THE **LINUX** FOUNDATION
MEMBER SUMMIT

November 8-10, 2022 | Lake Tahoe, California

2022 SPONSORSHIP
PROSPECTUS

⊡ THE LINUX FOUNDATION

Table of Contents

November 8-10, 2022 | 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, CHIEF STRATEGY OFFICER, DATASTAX**

Why Sponsor

Sponsorship of LFMS offers a multitude of benefits:

Increase brand
awareness &
recognition

Showcase
thought leadership

Generate leads
and customers

Leverage highly
targeted marketing
opportunities

Take advantage of
media exposure & PR
announcements

Create new
partnerships
& alliances

Obtain and learn valuable
mindshare from developers,
technologists and business leaders

Demonstrate support for
the important work of the
open source community

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.

Open source foundation and project leaders who need to share best practices and strategies for leading the technical and executive leadership to maximum innovation.

Technical leaders responsible for key projects or open source strategies within organizations.

Benefits of Attending:

Participate in an exclusive gathering of the brightest minds in open source, shaping strategy and implementation across the ecosystem.

Join technical leadership discussions to identify overlap between diverse open source projects, in order to create greater efficiencies and encourage cross-pollination of ideas.

Learn from other leaders and share your expertise on governance and other best practices for the business of open source and collaborative development.

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

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
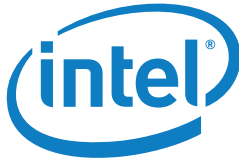
VP of Engineering
LinkedIn

VP Partner
Chef.io

VP Standards & Open Source
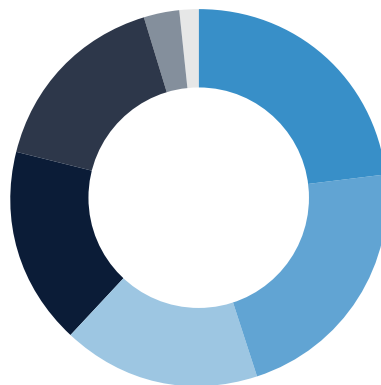*SAP*

Previous Sponsors Include

2019 Attendee Demographics*

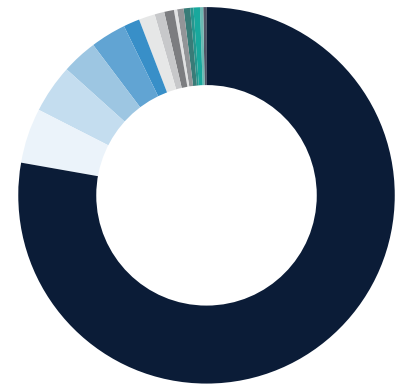**623** Attendees from **305** Organizations

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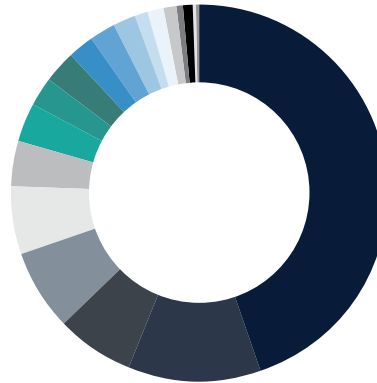- China **4.96%**
- Japan **4.08%**
- UK **3.19%**
- Germany **3.01%**
- Canada **1.60%**
- Sweden **1.24%**
- France **0.89%**
- Hong Kong **0.71%**
- Spain **0.53%**
- Hungary **0.53%**
- Finland **0.53%**
- Ireland **0.35%**
- Israel **0.35%**
- The Netherlands **0.35%**
- Korea **0.18%**

*Event not held in 2020 due to COVID-19 pandemic. 2021 numbers will be updated after the event is held.

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 MEMBER SUMMIT

Sponsorships-at-a-Glance

	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM 3 AVAILABLE	GOLD ~~3 AVAILABLE~~ SOLD OUT	SILVER ~~4 AVAILABLE~~ 2 AVAILABLE	BRONZE 4 AVAILABLE
Conference Room**: For private meeting use only.	•				
LF Live Webinar: We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
Speaking Opportunity: All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.	15-minute Keynote	5-minute Keynote + Session	Session		
Inclusion in Onsite Press News Package: Announcements you'd like to make onsite will be included in the daily news package sent to media covering event.	•	•	•		
Recognition During Opening Keynote Session: Sponsor recognition by name.	•	•	•		
Exclusive Sponsorship of 1 Attendee Social Function: Includes branding throughout the social function.	Evening Reception (1 day)	Lunch (1 day)	Breakfast & Breaks (1 day)		
Keynote Stage Branding: Logo prominently displayed on stage screens and virtual display.	•	•	•	•	
Access to Event Press List	•	•	•	•	•
Member Summit Invitations: Full access passes to the entire conference for your staff or customers.	10	8	6	4	2
Recognition on Event Signage and Event Website: Prominent logo display on all event web pages and on the conference signage.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Sponsor Designation in Press Releases: Recognition as sponsor in the body of the release.	•	•	•	•	•
Sponsorship Cost	**$65,000**	**$35,000**	**$20,000**	**$10,000**	**$8,000**

*The Linux Foundation reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships. Exact plans subject to change in 2022 due to COVID.

**As permitted per COVID-19 safety + social distancing requirements.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus **11**

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.

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

www.events.linuxfoundation.org

THE LINUX FOUNDATION