

## Take a leadership role

- **Exercise technical influence** over standards through participation in Working Groups, review of standards in development, implementations, and contribution of use cases;
- **Provide strategic direction** for the Web's future through your seat on the W3C Advisory Committee and through participation in W3C's bi-annual Advisory Committee Meetings;
- **Extend your international outreach** through W3C media activities such as W3C press releases and accompanying Member testimonials, generally published in multiple languages to a world audience;

## Promote your image as innovator

- **Introduce new ideas** at W3C Workshops, frequently the incubator for new work within W3C;
- **Gain public recognition of your organization's contributions** through your display of the W3C Member logo and also through the prominent display of your organization's logo and testimonial on the W3C home page, viewed by a quarter million visitors each day on average;
- **Ensure that Web standards can be implemented royalty-free.** The goal of W3C's unique Patent Policy is to assure that W3C Recommendations can be implemented on a Royalty-Free (RF) basis. As explained in the *Business Benefits of the W3C Patent Policy*, royalty-free Web standards allow organizations to gain revenue from their technology investments;

### Gain early insight into market trends

- **Track development of emerging technologies, markets, and priorities** through Member-only news services, discussion forums, face-to-face meetings, Workshops and the process for starting new work at W3C;
- **Implement a standard ahead of the market** while participating in the Working Group that authors it. A close association between the implementers and the Working Group affords numerous benefits, including access to the expertise of the entire group, improvements to the quality and deployment of the standard, and marketing power;
- **Help to coordinate technology development**, for example at W3C's annual Technical Plenary Week, an opportunity to hear about the industry's current technical challenges and directions, and to help reach solutions.



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