



SCALE TOGETHER

SAASTR ANNUAL 2017
SAN FRANCISCO FEB 7-9

Sponsorship Prospectus

#saastrannual / saastrannual.com

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

The top SaaS investors, hottest SaaS founders, and Fortune 500 execs came to town for the SaaStr Annual 2016. After the amazing turnout and enthusiasm of nearly 2,000 global attendees in 2015, and 5,000 attendees from 47 countries in 2016, our goal is to be the #1 non-vendor SaaS confab in the world

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

In 2017, everything just gets bigger, better, and more fun.

Everything is in one location for three action-packed days of unparalleled networking, learning from the best, and of course, great food, generously poured drinks, and plenty of fun.



[Click to watch the 2016 highlight reel](#)



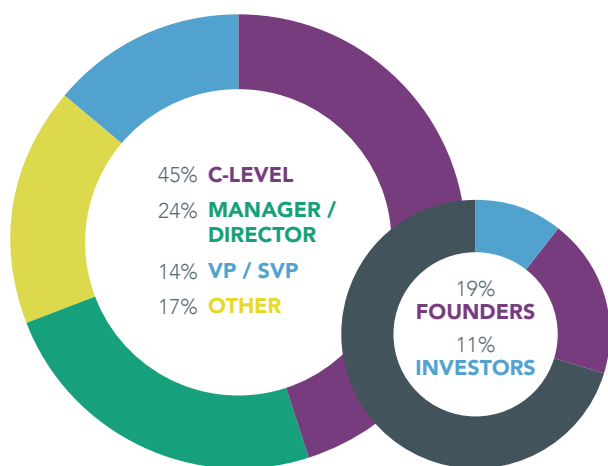
**The
Largest
Community
of SaaS
Execs
on the
Planet**

Quora

2016 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 leading investment firms, and Fortune 500 execs. Here's a small attendee snapshot from our SaaStr Annual 2016.

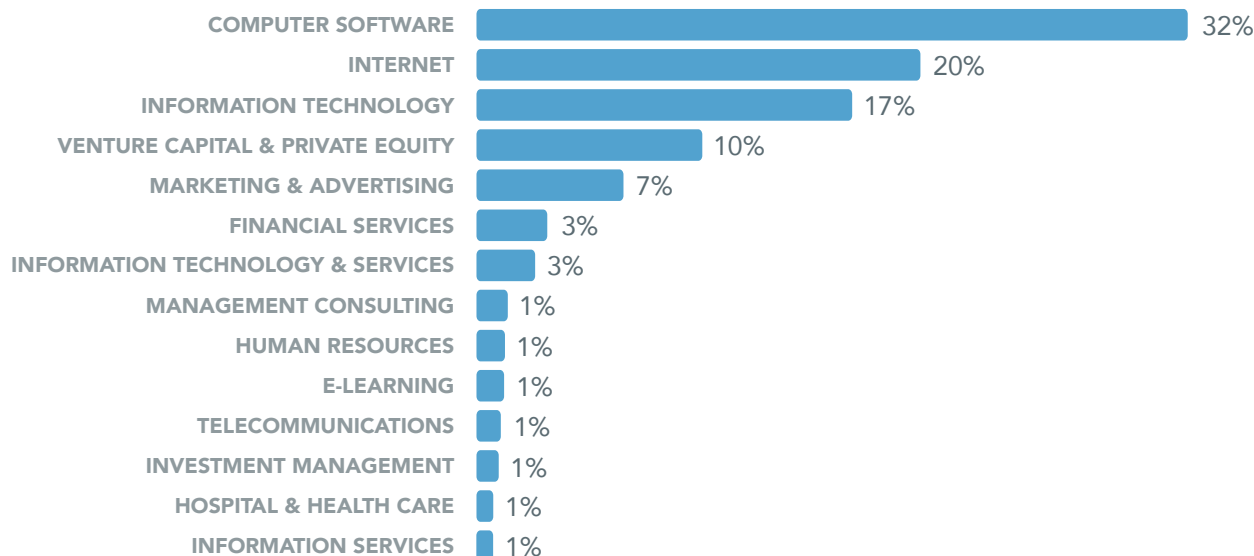
Attendees by Role



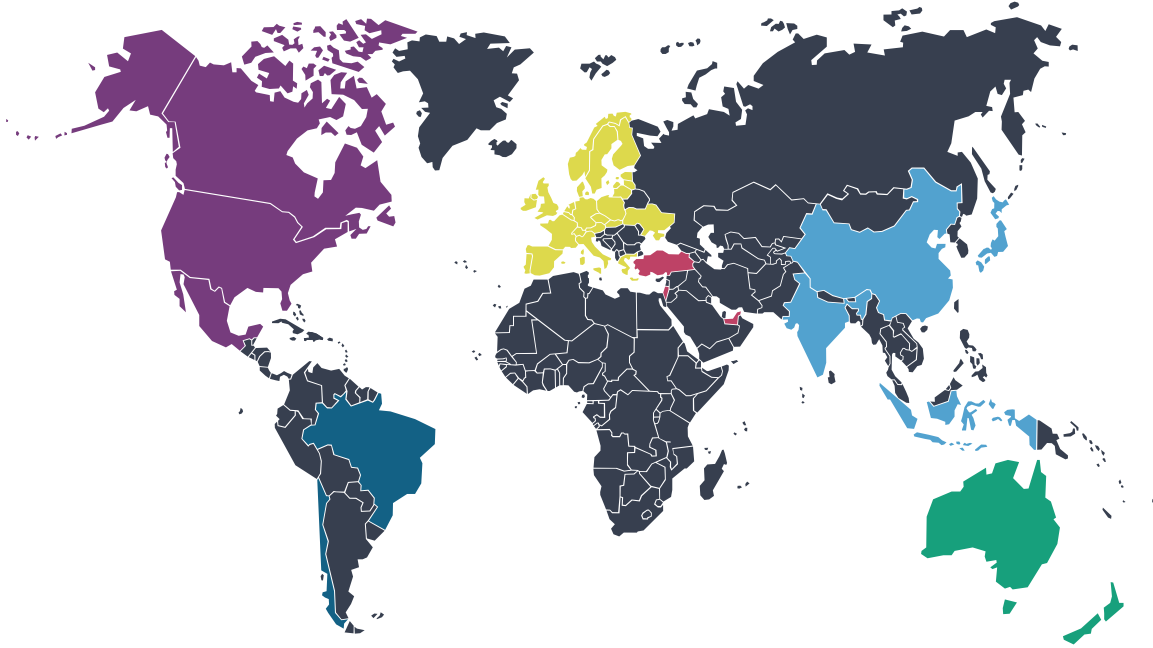
Attendees by Department



Attendees by Industry



47 Countries Represented



Attending Companies



Sponsorships

Diamond Level \$250K

Only 2 available.

Titanium Level \$175K SOLD OUT

Only 4 available.

Platinum Level \$125K

Premium presence on the website and in marketing emails and Platinum booth. You'll also have branding on intermission slides, inclusion in the mobile app, and two tickets to the pre-conference VIP Reception. Your sponsor package includes twelve Full Conference passes and 30 passes at a 50% discount. Your logo will be included in the post-event email.

Only 6 available.

Prices valid through October 31, 2016

Sponsorships

Gold Level

\$50K

Large presence on the website and in marketing emails and a Gold Booth.

You'll also have branding on intermission slides, inclusion in the mobile app, and one ticket to the pre-conference VIP Reception.

Your sponsor package includes six Full Conference passes and 20 passes at a 50% discount. Your logo will be included in the post-event email.

Silver Level

\$25K

Medium presence on the website and marketing emails. You'll also have branding on intermission slides, inclusion in the mobile app, and one ticket to the pre-conference VIP Reception.

Your sponsor package includes four Full Conference passes and 15 passes at a 50% discount. Your company's logo will be included in the post-event email.

Prices valid through October 31, 2016

	SOLD OUT Titanium \$175K	Platinum \$125K	Gold \$50K	Silver \$25K
Pre-Event Marketing				
Website presence	Featured	Large	Medium	Medium
Inclusion in Pre-conference Emails	✓	✓	✓	✓
Tickets to Speaker/ Sponsor Dinner	4	2	1	1
Onsite				
Expo Table	✓	✓	✓	
Intermission Slide Branding	✓	✓	✓	✓
Agenda Branding	✓	✓	✓	✓
Staff tickets Expo Only	4	2	2	
Full conference passes	18	12	6	4
Additional discounted passes	40	30	20	15
Lead Scanner	2	2	1	
Post Event				
Inclusion in Post-Event 'Thank You' Email	✓	✓	✓	✓

Prices valid through October 31, 2016

Sponsorship Add-ons

Find Your Tribe Happy Hour **\$25K**

The Tuesday experience will be all about connecting peers by both role and function - their "tribe". To top off the day, select sponsors will host evening happy hours at venues throughout San Francisco. SaaStr will help you optimize your tribe theme, promote your event to every attendee, and provide you with a list of your registrants after the event. This is an invite-only sponsorship, please contact us to learn more.

Water Bottle **\$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. **4 available.**

After Party Sponsor **\$20K**

Sponsor logo prominently displayed on the bar for drinks and on signage throughout the venue. Get your logo at the heart of an amazing after party that strikes the balance between light-hearted fun and a profitable networking event. **2 available.**

Private Meeting Room **\$25K**

Get the most out of your investment in coming to the annual and reserve 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. **6 available.**

Prices valid through October 31, 2016

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.

Charging Stations \$25K

EXCLUSIVE 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 in the program, signage and mobile app.

SOLD OUT

Lanyards \$30K

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

Headshot Station \$25K

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

Shoe Shine Station \$25K

Have your logo front and center 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.

SOLD OUT

Coffee Sponsor \$20K

EXCLUSIVE 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."

SOLD OUT

Happy Hour \$20K

EXCLUSIVE 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]".

Prices valid through October 31, 2016

SOLD OUT**VIP Reception \$25K**

EXCLUSIVE Company name featured in all mentions of the the invite-only VIP Reception on Monday evening for speakers, sponsors, and select investors. Displayed as "Official SaaStr VIP Reception presented by [Your Company Name]". Sponsorship includes three total VIP invitations to the kick-off reception with a list preview but no contact info.

SOLD OUT**Wifi Sponsor \$10K**

EXCLUSIVE Sponsor the high-speed Wifi access during the conference. Your company logo exclusively displayed on all Wifi signage throughout the event location.

SOLD OUT**Live Event Streaming Sponsor \$10K**

EXCLUSIVE Sponsor the live video stream, prominently displaying your logo on the stream and the venue screen between sessions. The only other logos will be SaaStr's and the livevideo stream provider's.

SOLD OUT**Breakfast or Lunch Sponsor \$10K**

EXCLUSIVE Sponsor a catered meal (breakfast or lunch) everyday with "Presented by [Your Company Name]" listed on the agenda and in the mobile app.

Prices valid through October 31, 2016

A man with short, dark hair and a beard, wearing a dark suit jacket over a light-colored checkered shirt, is speaking into a lapel microphone. He is gesturing with his hands as he speaks. The background is a blurred conference setting with other people. The entire image has a reddish-orange tint. Overlaid on the right side of the image is a quote in white, bold, sans-serif font. The quote reads: "SaaStr is a community of people trying to build companies and learn from one another. It's a pretty amazing movement to see." Below the quote, in a smaller white font, is the name and title of the speaker: Aaron Levie CEO & Founder, Box.

**"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

SaaStr Annual 2017

Sponsor Agreement

Instructions

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.

Terms

The Vendor Exhibit Area will be open from **1:00PM - 6:00PM** the first day, **8:00AM - 6:00PM** the second day, and **8:00AM - 3:00PM** 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. Sponsorships will sell out and no refunds will be given.

Please make checks payable to SaaStr Inc. and remit to: **SaaStr, 255 Kansas St #300, San Francisco, CA 94103**

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 _____

Want More?

Contact us for Further Details

sponsors@saastrinc.com

(415) 523-0032



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