



THE **LINUX** FOUNDATION MEMBER SUMMIT

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

2020 Sponsorship Prospectus



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





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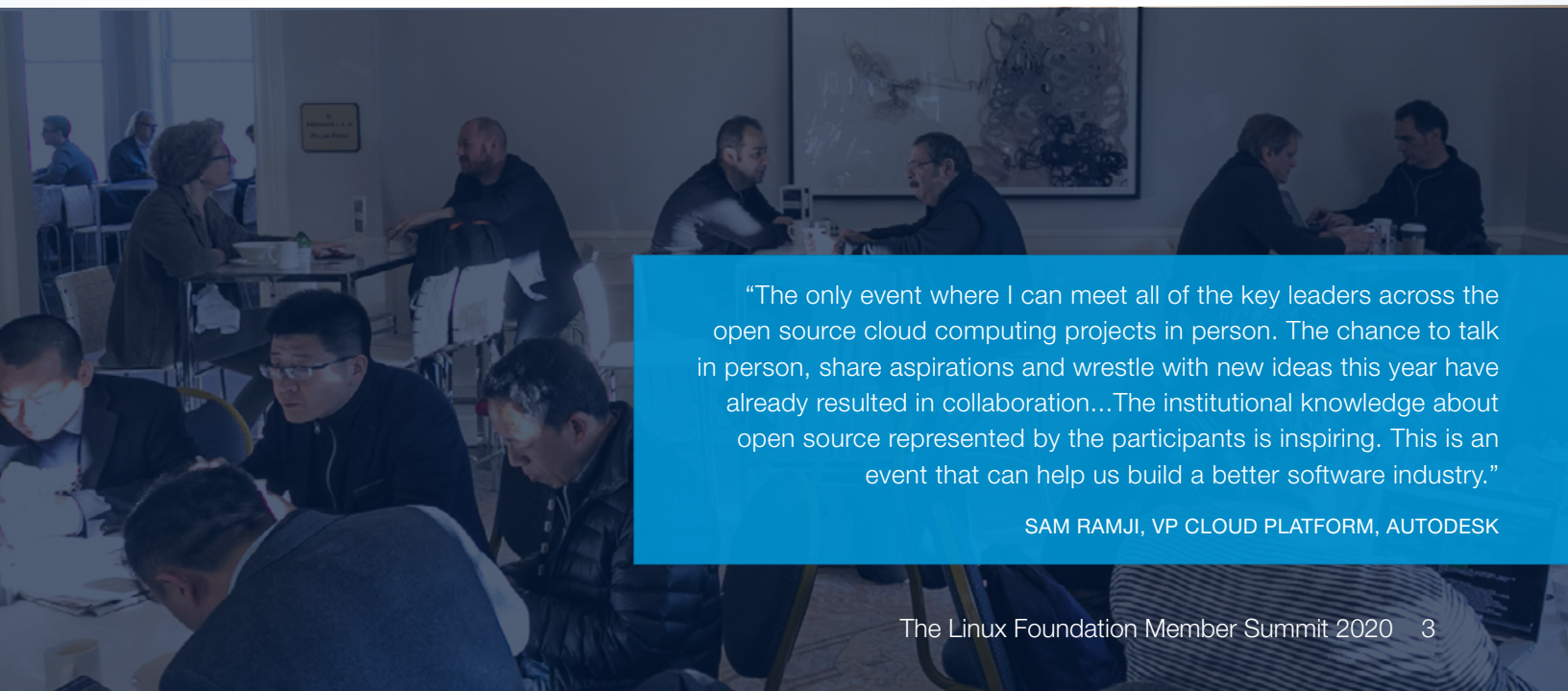
Where industry leaders convene to drive digital transformation with open source technologies and learn how to collaboratively manage the largest shared technology investment of our time.

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

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

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



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

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

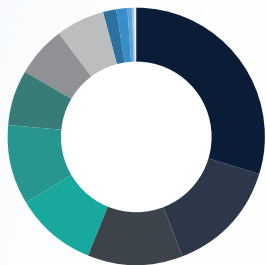
Attendee Breakfast & Breaks Sponsorship (3 1 Available) - \$10,000

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

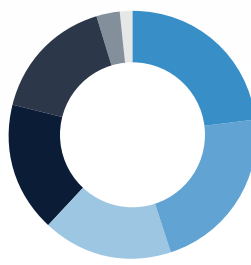
2019 ATTENDEE DEMOGRAPHICS

623 Attendees from 305 Organizations



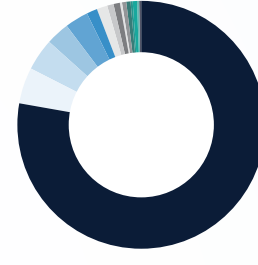
Job Function

- 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%**



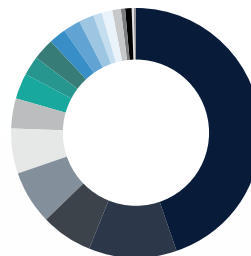
Job Level

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



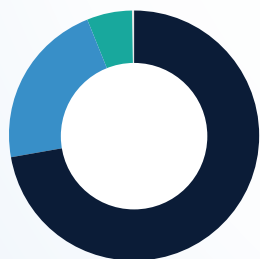
Country

- 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%**



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%**



Gender

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

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

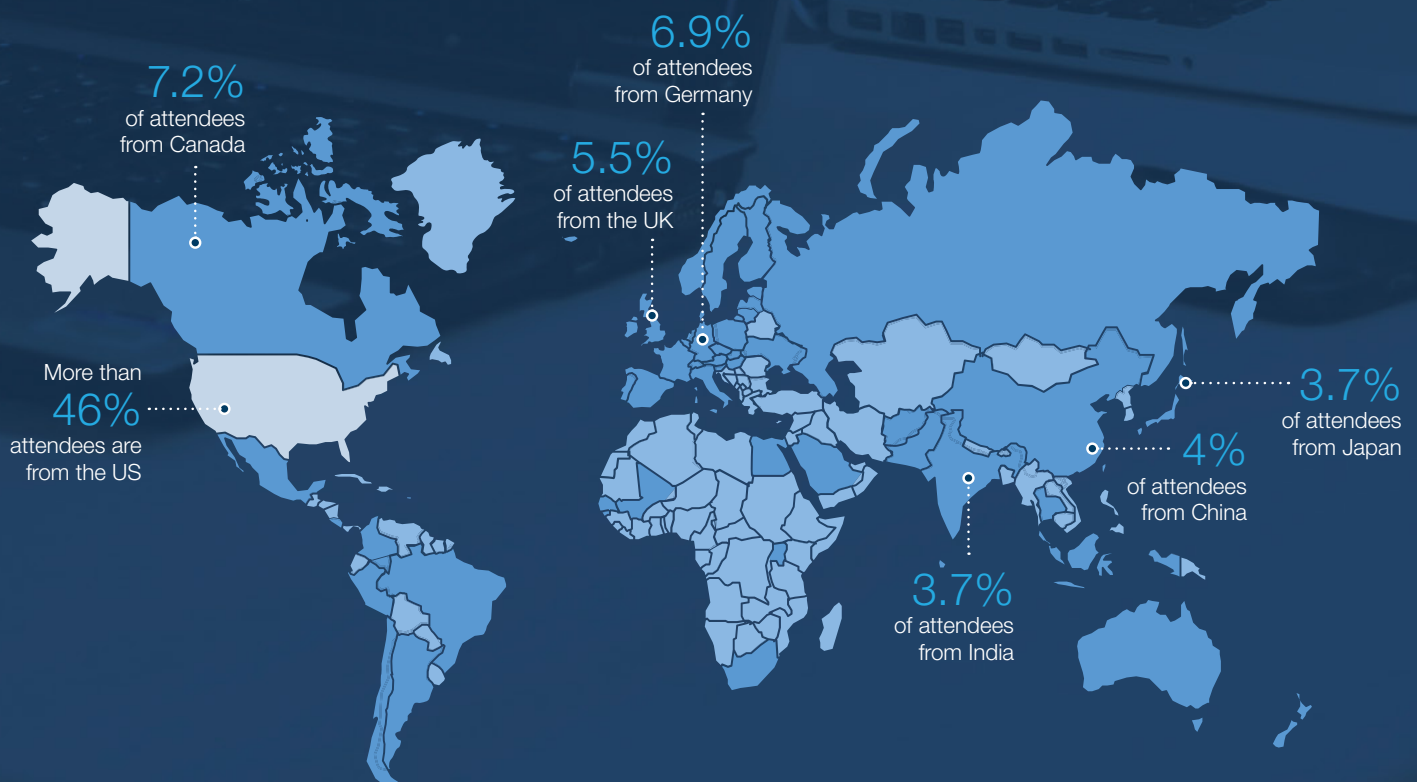
Including corporations, associations and academic institutions worldwide

FROM

113 countries

AUDIENCE BY COMPANY SIZE

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

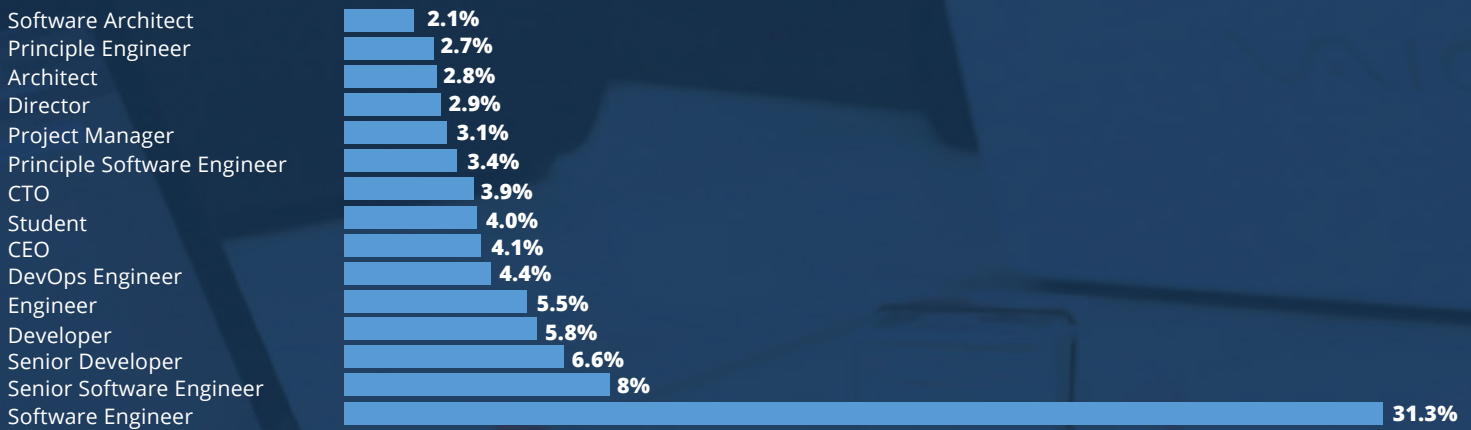


2018 LF EVENT AUDIENCE SNAPSHOT (CON'T)

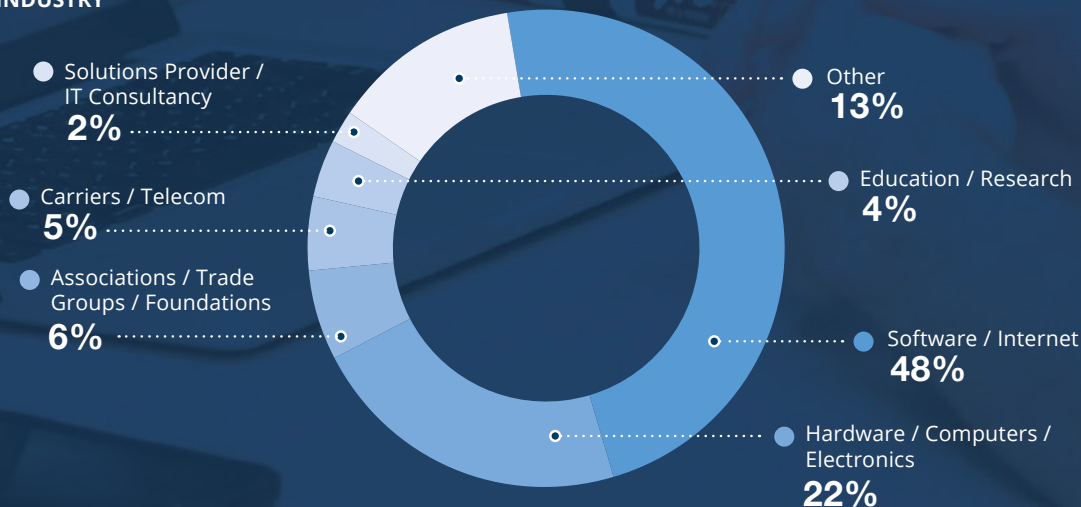
*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

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.**



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

www.events.linuxfoundation.org