



SaaSr
EUROPA 2019

SPONSOR PROSPECTUS



Welcome to SaaStr Europa 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 one of the largest communities of SaaS executives, founders, and entrepreneurs in the world and we bring together our audience each year through our series of proprietary events. Our largest event, the SaaStr Annual in San Francisco, boasts 12,500 attendees, 300 speakers, and 150 sponsors. Our mission is to provide the SaaS community with unparalleled access to the top minds in SaaS—which includes valued partners, like yourself.

In 2018, we brought SaaStr overseas to Paris for our inaugural SaaStr Europa and was enjoyed by more than 1,500 SaaS leaders and founders! SaaStr Europa will stay in Paris for 2019 and expand to two-days on June 13th & 14th.

As part of the SaaStr community, our partners are an integral part of what makes SaaStr the top resource to help companies of all sizes scale and grow their business. We would love for you to join us in Paris!

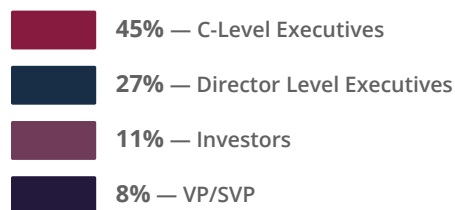
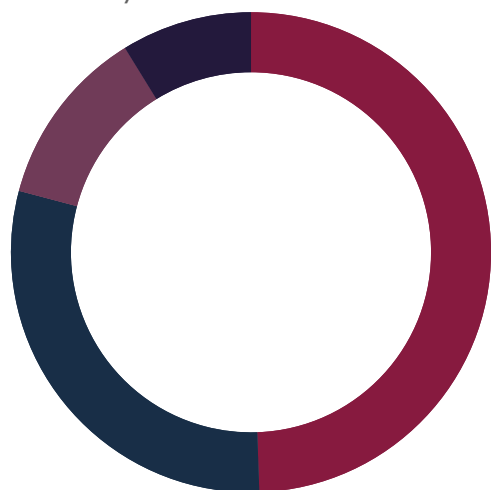
For Europa, we are offering a wide range of exciting opportunities for our partners.

Our Audience

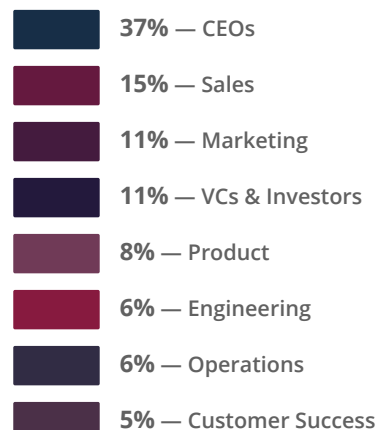
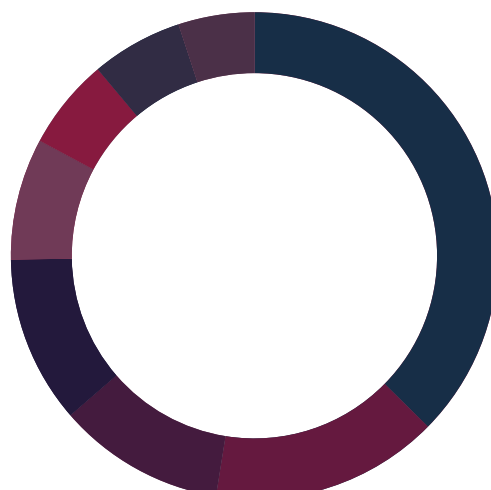
The SaaStr community boasts an extremely high quality audience profile. This is well illustrated by looking at executive attendance to our flagship event, SaaStr Annual. Our audience is made up of the world's leading Fortune 500 companies, start-ups, and investment firms. We pride ourselves on having a great mix of global executives across a wide range of functional roles and company sizes.

2018 ATTENDANCE SNAPSHOT

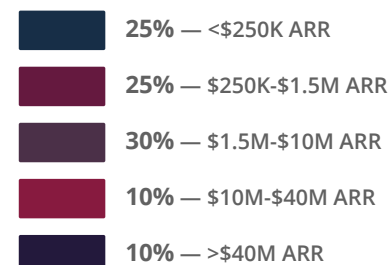
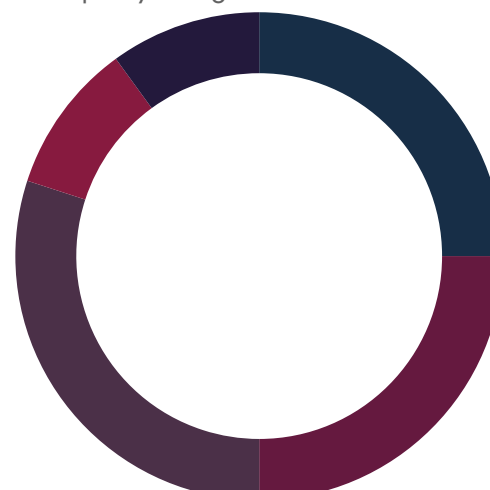
Seniority



Functional Role



Company Stage



Platinum Sponsorship

\$35,000

15 AVAILABLE

Includes

- 6ft x 2.5ft sponsor table
- Branded tablecloth
- (1) Monitor
- (8) full conference passes

PRE-EVENT BRANDING

- Sponsor logo on event website and attendee marketing materials
- Promotion on SaaStr social networks
- Sponsor promotional materials

ON-SITE BRANDING

- Brand mention during opening session
- Sponsor logo throughout facility
- Promotion on SaaStr social networks

POST-EVENT BRANDING

- Follow-up and thank you email to SaaStr audience with sponsor listing

Gold Sponsorship

\$25,000

20 AVAILABLE

Includes

- 4ft x 2.5ft sponsor table
- Branded tablecloth
- (4) full conference passes

PRE-EVENT BRANDING

- Sponsor logo on event website and attendee marketing materials
- Promotion on SaaStr social networks
- Sponsor promotional materials

ON-SITE BRANDING

- Sponsor logo throughout facility
- Promotion on SaaStr social networks

POST-EVENT BRANDING

- Follow-up and thank you email to SaaStr audience with sponsor listing

Additional Sponsorship Opportunities

BREAKFAST SPONSOR \$10,000



- Company logo featured prominently on signage during breakfast

LUNCH SPONSOR \$10,000



- Company logo featured prominently on signage during lunch

BREAK SPONSOR \$6,000



- Company logo featured prominently on signage during morning and afternoon breaks

EVENING EVENT CO-SPONSOR \$15,000



- Company logo featured prominently on signage during event
- Branded cocktail napkin
- Inclusion of branded swag item for distribution at event
- Logo inclusion in all evening event promotion

CONTACT US AT:
sponsors@saastrinc.com



SaaStr