THE LINUX FOUNDATION
MEMBER SUMMIT

October 24-26, 2023 | Monterey, CA

2023 SPONSORSHIP PROSPECTUS
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About The Linux Foundation Member Summit

October 24-26, 2023 | Monterey, 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

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships.
Why Sponsor
Sponsorship of LFMS offers a multitude of benefits:

- Increase brand awareness & recognition
- Showcase thought leadership
- Meet new 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.
- 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
Previous Attendees Include

Board Member
XBMC Foundation
Board Partner
Andreessen Horowitz
CEO
GitLab, Inc.
CEO
HackerOne
CEO
Racleity
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
Blok, 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
FSF
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
Telefónica
VP of Engineering
LinkedIn
VP Partner
Chef.io
VP Standards & Open Source
SAP
Previous Sponsors Include

- cloudbees
- FOSSA
- GitLab
- Google
- IBM
- Intel
- Microsoft
- Sonatype
- Synopsys
- Tencent Cloud
- VMware
2022 Attendee Demographics

302 Attendees from 147 Organizations

**Job Function**
- Executive Leader 37%
- Manager - OSPO 11%
- Other 8%
- Architect 7%
- Manager - Technical Teams 7%
- Marketing 5%
- Manager - Other 5%
- Application Developer (Front-end/Back-end/Mobile/Full Stack) 5%
- Product/Biz Dev 3%
- Legal / Compliance 3%
- DevOps/SRE/Sysadmin 2%
- Kernel/Operating Systems Developer 2%
- Professor / Academic 2%
- Systems/Embedded Developer 2%
- Media / Analyst 1%

**Job Level**
- Director 25%
- Individual Contributor 21%
- VP / SVP / GM 18%
- CXO / ED 16%
- Manager 13%
- Other 6%
- Academic 1%

**Industry**
- Information Technology 65%
- Non Profit Organization 14%
- Professional Services 6%
- Telecommunications 4%
- Financials 3%
- Consumer Goods 3%
- Automotive 1%
- Materials 1%
- Energy 1%
- Health Care 1%
- Industrials 1%
Gender
- Man 49%
- Woman 24%
- Other Gender Identity 1%
- Prefer not to answer 26%

Country
- USA 79.93%
- United Kingdom 2.34%
- Canada 2.01%
- India 2.01%
- Japan 2.01%
- Germany 1.34%
- Ireland 1.00%
- Israel 1.00%
- Sweden 1.00%
- Austria 0.67%
- Finland 0.67%
- France 0.67%
- Hong Kong 0.67%
- Spain 0.67%
- Australia 0.33%
- Bulgaria 0.33%
- China 0.33%
- Croatia 0.33%
- Czech Republic 0.33%
- Mexico 0.33%
- Netherlands 0.33%
- Nigeria 0.33%
- Republic of Korea 0.33%
- Switzerland 0.33%
- Turkey 0.33%
- United States Minor Outlying Islands 0.33%
Sponsorships-at-a-Glance

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

<table>
<thead>
<tr>
<th>Conference Room*: For private meeting use only.</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
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<th>LF Live Webinar: We will host and promote with content &amp; speaker of your choosing. You receive contact info for webinar registrants.</th>
<th>DIAMOND</th>
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<th>Speaking Opportunity: All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.</th>
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<td>15-minute Keynote</td>
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<td>5-minute Keynote + Session</td>
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<th>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.</th>
<th>DIAMOND</th>
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<th>Recognition During Opening Keynote Session: Sponsor recognition by name.</th>
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<th>Exclusive Sponsorship of 1 Attendee Social Function: Includes branding throughout the social function.</th>
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<td>Evening Event (1 day)</td>
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<td>Lunch (1 day)</td>
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<td>Breakfast &amp; Breaks (1 day)</td>
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<th>Keynote Stage Branding: Logo prominently displayed on stage screens.</th>
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<th>Access to Event Press List</th>
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<th>Member Summit Invitations: Full access passes to the entire conference for your staff or customers.</th>
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<th>Recognition on Event Signage and Event Website: Prominent logo display on all event web pages and on the conference signage.</th>
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<th>Recognition in Pre-Conference Email Marketing: Includes link to your URL.</th>
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<th>Sponsor Designation in Press Releases: Recognition as sponsor in the body of the release.</th>
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<th>Sponsorship Cost</th>
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*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.
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