

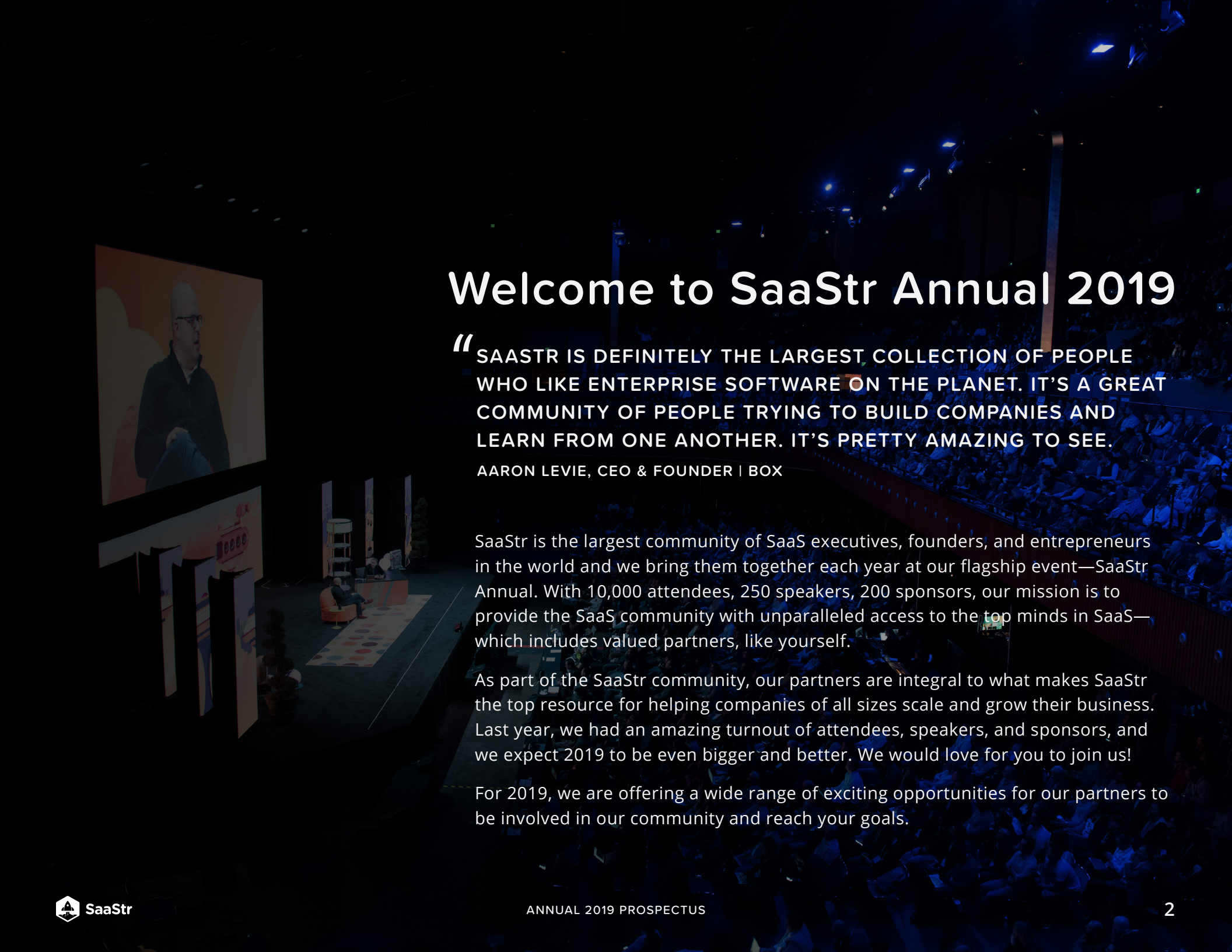


SaaStr

Annual 2019

SPONSOR PROSPECTUS

FEBRUARY 5-7, 2019 | SAN JOSE CONVENTION CENTER



Welcome to SaaStr Annual 2019

“SAASTR IS DEFINITELY THE LARGEST COLLECTION OF PEOPLE WHO LIKE ENTERPRISE SOFTWARE ON THE PLANET. IT’S A GREAT COMMUNITY OF PEOPLE TRYING TO BUILD COMPANIES AND LEARN FROM ONE ANOTHER. IT’S PRETTY AMAZING TO SEE.

AARON LEVIE, CEO & FOUNDER | BOX

SaaStr is the largest community of SaaS executives, founders, and entrepreneurs in the world and we bring them together each year at our flagship event—SaaStr Annual. With 10,000 attendees, 250 speakers, 200 sponsors, our mission is to provide the SaaS community with unparalleled access to the top minds in SaaS—which includes valued partners, like yourself.

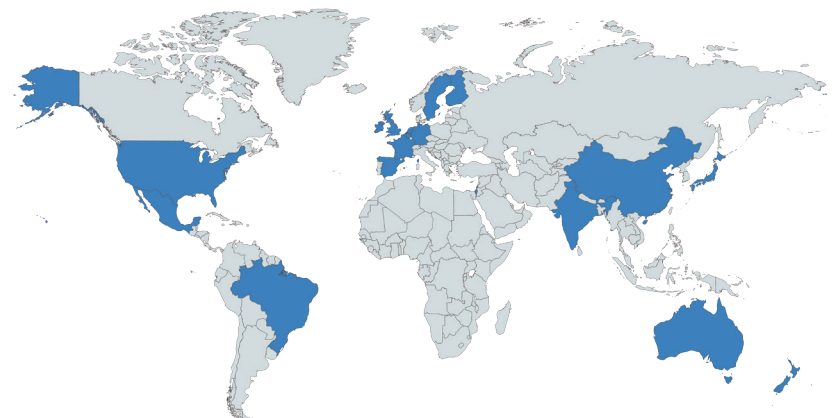
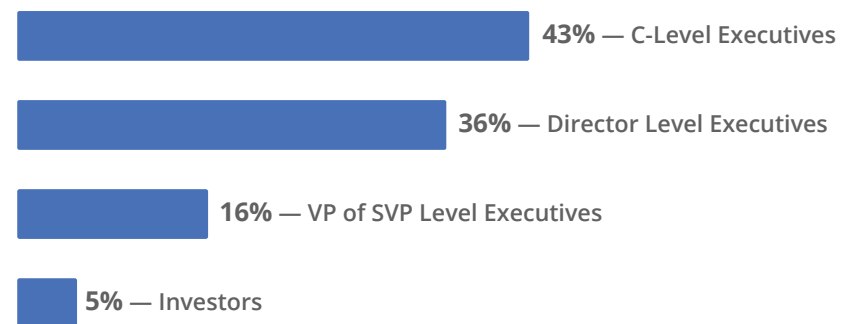
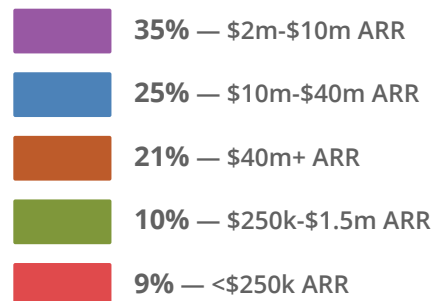
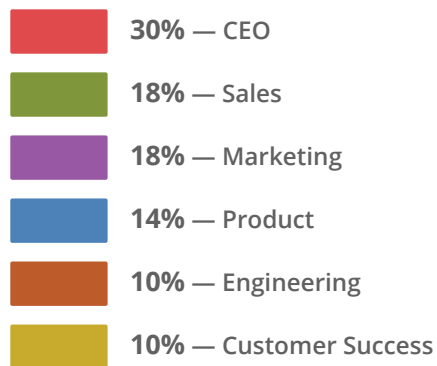
As part of the SaaStr community, our partners are integral to what makes SaaStr the top resource for helping companies of all sizes scale and grow their business. Last year, we had an amazing turnout of attendees, speakers, and sponsors, and we expect 2019 to be even bigger and better. We would love for you to join us!

For 2019, we are offering a wide range of exciting opportunities for our partners to be involved in our community and reach your goals.

Our Audience

We've come a long way in the past several years and this year will be bigger and better than ever before. SaaStr Annual boasts an extremely high quality attendee profile illustrated by our incredibly high executive attendance from the world's leading Fortune 500 companies, start-ups, and investment firms. We pride ourselves in having a great mix of global executives across a wide range of functional roles and company sizes.

2018 ATTENDANCE SNAPSHOT



United States	China	India	Mexico	Sweden
Australia	Finland	Ireland	Netherlands	United Kingdom
Brazil	France	Israel	New Zealand	
Belgium	Germany	Japan	Spain	

SPONSORSHIP PACKAGES

Decacorn Sponsorship

\$1,000,000

BY INVITATION ONLY

The Decacorn Sponsorship is an ultimate brand awareness sponsorship, targeted to give your brand massive visibility in the SaaStr universe, and unprecedented access to SaaStr community from all over the world. Only one brand will be invited, and their buzz will resonate throughout the entire SaaStr ecosystem, including SaaStr Annual 2019, SaaStr Europa, SaaStr East and SaaStr.com.

1 AVAILABLE

CONTACT US
TO LEARN MORE

SPONSORSHIP PACKAGES

Unicorn Sponsorship

\$500,000

BY INVITATION ONLY

"SaaStr is the undisputed thought leader in how to build SaaS businesses."

- Lew Cirne, New Relic CEO

2 AVAILABLE

CONTACT US
TO LEARN MORE

Diamond Sponsorship

\$275,000

Includes

- Turnkey booth experience
- Booth Size: 20x20 (400 Sq.Ft.)
- Booth Monitor with HDMI Cable
- Sponsor meeting room
- 10 full conference passes
- 5 booth passes
- 4 VIP reception tickets
- 4 lead scanners

PRE-EVENT BRANDING

- Premium website logo and placement
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Co-branded email sent out to registered attendees 2 weeks before event
- 5 Promotional tweets through SaaStr Twitter to 150,000 followers

ON-SITE BRANDING

- Attendee badge branding
- Logo recognition in General Session and throughout facility
- Option to provide dimensional branded item to be given out during registration
- Co-sponsorship of The Big Party
- Mobile push notifications during event
- Keynote mention

POST-EVENT BRANDING

- Thank you email sent to attendees including sponsor logo
- Guest blog post on SaaStr blog (*pre- or post-event*)

Platinum Sponsorship

\$150,000

Includes

- Turnkey booth experience
- Booth Size: 10x20 (200 Sq.Ft.)
- Booth Monitor with HDMI Cable
- 5 full conference passes
- 3 booth passes
- 2 VIP reception tickets
- 2 lead scanners

PRE-EVENT BRANDING

- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- 3 Promotional tweets through SaaStr Twitter

ON-SITE BRANDING

- Logo placement throughout event space
- Mobile push notifications during event

POST-EVENT BRANDING

- Thank you email sent to attendees including sponsor logo
- Guest blog post on SaaStr blog

Gold Sponsorship

\$60,000

Includes

- Turnkey booth experience
- Booth Size: 10x10 (100 Sq.Ft.)
- Booth Monitor with HDMI Cable
- 3 full conference passes
- 2 booth passes
- 1 VIP reception tickets
- 1 lead scanner

PRE-EVENT BRANDING

- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes

ON-SITE BRANDING

- Logo placement throughout event space

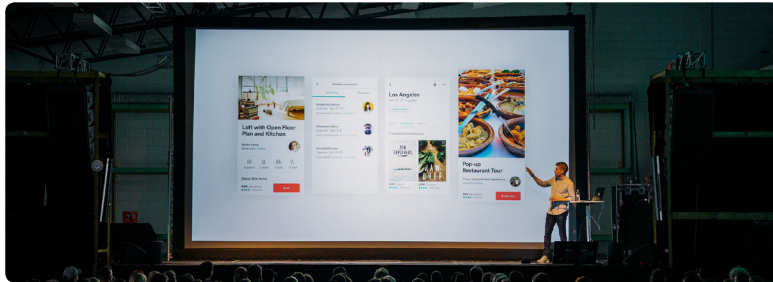
POST-EVENT BRANDING

- Thank you email sent to attendees including sponsor logo

Additional Sponsorship Opportunities

PRODUCT LAUNCH

\$10,000 (10 Available)



- Capitalize on the momentum and excitement of SaaStr Annual by launching a new product or feature to our community
- Announcements will be featured on our website and in attendee communications
- Option to provide special offer or trial with the launch to opted-in attendees

EARLY REGISTRATION HAPPY HOUR

\$50,000



- Logo on all pre-event emails promoting early registration happy hour
- Branding throughout registration area
- Option to provide branded item to be given out at registration

VIP RECEPTION CO-SPONSORSHIP

\$40,000



- Logo on all pre-event emails promoting party
- Branding throughout venue
- Signature cocktail branding
- Access to attendee list after event

HAPPY HOUR SPONSORSHIP

2 Available for \$20,000 | \$35,000 for exclusivity



- Premium branding on conference agenda
- Branded napkins
- Signature cocktail
- Table tents
- Branded signage

Additional Sponsorship Opportunities

MORNING & AFTERNOON BREAK SPONSORSHIP

\$8,000 (3 Available)



- Premium branding on conference agenda
- Table tents
- Branded signage

LUNCH SPONSORSHIP

\$15,000



- Premium branding on conference agenda
- Table tents
- Branded signage

COFFEE SPONSORSHIP

\$50,000



- Coffee bar/cart sponsorship for all 3 days of Annual
- Logo featured on coffee signage and cup sleeves
- Option to provide branded coffee cup

BRANDED ATTENDEE WATER BOTTLE

\$50,000



- Co-sponsorship with SaaStr
- Logo branding on all water bottles given to attendees

Additional Sponsorship Opportunities

WIFI SPONSORSHIP

\$50,000



- Exclusive sponsorship
- Custom wifi and password naming
- Featured mention in program agenda
- Logo placement and featured mention on badge
- Mobile app placement

HYDRATION STATION

\$20,000



- Exclusive sponsorship
- Logo branding wrap on water stations throughout event space

MASSAGE AND RELAXATION LOUNGE

\$50,000



- Exclusive sponsorship for all 3 days
- Branding around the lounge
- 5 massage therapists wearing branded t-shirts
- Aromatherapy options for guests
- Device charging

STAGE BRANDING

\$40,000



- Exclusive branding rights to one of the SaaStr stages
- Option to be exclusive stage MC throughout conference
- Logo featured on stage signage
- Logo placement and agenda mention

Additional Sponsorship Opportunities

BRAINDATE SPONSORSHIP

\$75,000



- Exclusive sponsorship of the Braindate mentoring experience inside the expo hall
- Company branding and logo on the Braindate lounge
- Company branding on all of the Braindate tables
- Opportunity to include company leaders as key Braindate mentors
- Branded logo pillows featured in the Braindate lounge

DOG ADOPTION SPONSORSHIP

\$20,000



- Exclusive sponsorship of adoptable dogs
- Branded bandana
- Logo placement and agenda mention
- Mobile app placement
- Branded signage

RE-CHARGE LOUNGE

\$25,000



- Logo featured on charging towers throughout venue
- Logo placement and agenda mention
- Mobile app placement

EXECUTIVE MEETING ROOM

\$20,000



- Premium room for your meetings needs
- Digital signage outside meeting room
- 10 x 10 on the expo show floor

Additional Sponsorship Opportunities

PRE-EVENT EMAIL

\$10,000



- Custom co-branded pre-event email sent out to attendees
- Branded CTA to drive traffic and brand recognition

'WE'RE HIRING' SPONSORSHIP

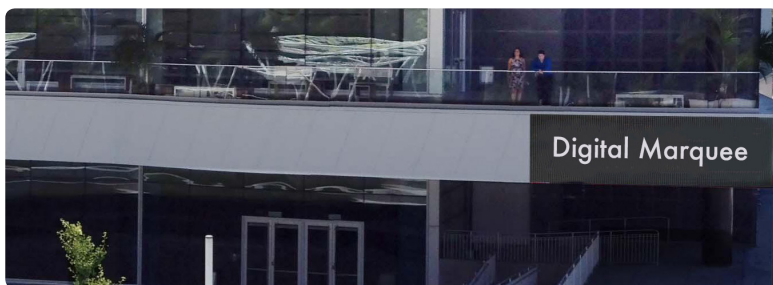
\$25,000 - \$75,000



- Special booth in our distinct ground-floor 'We're Hiring Park'
- \$25k, flat rate for Gold | \$75k for one of 3 Platinum 'We're Hiring' Booths.
- Access to opt-in attendees for hiring purposes

DIGITAL MARQUEE BRANDING

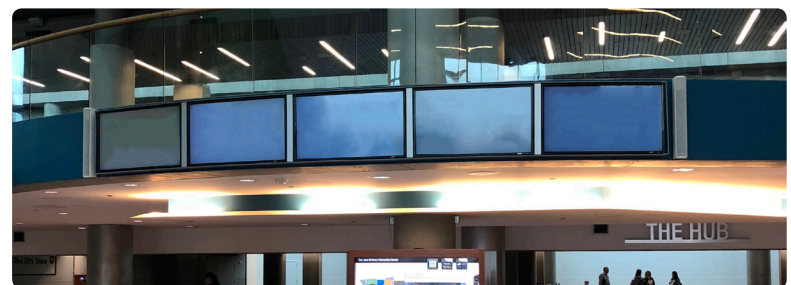
\$35,000



- (2) branded ads included in weekly SaaStr newsletter
- Branded CTA to drive traffic and brand recognition

DIGITAL ENTRANCE BRANDING

\$10,000

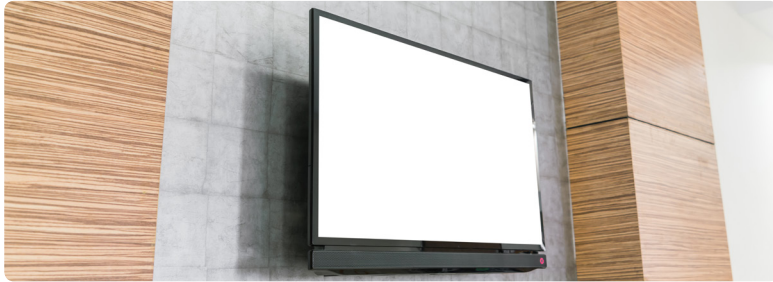


- Branded slide to be shown in rotation on all 6 venue entrance monitors

Additional Sponsorship Opportunities

DIGITAL VENUE BRANDING

\$5,000



- Branded slide to be shown in rotation on 4 monitors in key places throughout venue

MOBILE APP AD

\$5,000



- Branded ad included in mobile app
- Branded CTA to drive traffic and brand recognition

PRE-EVENT NEWSLETTER AD

\$5,000



- (2) branded ads included in weekly SaaStr newsletter
- Branded CTA to drive traffic and brand recognition

MASCOT BRANDING

\$5,000



- Bring your mascot to the SaaStr Annual
- Walk around all 3 days of the Annual, meeting and greeting attendees



CONTACT US AT:
sponsors@saastrinc.com



SaaStr