



SaaSr
EUROPA 2018

SPONSOR PROSPECTUS

Welcome to SaaStr Europa 2018

“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, SaaStr Annual, boasts 10,000 attendees, 250 speakers, and 100 sponsors. Our mission is to provide the SaaS community with unparalleled access to the top minds in SaaS—which includes valued partners, like yourself.

This year we are excited to bring SaaStr overseas to Paris! SaaStr Europa takes place on June 15th at the Intercontinental Paris. We expect over 1,000+ attendees, a superb selection of speakers, and endless opportunities to network.

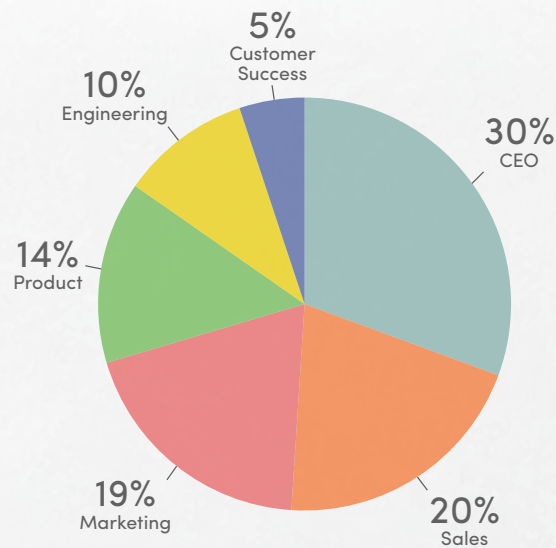
As part of the SaaStr community, our partners are an integral part of what makes SaaStr the top resource to help companies of all sizes scale and grow their business. We would love for you to join us in Paris!

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

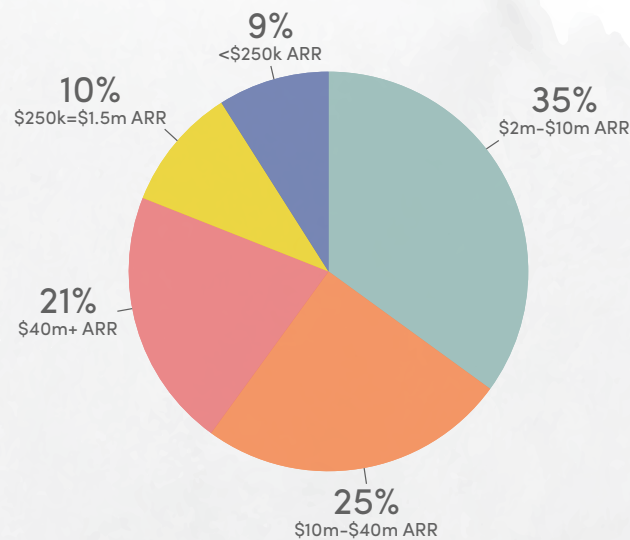
Our Audience

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.

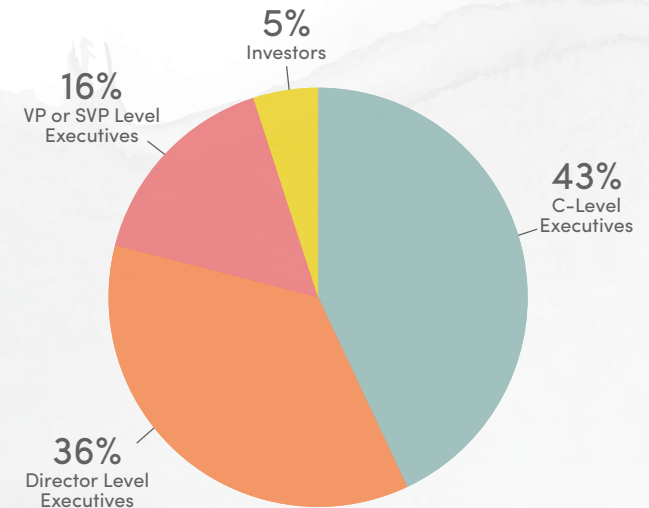
2018 ATTENDANCE SNAPSHOT



Functional Role



Company Stage



Seniority



SPONSORSHIP PACKAGE

Platinum Sponsor

\$25K

PACKAGE INCLUDES:

- **Access to company name and title list 2 weeks prior to event**
- **Access to attendee list after event**
- 6ft x 2.5ft sponsor table
- Branded tablecloth
- (1) Monitor
- (8) full conference passes
- (2) tickets to next day VIP event

BRANDING:

- | | |
|---------------------|--|
| Pre-Event | <ul style="list-style-type: none">• Sponsor logo on event website and attendee marketing materials• Promotion on SaaStr social networks• Sponsor promotional materials |
| During Event | <ul style="list-style-type: none">• Brand mention during opening session• Sponsor logo throughout facility• Promotion on SaaStr social networks |
| Post Event | <ul style="list-style-type: none">• Follow-up and thank-you email to SaaStr audience with sponsor listing |





SPONSORSHIP PACKAGE

Gold Sponsor

\$15K

PACKAGE INCLUDES:

- **Access to attendee list after event**
- 4ft x 2.5ft sponsor table
- Branded tablecloth
- (4) full conference passes

BRANDING:

- | | |
|---------------------|--|
| Pre-Event | <ul style="list-style-type: none">• Sponsor logo on event website and attendee marketing materials• Promotion on SaaStr social networks• Sponsor promotional materials |
| During Event | <ul style="list-style-type: none">• Sponsor logo throughout facility• Promotion on SaaStr social networks |
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Sponsorship Add-Ons

BREAKFAST SPONSOR

\$10k



- Company logo featured prominently on signage during breakfast

LUNCH SPONSOR

\$10k



- Company logo featured prominently on signage during lunch

BREAK SPONSOR

\$6k



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

ROOM DROP

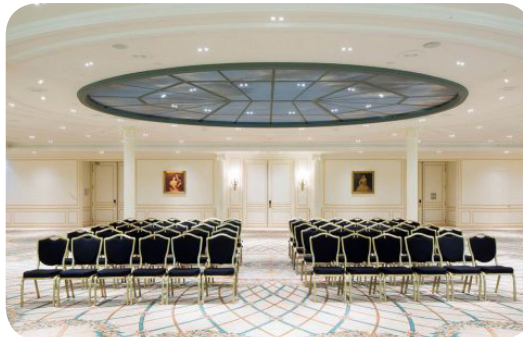
\$15k



- Opportunity to place approved dimensional swag in-room to welcome attendees to Europa

CHAIR DROP AT GENERAL SESSION

\$10k



- Opportunity to place approved branded postcards on seats during main content sessions

EVENING EVENT CO-SPONSOR

\$15k



- 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