp

EIR
Sutter Hill Ventures

Executive Director
Cloud Foundry Foundation

Executive Director
Cloud Native Computing Foundation

Executive Director
Eclipse Foundation

Executive Director
FSFE

Executive Director
OpenStack Foundation

Executive Director
Symphony Software Foundation

Founder & CEO
solo.io

Founder & COO
Instana, Inc.

General Partner
Canvas Ventures

Head of Open Source
Amazon Web Services

Head of Open Source Services
Bosch Software Innovations GmbH

Head of Open Source Strategy GCP
Google

Managing Director
Zetta Venture Partners

Managing Director
Accenture

Member of the CTO Office
Bloomberg

Operating Partner & CISO
ClearSky Security

Partner
Accel

Senior Legal Counsel
Sony

Sr. Computer Scientist
Adobe

Sr. Director of Open Source
Oath Inc.

SVP-Architecture & Design, Research & Labs
AT&T, Inc. Services

SVP, Technical Operations
Ticketmaster

SVP, Technology
Hired

Vice President of Technology
Expedia, Inc.

VP Advanced Technologies
Tech Mahindra

VP Engineering Capabilities
Indeed

VP Networks innovation
Telefonica

VP of Engineering
LinkedIn

VP Partner
Chef.io

VP Standards & Open Source
SAP

THE LINUX FOUNDATION
MEMBER SUMMIT

Sponsorship Opportunities

Hosted Lunch or Dinner Sponsorship

Lunch for up to 20 Guests | $20,000
Lunch for up to 40 Guests | $33,000
Dinner for up to 20 Guests | $22,000
Dinner for up to 40 Guests | $37,000

Maximum (2) lunch and (2) dinner sponsorships available

The Linux Foundation will assist you in inviting and confirming up to 40 guests* for a private lunch** or dinner sponsored by your company.

Benefits of your Executive Lunch or Dinner Sponsorship include:

- Access to up to 40* of the top leaders in open source from top, global organizations
- 4 Conference Invitations
- Comprehensive management of all pre-, onsite and post-lunch or dinner logistics and invitee/attendee communications by The LF
  - Selection and management of all lunch or dinner details, including location, menu, and enhancements, in collaboration with you
  - Initial outreach to a list of potential attendees of your choosing by LF leadership
  - Ongoing management of all invitation and RSVP communications on your behalf
  - Delivery of all pre-event email communications to confirmed guests
  - Provision of the final list of lunch or dinner attendees, including contact information, to you following the event
  - Distribution of a post-event attendee thank you email by The LF in collaboration with your company

Brand recognition as an Executive Lunch or Dinner sponsor

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Your logo on the event website, including the event homepage
- Your logo on pertinent digital and printed event signage
- Welcome signage, including your logo, prominently displayed at your lunch or dinner
- Professional photography of your event (including your branded signage)

Experiential Enhancements

- Option to secure an LF or LF project executive leader to offer a welcome toast and brief opening remarks as your lunch or dinner co-host
- Option for you to provide and distribute collateral, gifts or branded items to your guests
- Option to add other experiential enhancements (additional charges may apply)***

*Number of attendees dependent on the option selected
**Private lunch must be hosted onsite at the Resort at Squaw Creek. Dinners may be hosted off property.
***Enhancements to be quoted as requested by lunch or dinner sponsors

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

Co-Host Sponsorship ~~(2 Available) - $30,000~~ SOLD OUT

Gain valuable mindshare as a co-host of this prestigious event.

Benefits include:

- Executive Dinner or Lunch for 20
- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Private meeting room for duration of event
- Assistance with press bookings at event
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 10 Conference Invitations

Attendee Reception Sponsorship (~~2~~ 1 Available) - $20,000

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed at one reception
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 6 Conference Invitations

Attendee Lunch Sponsorship (3 Available) - $10,000

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed at all-attendee lunch for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Conference Invitations

Attendee Breakfast & Breaks Sponsorship ~~(3 Available) - $10,000~~ SOLD OUT

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed on breakfast/break buffets for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Conference Invitations

Supporter Sponsorship - $5,000

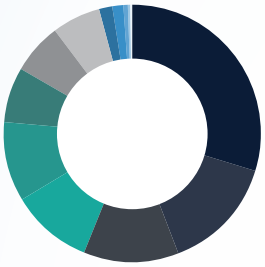
Benefits include:

- Logo on event signage and on home page of event website
- 2 Conference Invitations



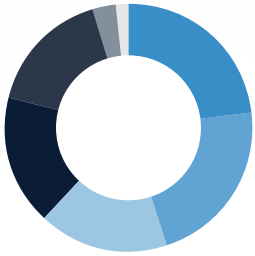
2019 ATTENDEE DEMOGRAPHICS

623 Attendees from **305** Organizations



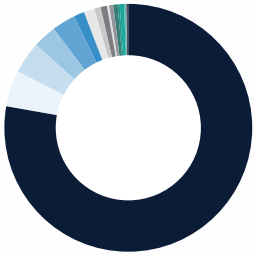
Job Function

- Executive **30.67%**
- Developer **14.72%**
- Program Office Leader **12.41%**
- Sales / Marketing / Business Dev **10.46%**
- Architect **10.28%**
- Other **7.27%**
- Product Manager **6.56%**
- Legal / Compliance **6.21%**
- Media / Analyst **1.77%**
- Professor / Academic **1.24%**
- IT Operations - DevOps **0.53%**
- Student **0.35%**
- IT Operations - Sys Admin **0.18%**



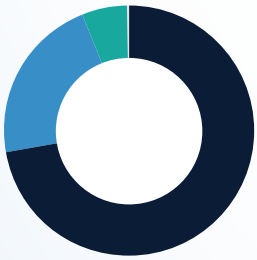
Job Level

- C-Level **23.94%**
- Director / GM **22.34%**
- VP **17.55%**
- Individual Contributer **17.38%**
- Manager **16.67%**
- Other **3.19%**
- Academic **1.60%**



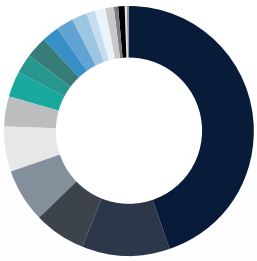
Country

- United States **79.08%**
- China **4.96%**
- Japan **4.08%**
- UK **3.19%**
- Germany **3.01%**
- Canada **1.60%**
- Sweden **1.24%**
- France **0.89%**
- Hong Kong **0.71%**
- Spain **0.53%**
- Hungary **0.53%**
- Finland **0.53%**
- Ireland **0.35%**
- Israel **0.35%**
- The Netherlands **0.35%**
- Korea **0.18%**



Gender

- Male **73.94%**
- Female **22.16%**
- Prefer not to answer **6.03%**
- Non-binary **0.18%**



Industry

- Software **45.92%**
- Internet or Web Services **11.88%**
- Telecommunications **6.91%**
- Computer Hardware or Consumer Electronics **6.91%**
- Non Profit Organization **6.03%**
- Aerospace / Defense **3.90%**
- Other **3.55%**
- Consulting **2.48%**
- Education **2.84%**
- Finance / Banking / Insurance **2.48%**
- Carriers / Telecommunications **2.13%**
- Media / Advertising / Publishing **2.13%**
- Energy **1.42%**
- Retail / Wholesale Trade **1.06%**
- Automotive / Transport **1.06%**
- Healthcare **0.71%**
- Transportation / Logistics / Warehousing **0.71%**
- Industrial Equipment / Heavy Manufacturing **0.35%**
- Government **0.18%**

THE LINUX FOUNDATION

Technologies Covered By Event:

Linux Systems
Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Maintainer Summit, LSF-MM Summit, Linux Security Summit

Cloud Infrastructure
Cloud Foundry Summit, Open Source Summit, Xen Developer Summit, KVM Forum

Applications
Node+JS Interactive, ASC API Specifications Conference

Networking & Edge Computing
Open Networking & Edge Summit, Open Source Summit, Open vSwitch Conference, DPDK Summit

IoT, Embedded & Automotive
Embedded Linux Conference, Automotive Linux Summit, Open Source Summit

Artificial Intelligence & Machine Learning
Open Source Summit, Open Networking & Edge Summit, Open FinTech Forum, The Linux Foundation Member Summit

Open Source Governance, Community & Management
The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, Open FinTech Forum, The Linux Foundation Member Legal Summit

Cloud Native Applications
KubeCon + CloudNativeCon, Open Source Summit, Open FinTech Forum, Open Networking & Edge Summit, Kubernetes Summit, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon

Blockchain
Hyperledger Global Forum, Hyperledger Member Summit, Open Source Summit, Open FinTech Forum

Hardware
OpenPOWER Summit, RISC-V Roadshow

Invitation-Only Events
LSF-MM Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

Linux Foundation events are where 35,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

Open source communities are nearly always virtual and distributed, so when they get together face to face, they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions.They are:

- The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
- A forum to identify software trends early to inform future technology investments.
- The ripest recruiting ground in today's technology landscape.
- The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and marketing, and necessary to build, scale, and sustain critical open source projects and communities. As the home of over 200 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, any money generated by our events is channeled back into supporting open source communities to support their growth.

Contact us today for more information on sponsoring at sponsorships@linuxfoundation.org.

2018 LF EVENT **AUDIENCE SNAPSHOT**

*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

ATTENDANCE

32,000+ attendees

28% YoY Growth

REPRESENTING

11,000 organizations

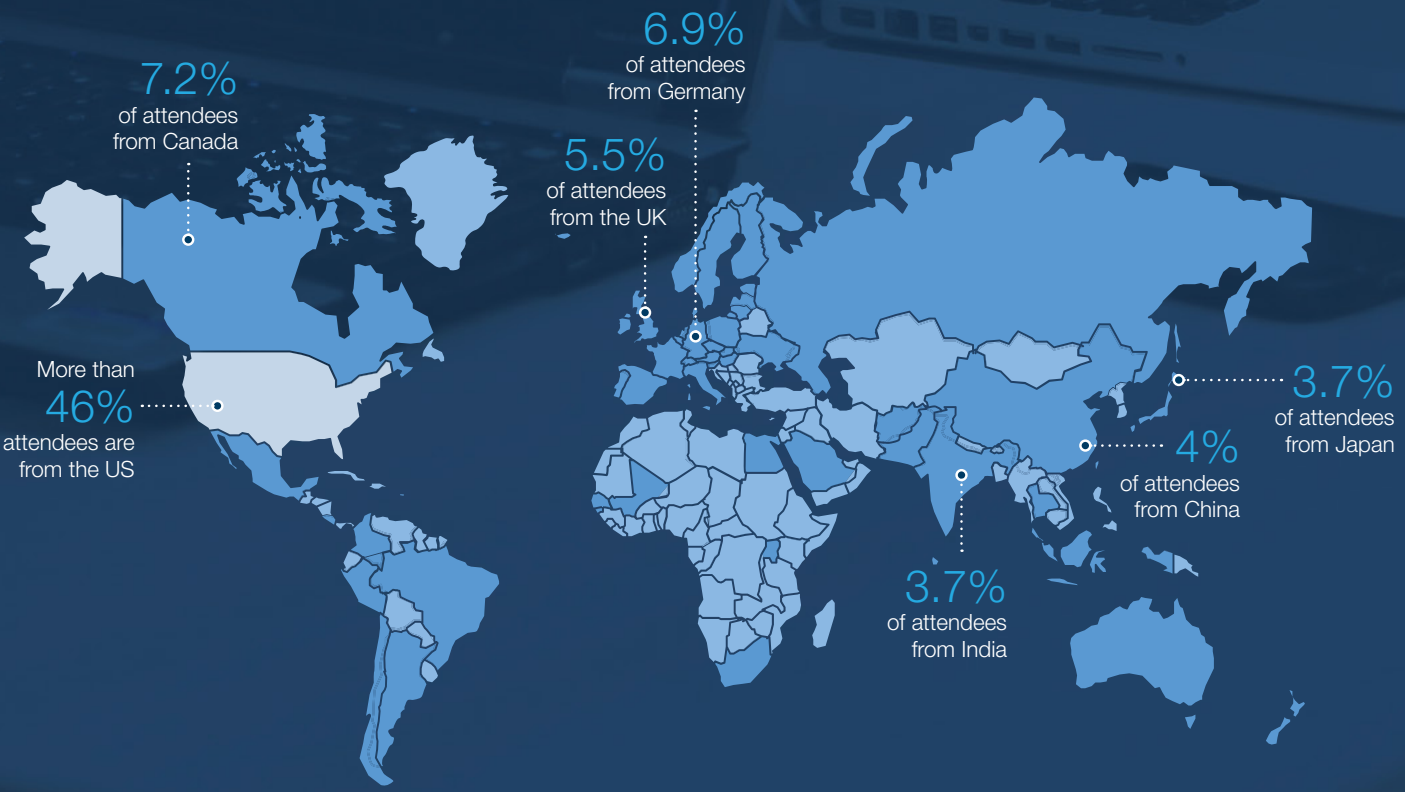
Including corporations, associations and academic institutions worldwide

FROM

113 countries

AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
1 - 99	15%
100 - 499	16%
500 - 4999	27%
5000+	42%

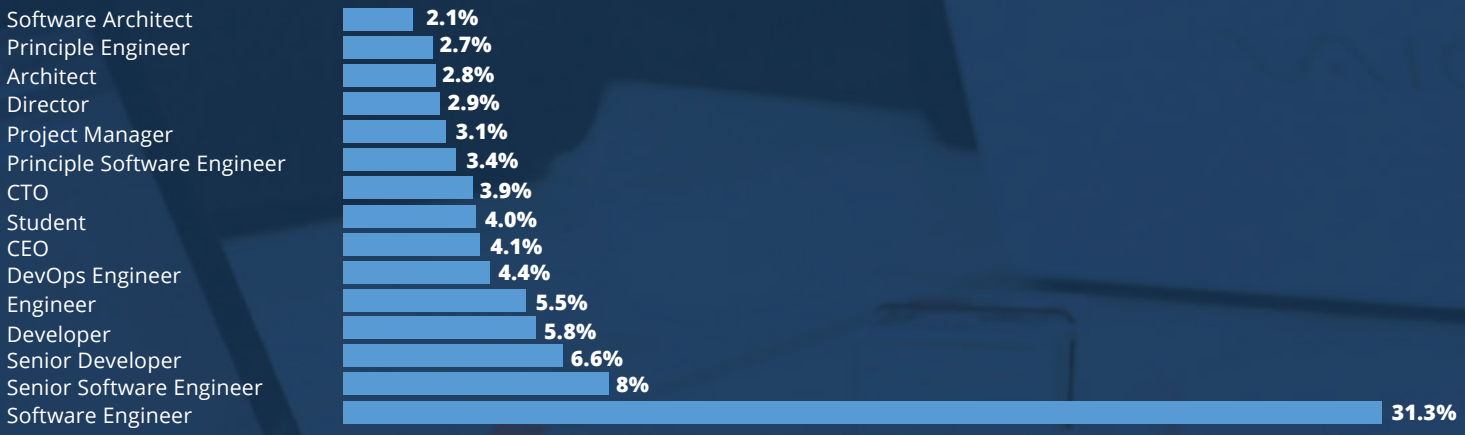


2018 LF EVENT **AUDIENCE SNAPSHOT** (CON'T)

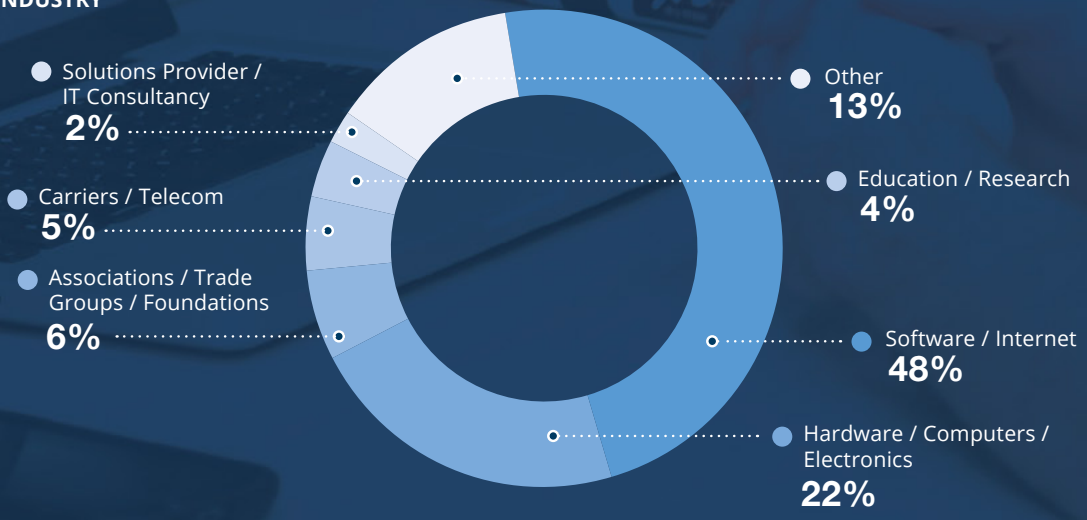
*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

AUDIENCE BY JOB FUNCTION

80% of Event Attendees Are in Technical Roles



AUDIENCE BY INDUSTRY



PRESS & SOCIAL MEDIA

Linux Foundation events are highly engaging and interactive. Our 2017 events generated:

Press & Media information is from 2017 events and will be updated by 12/31/18 with 2018 information.

7,500+ media clips with **152,000,000+** impressions

90,000+ social media engagements on Facebook, Google+ & Twitter

374,000,000+ event keyword impressions on social media

Over **150** press in attendance







Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events. Please inquire for details.

THE LINUX FOUNDATION

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

www.events.linuxfoundation.org