SaaStr **ANNUAL** 2018

Sponsorship Prospectus

San Francisco | February 6 - 8, 2018

#saastrannual | saastrannual.com

WELCOME

Get ready for more.
We're taking it to the next level.

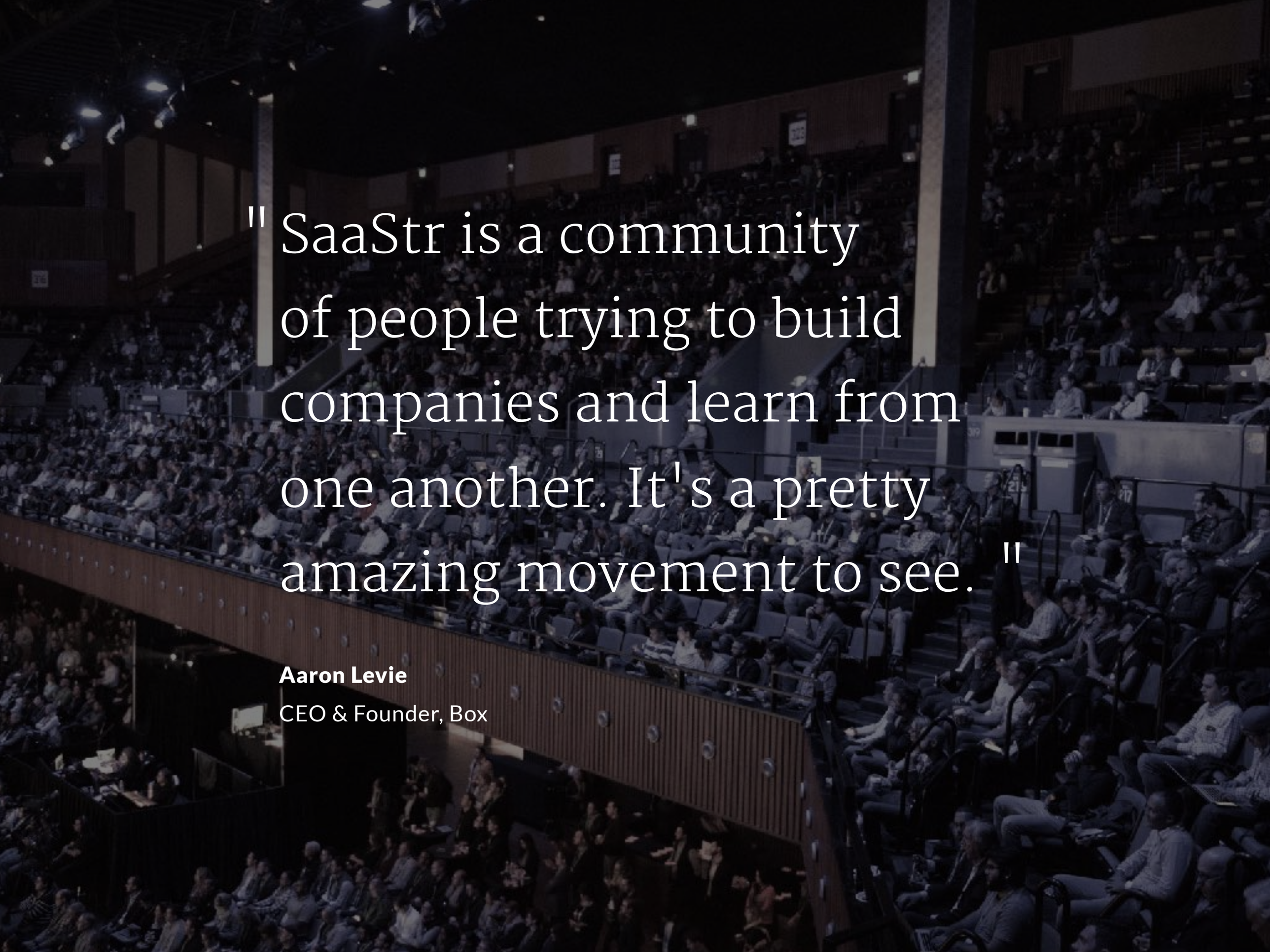
The top SaaS investors, hottest SaaS founders, and Fortune 500 execs are once again coming to town for the SaaStr Annual 2018. After the amazing turnout and enthusiasm of nearly 2,000 global attendees in 2015, 5,000 attendees from 47 countries in 2016, and over 10,000 attendees in 2017, SaaStr has become the #1 non-vendor SaaS confab in the world.

Don't miss this business-changing opportunity to connect with over 10,000 SaaS decision makers from across the globe.

We're expanding the space and going even deeper on tactical content, for three action-packed days of unparalleled networking, learning from the best, and of course, great food, generously poured drinks, and plenty of fun.

In 2018, everything just gets bigger, better, and more fun.

Click to watch the 2017 highlight reel



" SaaStr is a community of people trying to build companies and learn from one another. It's a pretty amazing movement to see. "

Aaron Levie

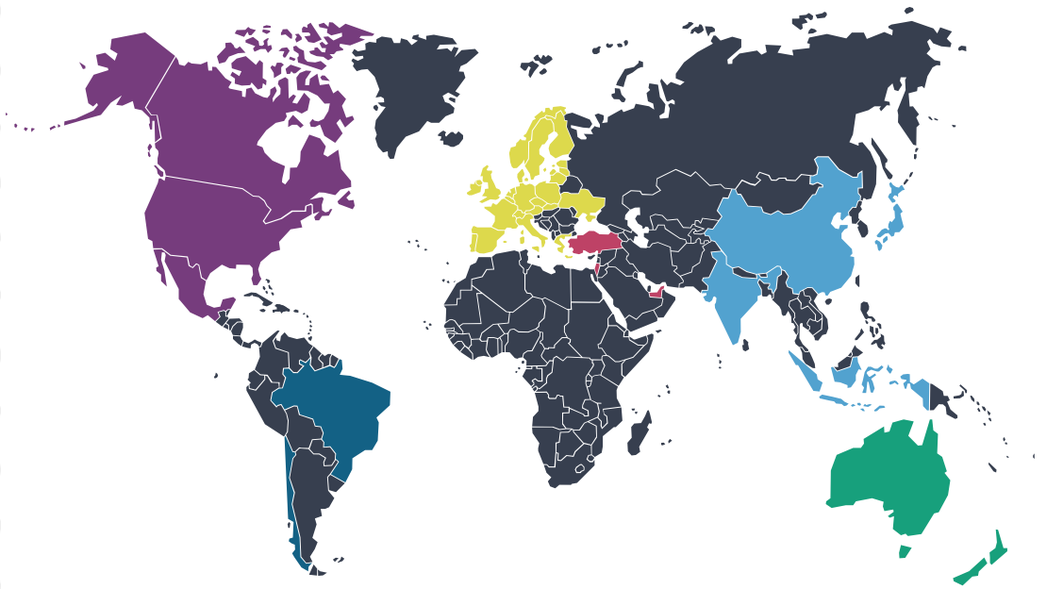
CEO & Founder, Box

WHY SPONSOR?

2017 Attendee Snapshot

The SaaStr Annual boasts an extremely high quality attendee profile. Mix it up with Founder/CEOs of the hottest venture backed startups, partners at the world's leading investment firms, and Fortune 500 execs across a range of functional roles. Here's a small attendee snapshot from past SaaStr Annual events.

47 Countries Represented



Attendees by Department

- 26% SALES
- 18% OPERATIONS
- 14% MARKETING
- 9% ENGINEERING
- 8% PRODUCT
- 5% CUSTOMER SUCCESS

Attendees by Role

- 49% C-LEVEL
- 16% MANAGER / DIRECTOR
- 19% VP / SVP
- 16% OTHER
- 25% CEO
- 16% FOUNDERS
- 9% INVESTORS

Attending Companies

PayPal, salesforce ventures, BT, cisco, amazon.com, Google, ORACLE, Bank of America, Adobe, salesforce, intel, Goldman Sachs, SAMSUNG, WELLS FARGO, YAHOO!, vmware, First Data., ORRICK, zendesk, Cornerstone ONDEMAND, servicenow, HubSpot, Marketo, New Relic., DigitalOcean, Intercom, SAP, box, svb Silicon Valley Bank, twilio, okta

SPONSORSHIP PACKAGES

Prices valid until September 30, 2017

	2 SPOTS LEFT	4 SPOTS LEFT		1 SPOT LEFT
	Titanium $175K	**Platinum** $125K	**Gold** $45K	**Silver** $25K
Pre-Event Marketing				
Website Presence	Premium	Large	Medium	Small
Offer Listing in Mobile App	✓	✓		
Offer Listing in Email to Attendees	✓			
Inclusion in Pre-Conference Emails	✓	✓	✓	✓
VIP Reception Tickets	4	2	1	1
Onsite				
Meeting Room	Large	Small		
Namebadge Branding	✓			
Sponsor Booth	✓	✓	✓	
Mobile App	✓	✓	✓	✓
Social Media	✓	✓	✓	✓
Intermission Slide Branding	✓	✓	✓	✓
Agenda Branding	✓	✓	✓	✓
Booth Passes	4	2	2	✓
Full Conference Passes	18	12	6	4
Additional Discounted Passes	40	30	20	15
Lead Scanners	2	2	1	
Post Event				
Inclusion in Post-Event 'Thank You' Email	✓	✓	✓	✓

Diamond

Inquire for Details

We'll work with you to build a custom sponsorship package that makes a huge splash with an even higher ROI.

Inquire for details:
sponsors@saastrinc.com

SPONSORSHIP ADD-ONS

Prices valid until September 30, 2017

Lanyards / $40K – SOLD OUT

EXCLUSIVE. Sponsor logo placement on our attractive lanyards. Your brand will be visible on every attendee throughout the event and afterward as a keepsake of the conference.

4 SPOTS LEFT

Wifi / $40K

As SaaStr Annual's official Wifi sponsor, every speaker and attendee will see your company name when they log on to the venue's free wifi. Featured mention in program agenda and on venue signage.

Coffee Sponsor / $50K – SOLD OUT

Sponsor the coffee bars and get your branding on the coffee service stations or carts during the conference "Coffee Presented by [Your Company Name] listed on the agenda."

2 SPOTS LEFT

Breakfast Sponsor / $40K

Breakfast sponsor with logo displayed prominently on signage and listed in the agenda.

2 SPOTS LEFT

Lunch Sponsor / $40K

Lunch sponsor with logo displayed prominently on signage at serving stations throughout the venue and listed in the agenda.

2 SPOTS LEFT

Afterparty *(Sub-Sponsor)* / $25K

Logo displayed prominently on a bar at the official Afterparty and naming rights for a signature drink.

Afterparty *(Primary Sponsor)* / $50K – SOLD OUT

Featured logo on signage throughout the Afterparty venue, in the program agenda, and in the mobile app and attendee marketing emails. Get your logo at the heart of an amazing after party that strikes the balance between light-hearted fun and a profitable networking event.

Afterparty *(DJ Booth Sponsor)* / $25K

EXCLUSIVE. Wrap your logo around the DJ booth, ensuring your brand makes it into tons of attendee photos from the official Afterparty!

VIP Reception / $60K – SOLD OUT

EXCLUSIVE. Put your logo in front of all our VIPs at the exclusive welcoming reception attended by our Sponsors, Speakers, VCs and other high-level contacts.

2 SPOTS LEFT

Happy Hour Sponsor / $40K

Lunch Happy hour sponsor with generously poured drinks and hors d'oeuvres. Logo displayed prominently on signage and listed in the agenda as "Happy Hour Presented by [Your Company Name]".

XXX "Day" *(VC Day, VP Sales Day, etc.)* / $100K

EXCLUSIVE. Be the only sponsor of VC Day, VP Sales Day, or Founder Day! (Names subject to change.) Logo prominently featured in the Agenda, and company name listed in pre-event marketing materials, as well as logo featured on signage throughout the venue.

SPONSORSHIP ADD-ONS

Prices valid until September 30, 2017

Stage Naming Rights / $50–75K

Logo featured on stage signage, company name listed in program agenda, in attendee marketing emails, and the exclusive right to have one of the SaaStr stages named after your brand.

Private Meeting Room (Small) / $30K

Get the most out of your investment in coming to the Annual by reserving an entire row within the venue to meet with your customers, prospects, partners and investors throughout the conference. Rooms are accessible to attendees from Tue afternoon to Thu midday.

Private Meeting Room (Large) / $40K

Get the most out of your investment in coming to the Annual by reserving an entire room within the venue to meet with your customers, prospects, partners and investors throughout the conference. The rooms are large enough to accommodate multiple meetings at the same time. Rooms are accessible to attendees from Tue afternoon to Thu midday.

3 SPOTS LEFT

Water Bottles / $20K

This is San Francisco and we love the environment. Get your logo into the hands of every single attendee. Your brand will be on the water bottle every attendee will need to hydrate throughout the entire event and afterwards as a keepsake of the conference.

Shoe Shine Station / $25K

EXCLUSIVE. Have your logo front and centre as attendees and sponsors take a break and enjoy a complimentary shoe shine. Your sponsorship will be featured on the venue map in the program, signage and mobile app.

Caricatures / $15K

EXCLUSIVE. Feature your logo on this fun attendee attraction. Your sponsorship will be featured on the venue map in the program, signage and mobile app.

Hotel Room Key Branding / $20K

Your logo will be prominently featured on all attendee hotel room keys at the official SaaStr attendee hotel(s).

Coat/Bag Check / $25K

EXCLUSIVE. Get the claim ticket with logo into the hands of every attendee as well as exclusive branding of the station. Your sponsorship will be featured on the venue map in the program, signage and mobile app.

6 SPOTS LEFT

Charging Stations / $25K

Every attendee will need to charge their phone or laptop at some point. Get your logo featured on power towers throughout the venue. Your sponsorship will be featured on the venue map int he program, signage and mobile app.

Headshot Station / $30K

EXCLUSIVE. Feature your logo on this wildly popular attendee attraction. Your sponsorship will be featured on the venue map int he program, signage and mobile app.

Photobooth / $50K

EXCLUSIVE. Sponsor logo placement on Photo Booth and on photo takeaways. Get your brand featured on this attendee favorite.

SPONSORSHIP AGREEMENT

To become a sponsor, please complete, sign, and e-mail this page to sponsors@saastrinc.com. A payable invoice will be sent back to you with the information for your securing your sponsorship. Sponsorships must be paid in full in order to be secured. Please contact us if you have any questions, or need assistance.

Sponsor Information

COMPANY NAME _____

NAME _____

TITLE _____

EMAIL _____

PHONE _____

SPONSOR PACKAGE(S) _____

By signing, I accept the terms and conditions. I hereby agree to and understand all sales are final.

SIGNATURE _____

Terms

The Vendor Exhibit Area will be open from **1:00PM - 7:00PM** the first day, **8:00AM - 7:00PM** the second day, and **8:00AM - 5:00PM** the third day (schedule subject to change). Set up time will start at **11:00 AM**. Sponsorship includes access to all conference activities and meals for sponsor representatives and associated guest attendees. Sponsorship does not include hotel or any other associated expenses.

Terms of Payment

Balance due on signing by check or credit card. Sponsorship will sell out and no refunds will be given.

Please make checks payable to "SaaStr Inc." and remit to:

> **SaaStr**
> **350 Rhode Island - #375**
> **San Francisco, CA**
> **94103**

WANT MORE?

Contact Us

sponsors@saastrinc.com
(415) 523-0032

#saastrannual
saastrannual.com