



SaaSr
APAC 2023



FEB. 22-23RD | SINGAPORE

Fullerton Hotel Singapore
1 Fullerton Square,
Singapore 049178

SPONSOR PROSPECTUS





WELCOME TO SAASTR APAC 2023

"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

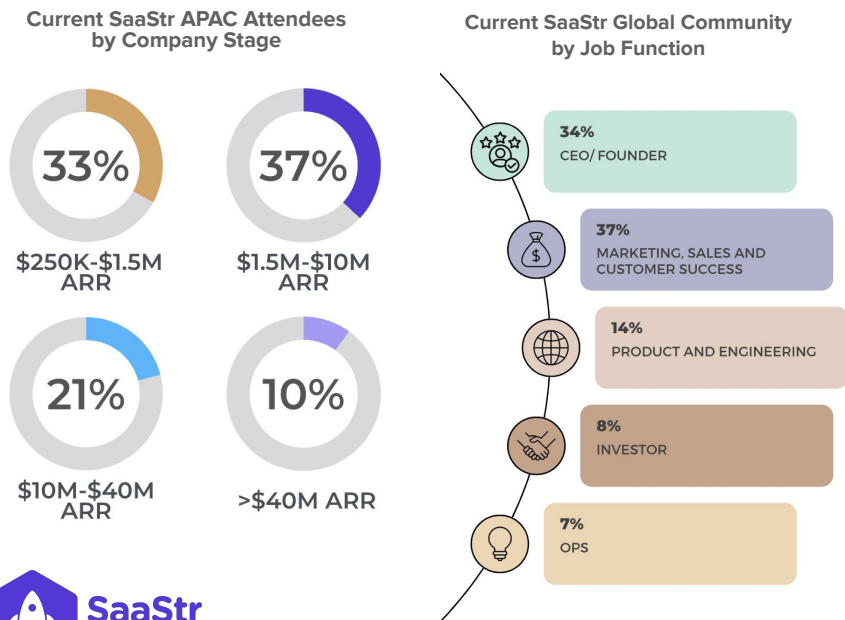
SaaStr is the largest Cloud community of SaaS executives, founders, and entrepreneurs in the world and we bring together our audience each year through our series of proprietary events. Our largest event, the SaaStr Annual in San Francisco, boasts 15,000 attendees, 300 speakers, and 200 sponsors, and our SaaStr Europa event in London delivers 4,000 attendees! Our mission is to provide the SaaS community with unparalleled access to the top minds in SaaS— which includes valued partners, like yourself.

We are excited to bring our community and a SaaStr event for the first time to Singapore for our inaugural SaaStr APAC event! With more than 600 SaaS leaders and founders expected to attend, this will be an immersive two-day event full of content and networking.



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.



Who you can expect to meet at SaaStr APAC in Singapore.

Current attending companies include:



DIAMOND SPONSORSHIP PACKAGE

\$150,000 *SaaStr APAC 2023*

INCLUDES

- Turnkey 12' x 5' ft. Exhibit Space in Sponsor Expo with monitors and welcome kiosk
- (1) 30-min Super Braindate speaking session, 20 attendees. Subject to editorial approval. Included as a speaker and in the formal agenda. Sponsor agrees to work with SaaStr Speaker team to meet editorial guidelines ahead of the event
- Prominent branding and logo placement throughout the entire event
- Opportunity to invite your customers and prospects to attend the event
- Exclusive attendee badge branding
- Exclusive on-site registration branding
- Co-Sponsorship of Day 1 Opening Reception and Day 2 Lunch with SaaStr
- 10 full conference passes
- Premium website logo and placement
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Promotional tweets through SaaStr Twitter account



PLATINUM SPONSORSHIP PACKAGE

\$65,000 *SaaStr APAC 2023*

INCLUDES

- Turnkey 8' x 2.5' ft Branded Exhibit Space in Sponsor Expo
- Free-standing Monitor for presentations and demos
- 7 full conference passes
- Branding and logo placement throughout the entire event
- Premium website logo and placement
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Promotional tweets through SaaStr Twitter account



GOLD SPONSORSHIP PACKAGE

\$35,000 *SaaStr APAC 2023*

INCLUDES

- Turnkey 4' x 2.5' ft Exhibit Space in Sponsor Expo
- Custom-branded table cloth
- Desktop Monitor for presentations and demos
- 4 full conference passes
- Branding and logo placement throughout the entire event
- Premium website logo and placement
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Promotional tweets through SaaStr Twitter account



Additional Sponsorship Opportunities

BREAKFAST SPONSORSHIP

\$15,000



- \$25,000 for Exclusivity
- Co-Sponsorship of Breakfast on Thursday, February 23
- Company logo featured on breakfast signage
- Branded napkins

LUNCH SPONSORSHIP

\$15,000



- \$25,000 for Exclusivity
- Co-Sponsorship of Lunch on either Feb 22 or Feb 23
- Company logo featured on lunch signage
- Branded napkins

HAPPY HOUR SPONSORSHIP

\$15,000

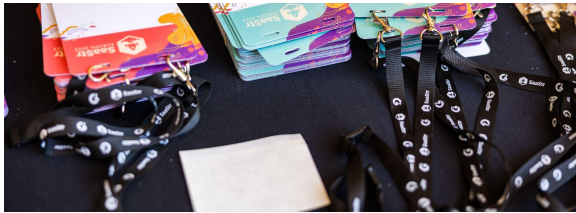


- \$25,000 for Exclusivity
- Co-Sponsorship of Happy Hour on Thursday, February 23
- Company logo featured on Happy Hour signage
- Branded napkins
- Opportunity to invite your customers to attend Happy Hour (up to 10)

Additional Sponsorship Opportunities

LANYARD SPONSORSHIP

\$30,000



- Exclusive sponsorship of all attendee badge lanyards
- Company logo on lanyards alongside SaaStr
- Lanyards used on both days February 22 + 23
- Featured in photos and very high visibility

KOPI SPONSORSHIP

\$25,000



- Sponsorship of Kopi, Coffee and Tea on both days February 22 + 23
- Branded cup or sleeve (single color)
- Company logo featured on coffee signage
- Branded napkins

BRAINDATE SPONSORSHIP

\$30,000



- Exclusive sponsorship of the SaaStr Braindates networking platform
- Allowed to have (1) promoted Braindate from a company speaker
- Company logo featured on Braindate lounge signage
- Company branding on Braindate web + mobile application



Contact us

sponsors@saastrinc.com