



API STRATEGY
& PRACTICE

Sponsor Prospectus

November 2-4, 2016
Long Wharf – Boston

About

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

Now in it's 7th edition, APIStrat has become the most influential technical conference dedicated to the emerging API Economy.





The annual flagship conference will bring together over 500 practitioners currently building and running APIs to share best practices, advance the state of the art, and help establish their own strategies.

Over 60 talks and workshops, as well as a sponsors area and chill out lounge all combine to create a relaxed atmosphere for discussion. Attendees come to update themselves on what's new and what they should be thinking about for the next year.

A top quality speaker program combines deep technical content, with API business strategy and hands on experience.

Previous speakers have ranged from the API fields key innovators to Senior VPs of public companies to influential venture capitalists.





Attendees are decision makers in their companies, responsible for technical and strategic choices for their respective API programs.



Marriott Long Wharf, Boston MA

Previous Sponsors Include

NGINX



rackspace 

The Rackspace logo, consisting of a stylized red and black circular icon with a white swoosh.

IBM

WSO₂



Microsoft Azure

 fanout

The Fanout logo, featuring a teal circular icon with a white swoosh.

MuleSoft

Walgreens

 mailjet

The Mailjet logo, featuring a stylized yellow and black arrow pointing right.

box



SMARTBEAR



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apiary

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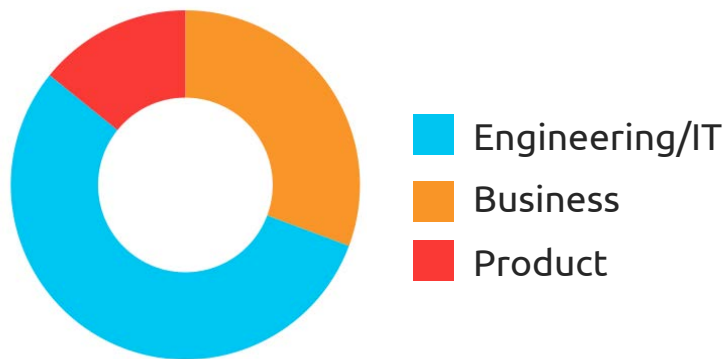
Sponsorship Benefits

- Access to over 500 key API decision makers in companies of all sizes
- Opportunity to position your company as a leader in the API space
- High-visibility support for technical advancement in the API economy
- Speaking opportunities for visionaries in your own company
- Engagement with speakers and panelists driving the API conversation
- Press and social media reach through physical and digital channels

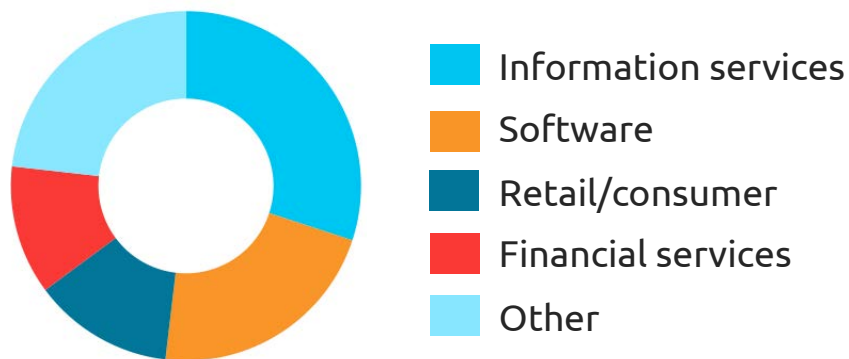
Attendee demographics

Reach over 500 key decision makers

Attendee breakdown



Attendance by industry



Technical and Business Leaders

Chief Technical Officer

Chief Information Officer

Chief Business Development Officer

VP, Engineering

VP, Information Technology

VP, Product

Head of API Design

Senior Director of API Operations

Director, Global Business Development

Director, Integration Programs

Director, Technology Evangelism

Senior Integration Architect

Senior Platform Engineer

Senior Technology Architect

Senior Solutions Architect

Lead Software Engineer



Sponsorship Packages

Platinum sponsor package | \$40,000

(2 available)

- **7 full conference passes**, additional tickets available at 25% discount
- Large 10x10 turnkey booth in sponsor expo
- **2 invitations to speakers dinner**
- Sponsor-provided insert or gift for attendees included in swag bags
- Access to speaker and press lounge for 2 designated team members
- **Special mention at speaker dinner or main event reception, including logo display and optional 5 minute presentation to the assembled attendees**
- Logo displayed on-screen during breaks
- Priority consideration for a speaking slot
- Platinum sponsor logo on event website and materials
- Inclusion in social marketing activity
- Name featured in press release and mailings
- **Dedicated sponsor-branded email to all attendees post-event**
- **Opt-in attendee list with contact information**
- Inclusion of sponsor announcements in pre- or post-event communication to attendees
- Additional sponsorship choice of one coffee break, lunch, breakfast, or attendee gift

Gold sponsor package | \$25,000

(6 available)

- **5 full conference passes**, additional tickets available at 20% discount
- Medium 10x8 turnkey booth in sponsor expo
- **1 invitation to speakers dinner**
- Sponsor-provided insert included in swag bags
- Priority consideration for a speaking slot
- **Access to speaker and press lounge for 1 designated person**
- Logo displayed on-screen during breaks
- Gold sponsor logo on event website and materials
- Inclusion in social marketing activity
- Name featured in press release and mailings
- **Opt-in attendee list with contact information**
- Inclusion of sponsor announcements in pre- or post-event communication to attendees

Silver sponsor package | \$14,000

(10 available)

- **3 full conference passes**, additional tickets available at 15% discount
- Medium turnkey 6x6 booth space in sponsor expo
- **1 invitation to speakers dinner**
- Sponsor-provided insert included in swag bags
- Silver sponsor logo on event website and materials
- Inclusion in social marketing activity
- Inclusion of sponsor announcements in pre- or post-event communication to attendees

Bronze sponsor package | \$3,000

(12 available)

- **1 full conference pass**, additional tickets available at 10% discount
- Sponsor-provided insert included in swag bags
- Inclusion in social marketing activity
- Bronze sponsor logo on event website and printed materials

Optional Extras

Available on a first-come, first-serve basis

Pens.....	\$3,500
Lanyard.....	\$3,500
Badges.....	\$3,500
Coffee breaks (2x2 avail).....	\$4,000
Breakfast.....	\$4,000
Speaker dinner.....	\$4,000
Main event reception.....	\$10,000
Wi-fi.....	\$5,000

Keynote drop (4 avail).....\$3,000

Leave literature or small swag items on each seat before the keynote session

Branded workshop (2 avail)\$4,000

Workshops will be held on Nov 2 and offer capacity for up to 70 people

Above prices will be reduced by 20% when combined with a Bronze or higher level sponsorship package.



Attendance Support

APIStrat is committed to supporting event participation for individuals who might otherwise not be able to attend. As such, 5% of all sponsorship revenue is allocated as a travel fund to enable need-based grants.

Sponsors also may choose to contribute an extra 5% beyond their sponsorship total to our attendance support fund. Participating sponsors will be recognized on the list of named co-sponsors of this initiative.

Attendee Comments



Jennifer Lankford

@jenlankford

Thanks [#apistrat](#) and [@3scale](#) for such a fantastic event. Great content, great people. I'm looking forward to the next one.

9:48 AM - 21 Nov 2015



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Antoine Jackson

@willjcksn

Great week at [@apistrat](#), learned a lot and met very interesting people ! Thank you all :)

1:53 PM - 28 Mar 2014



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Menno Abbink

@mennoabbink

Thanks [@apistrat](#) [@APIdaysGlobal](#) [@APIdaysGlobal](#) [@kinlane](#) for a great conference. Looking forward to a next edition

12:28 PM - 26 Apr 2015



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Everett Toews

@everett_toews

A great many thanks to everyone who made [#apistrat](#) in Austin a success! Awesome conference. [@kinlane](#) [@jharmn](#) [@CaseySoftware](#) et al.

4:39 PM - 20 Nov 2015



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Contact us:
apiconference@3scale.net

Organized by:



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{"logo": "API Evangelist"}
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