

# API STRATEGY & PRACTICE CONFERENCE

## Sponsorship Prospectus

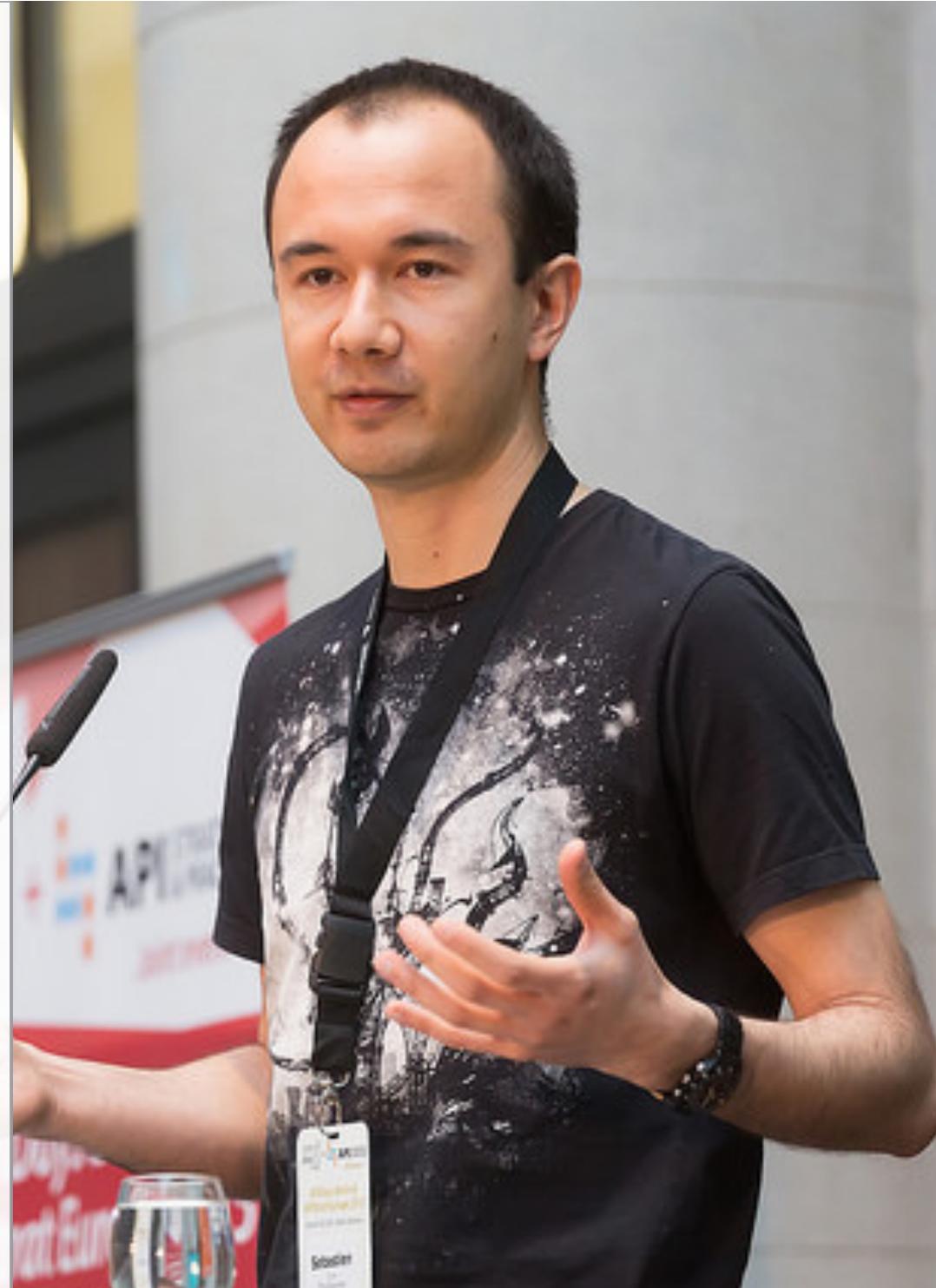
November 18<sup>th</sup> – 20<sup>th</sup>, 2015

Austin

# ABOUT

The API Strategy & Practice Conference provides an open forum in which leaders in the API sector can gather to discuss successes and challenges they face while executing their own API strategy.

The event is one of the most prominent events in the field in terms of thought leadership and practical information.



**WHEN:** November 18-20th, 2015

**WHERE:** Sheraton, Austin Downtown

**EXPECTED ATTENDEES:** Limited to 400



**AGENDA:**  
Wed. 18: Workshops  
Thu. 19 & Fri. 20: Keynotes,  
Panels, and Sessions

# PREVIOUS SPONSORS

{ 540.co }	anypresence	APISpark	apiary	axway Business. in motion.	at&t	box
context.io	esri	Golgi	IBM.	intel	mailjet™	MuleSoft™
PARASOFT.	PayPal™   Developer	PEARSON	Ping Identity	NGINX	fanout	respoke
Microsoft Azure	Reverb	traitify	Datalogics	Sears	Twitter	rackspace. the #1 managed cloud company
NODE1	SendGrid	SMARTBEAR	SOA software	Walgreens	WSO2	zencoder A BRIGHTCOVE SERVICE

[& Many More!]



## The Sheraton, Austin Downtown, Texas

Austin, Texas | November 18-19-20 2015

# SPONSORSHIP OPPORTUNITIES

APIStrat provides tailored benefits based on your needs and goals. Contact us for more info at [apiconference@3scale.net](mailto:apiconference@3scale.net)

BRONZE \$3,000	SILVER \$12,000	GOLD \$20,000
<ul style="list-style-type: none"><li>• 2 full passes</li><li>• Bronze sponsor logo and link on event website</li><li>• Logo in printed materials (banners)</li><li>• Inclusion in social marketing initiatives</li><li>• Additional tickets available at early bird prices</li></ul>	<ul style="list-style-type: none"><li>• 4 full passes</li><li>• Single tabletop booth space</li><li>• Priority for a speaking slot</li><li>• Silver sponsor logo and link on event website</li><li>• Logo in printed materials (banners, program)</li><li>• Bag insert (provided by sponsor)</li><li>• Inclusion in social marketing initiatives</li><li>• Additional tickets available at early bird prices</li></ul>	<ul style="list-style-type: none"><li>• 6 full passes</li><li>• Large booth space</li><li>• Gold sponsor logo and link on event website</li><li>• Priority for a speaking slot</li><li>• Logo on materials (banners, program, bag)</li><li>• Bag insert (provided by sponsor)</li><li>• Inclusion in social marketing initiatives</li><li>• Additional tickets available at early bird prices</li><li>• Opt in attendee list with contact information</li><li>• 1 invitation to speakers dinner</li><li>• Name included in press release and mailings</li><li>• Logo in screen during breaks</li><li>• Inclusion of sponsor announcements in pre- and/or post-event communication to attendees</li><li>• Access to speaker and press lounge for 1 designated person</li></ul>

# DEVELOPER TRACK (SPEEDHACK) ADDITIONAL OPPORTUNITIES

<b>ADD ON +\$2,000 TO ANY PACKAGE</b>	<b>(OPTIONAL) ADDITIONAL PRIZE</b>
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| <ul style="list-style-type: none"><li>• Speedhack is a 4hour coding challenge embedded within APIStrat in which teams compete in real time to complete sponsor determined API programming challenges.</li><li>• This package adds onto any other and includes participation in the Speedhack</li><li>• Set your own challenge</li><li>• Communicate with all developer for signup and documentation pointers pre-event.</li><li>• Mentor them during the event</li><li>• Participate in post event follow up with more information about your API.</li><li>• Video and blog coverage of the event with specific focus on sponsor APIs.</li></ul><br><ul style="list-style-type: none"><li>• Limited spaces: max 10 sponsors.</li><li>• Expected number of participants: 60-80.</li></ul> | <ul style="list-style-type: none"><li>• The Speedhack winners and runners up will receive a cash prize and certificate from the event [\$2,500 total prize money]</li><li>• You may wish to provide prizes for hacks specific to your own API challenges.</li><li>• Prizes subject to approval by Speedhack organizers</li></ul> |
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# SPECIAL OPPORTUNITIES

## #1 WORKSHOP – \$3,500

- Logo and link on APIStrat website.
- 1.5 hour slot for a workshop on November 18th.
- Attendees: 50-70 per workshop.
- Topic: Themed workshops or corporate, you choose!
- Exact details to be discussed between sponsor and APIStrat.



## #2 MAIN RECEPTION - \$10,000

- Exclusive host of the reception at the end of day one.
- Logo and link on APIStrat website.
- Slide on the main stage that says “Reception hosted by”
- Special mention on the main stage.
- Opportunity to make opening remarks at the reception.
- Your brand visibility present at the party through banners and prop materials (provided by sponsor).

# SPECIAL OPPORTUNITIES

## #3 APISTRAT PEN - \$3,500

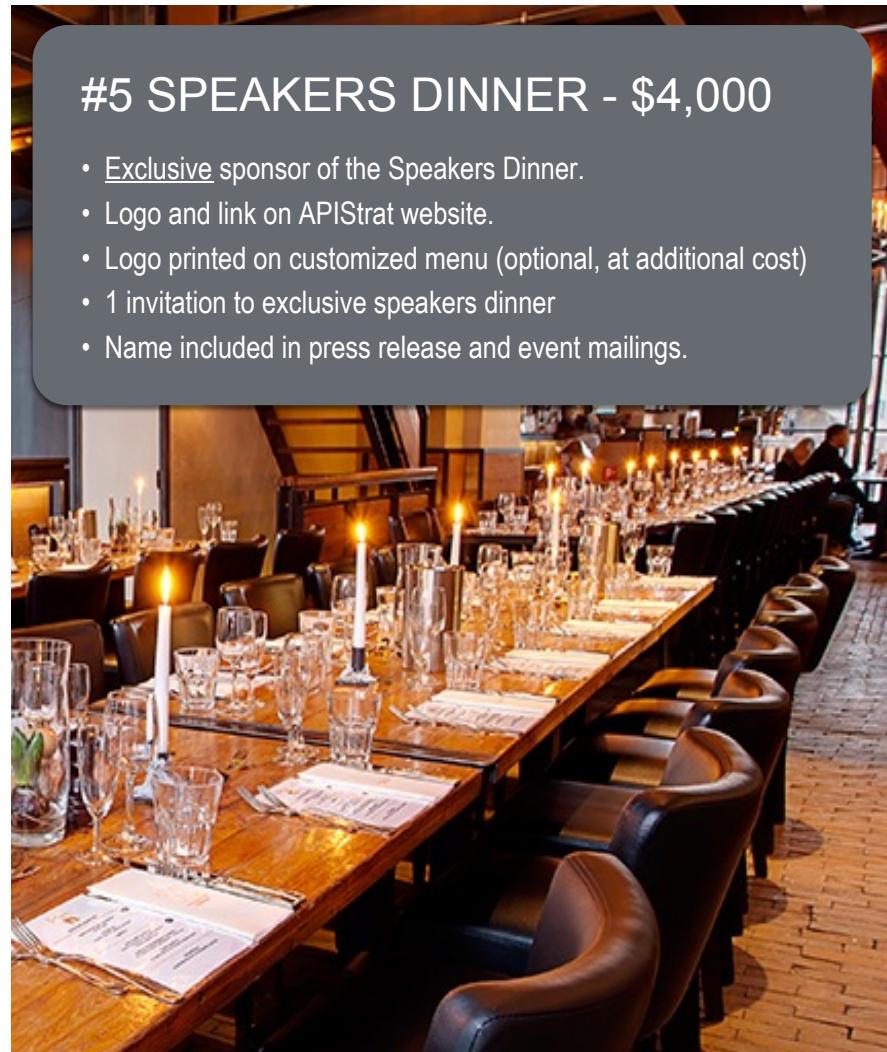
- Exclusive sponsor of the event pen.
- Put your logo in the hands of every attendee of APIStrat and ensure brand visibility even after the event is over!
- Logo and link on APIStrat website.
- Name included in press release and event mailings.



## #4 LIVE STREAM - \$10,000

- Exclusive host of the APIStrat Chicago video feed.
- Logo and link on APIStrat website.
- Slide on the main stage saying “Live Video Feed hosted by [sponsor logo]”
- Special mention on the main stage thanking the Live Video Sponsor.

# SPECIAL OPPORTUNITIES



## #5 SPEAKERS DINNER - \$4,000

- Exclusive sponsor of the Speakers Dinner.
- Logo and link on APIStrat website.
- Logo printed on customized menu (optional, at additional cost)
- 1 invitation to exclusive speakers dinner
- Name included in press release and event mailings.



## #6 COFFEE BREAK - \$3,500 per day

- Logo and link on APIStrat website.
- Custom banner with “Coffee Break sponsored by [company logo]” displayed in coffee break area
- Opportunity to include a special feature, such as branded cups or napkins (provided by sponsor)
- Choice of day you want to sponsor (Thursday or Friday)
- Name included in press release and event mailings.

# SPECIAL OPPORTUNITIES



## #7 LANYARD - \$3,500

- Exclusive sponsor of the event lanyard.
- Lanyard design is subject to sponsor approval and will include both sponsor + APIStrat logos alternating.
- Logo and link on APIStrat website.
- Name included in press release and event mailings.



## #8 BADGES - \$3,500

- Exclusive sponsor of the APIStrat name badge.
- Sponsor logo will be exclusively featured on the back of every Attendee badge!
- Logo and link on APIStrat website.

# SPECIAL OPPORTUNITIES

## #9 BREAKFAST - \$3,500

- Logo and link on APIStrat website.
- Custom banner with “Breakfast sponsored by [company logo]” displayed in Breakfast area
- Opportunity to include a special feature, such as branded cups or napkins (provided by sponsor)
- Choice of day you want to sponsor (Thursday or Friday)
- Name included in press release and event mailings.



## #10 WIFI - \$5,000

- Exclusive sponsor of event wifi.
- Logo and link on APIStrat website.
- Name included in pre-event mailings thanking sponsor for wifi.
- Sponsor-specific wifi password provided to attendees



## #11 CREATE YOUR OWN!

- Have an idea we don't have listed here? Tell us!
- We are open to new and creative package ideas.
- If you're interested in discussing anything not listed here, just contact us: [apiconference@3scale.net](mailto:apiconference@3scale.net)



For more information or to discuss a  
custom package please contact:

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