

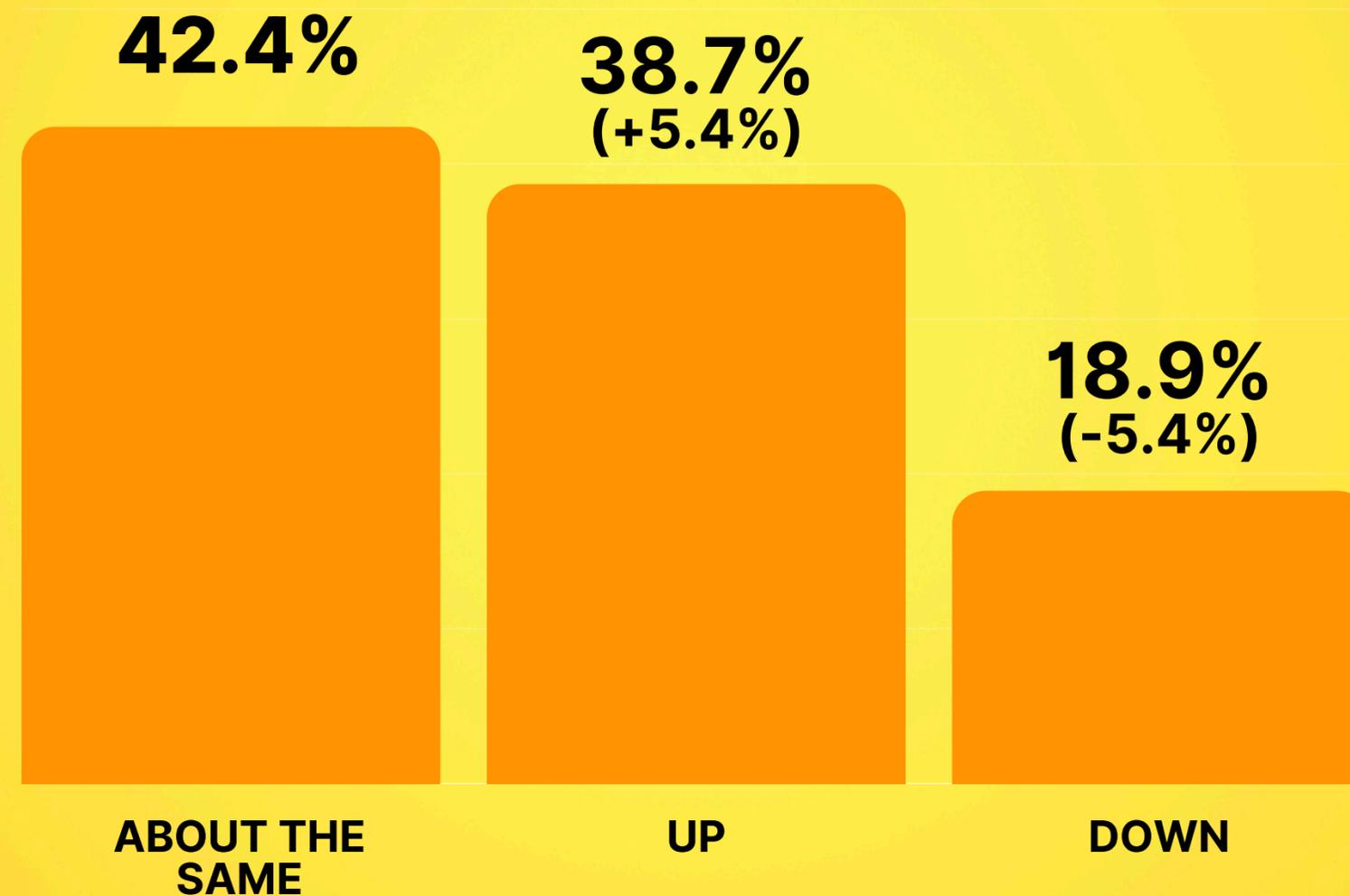
The **EVENT**
SPONSORSHIP

PLAYBOOK

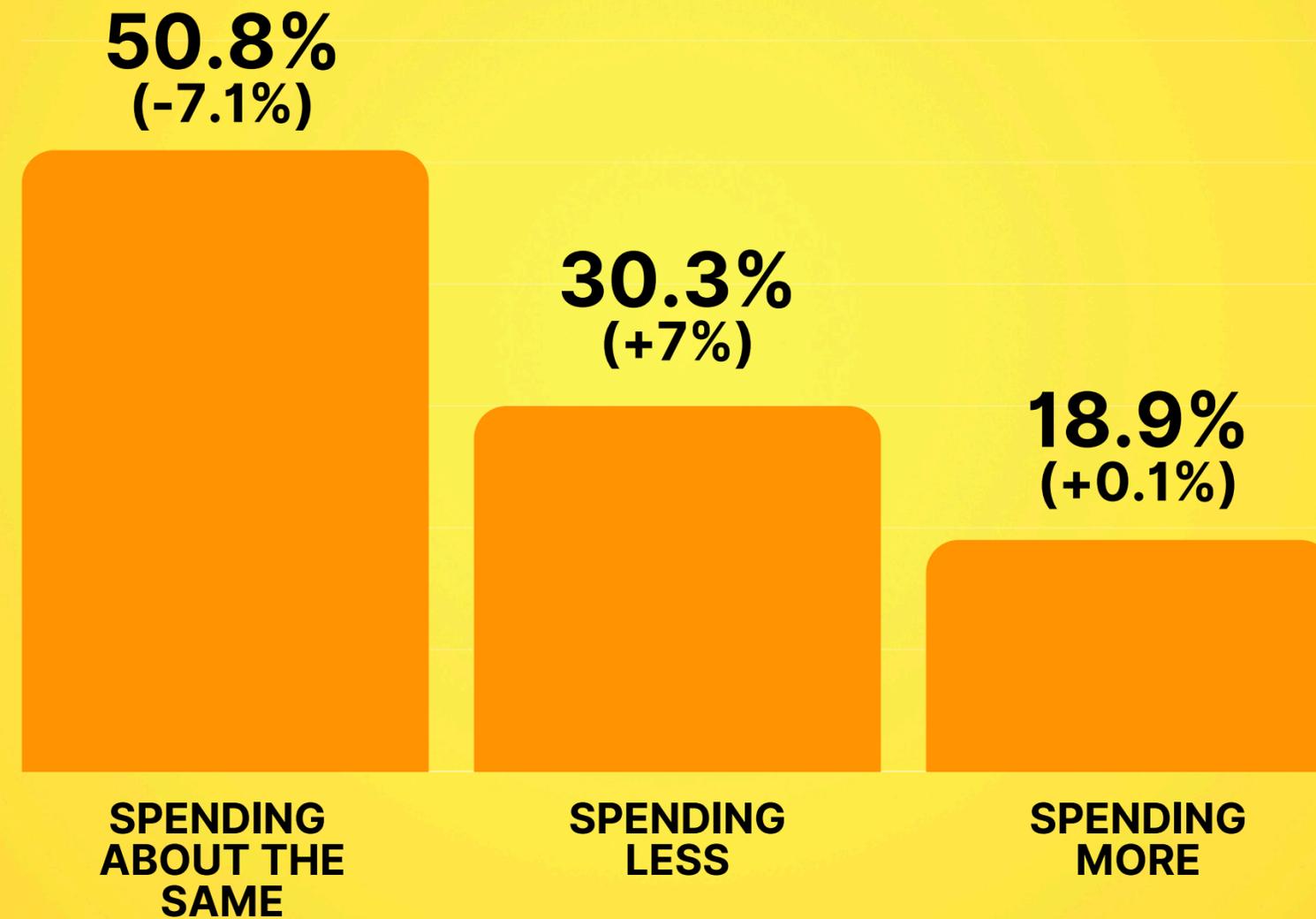


Boldpush

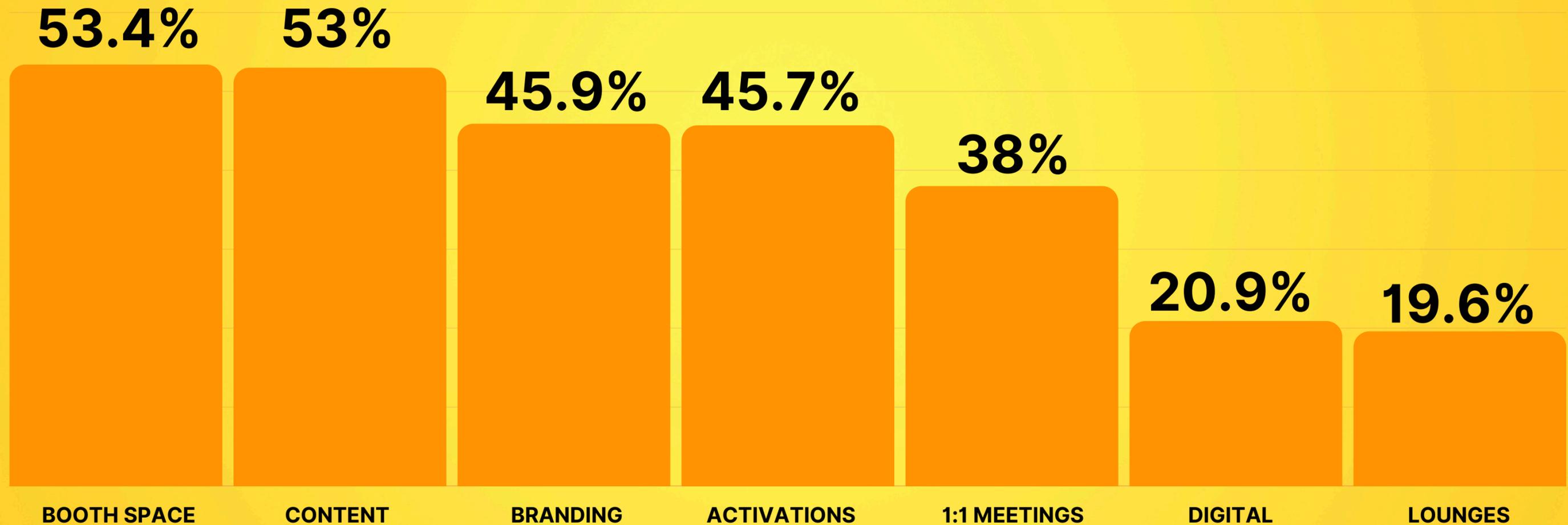
ARE SPONSORS FOR YOUR MAIN EVENT:



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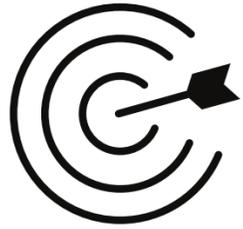
WHAT ARE THE MOST SOUGHT AFTER SPONSORSHIP FORMATS?



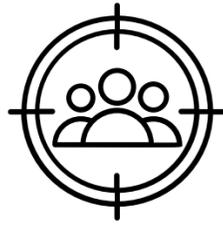


SPONSORSHIP STRATEGY AND TRENDS

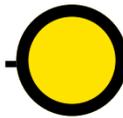
Take the Time to Create a Strong Foundation



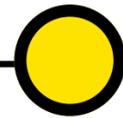
Define your objectives



Identify your audience



Align with potential sponsors



Showcase your unique value



COMPONENTS OF A ROBUST SPONSORSHIP PROSPECTUS

ANATOMY OF A SPONSORSHIP PROSPECTUS

1. HEADER / TITLE SECTION

- ▶ Prospectus Title
In large, eye-catching font.
- ▶ Tagline / Key ROI Message
A short, punchy statement emphasizing ROI and impact.

2. AUDIENCE SNAPSHOT & STATS

- ▶ Membership / Attendee Stats in large icons or numbers (e.g., total membership, high-level demographics, annual events).

3. PAST SPONSOR SUCCESS STORIES

- ▶ Include short quotes from previous sponsors or quick success metrics.
- ▶ Eye-Catching Logos

SHOW RECOGNIZED SPONSOR LOGOS THAT DRIVE CREDIBILITY

4. SPONSORSHIP IDEAS

- ▶ Offer ideas to the sponsors according to different objectives (Lead Gen, Awareness, Decision)

5. CHOOSE TIERS, A LA CARTE OR BOTH

6. URGENCY AND FOMO



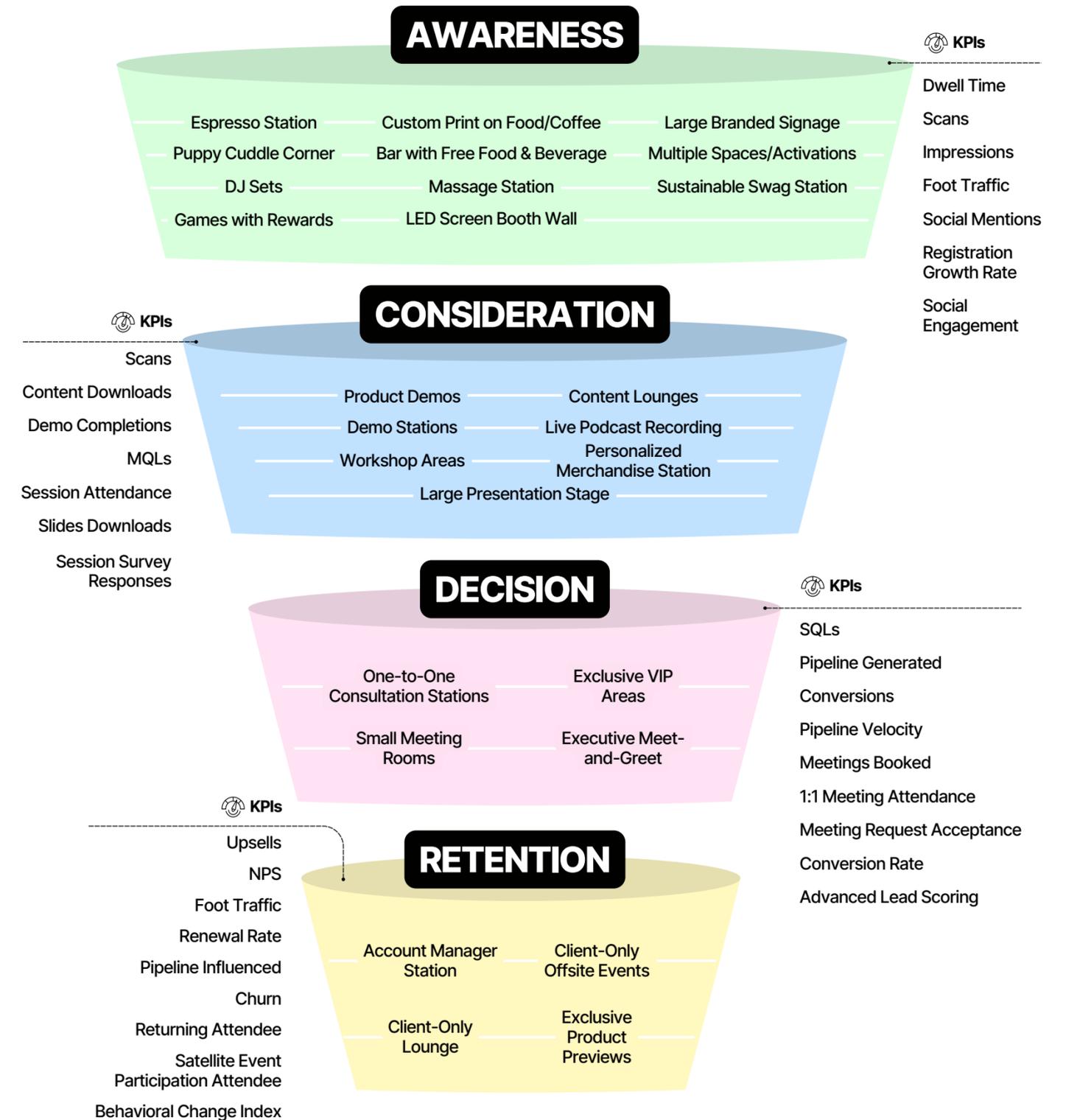
WHAT'S TRENDING IN SPONSORSHIP

WINNING IDEAS



CHOOSE THE RIGHT ACTIVATION

ACTIVATIONS AT STAGES OF THE FUNNEL





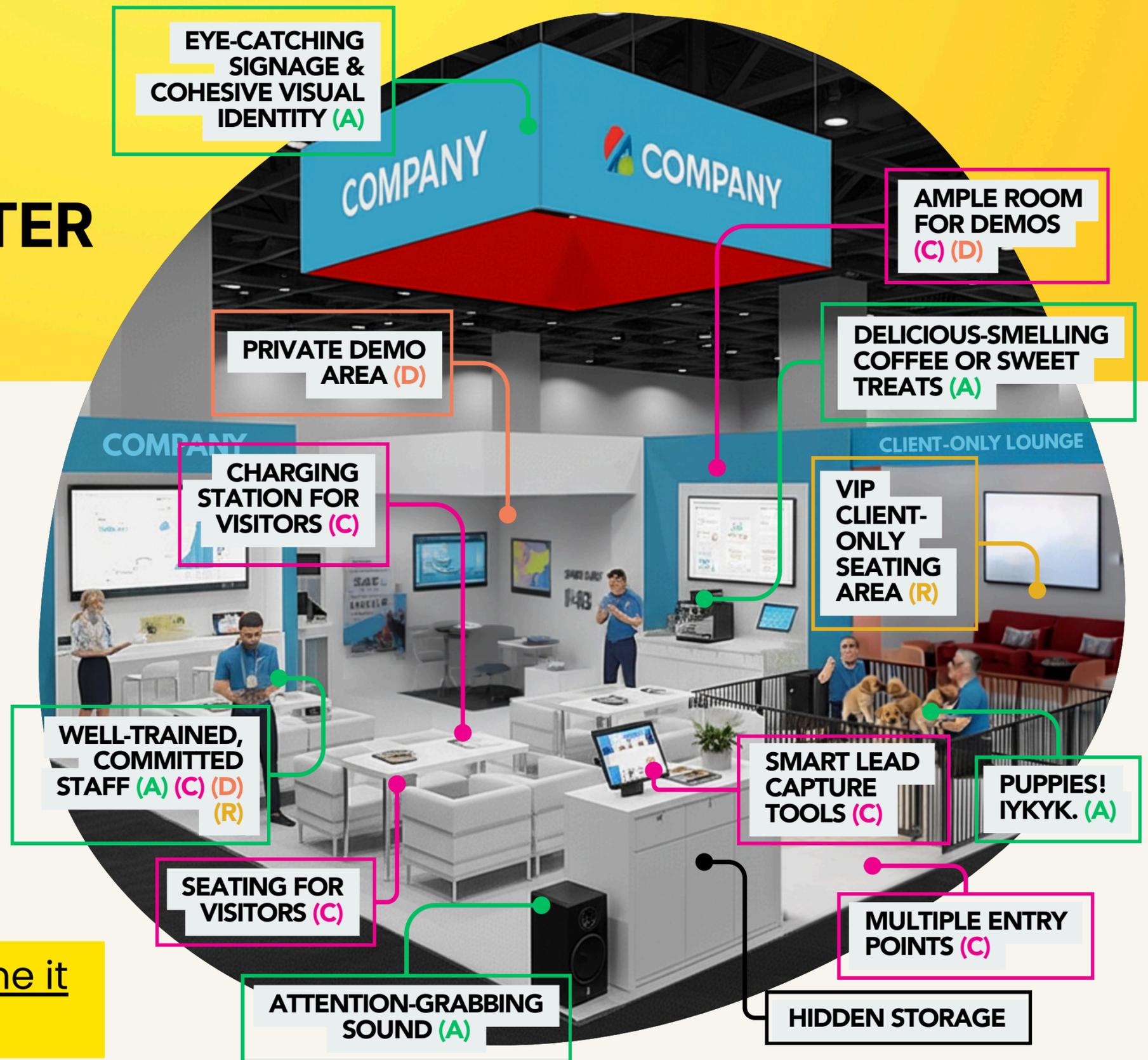
INCLUDE MULTIPLE ACTIVATIONS THAT CATER TO THE FULL FUNNEL

MANY HYBRID BOOTHS WITH MULTIPLE ACTIVATIONS PER STAGE OF THE FUNNEL

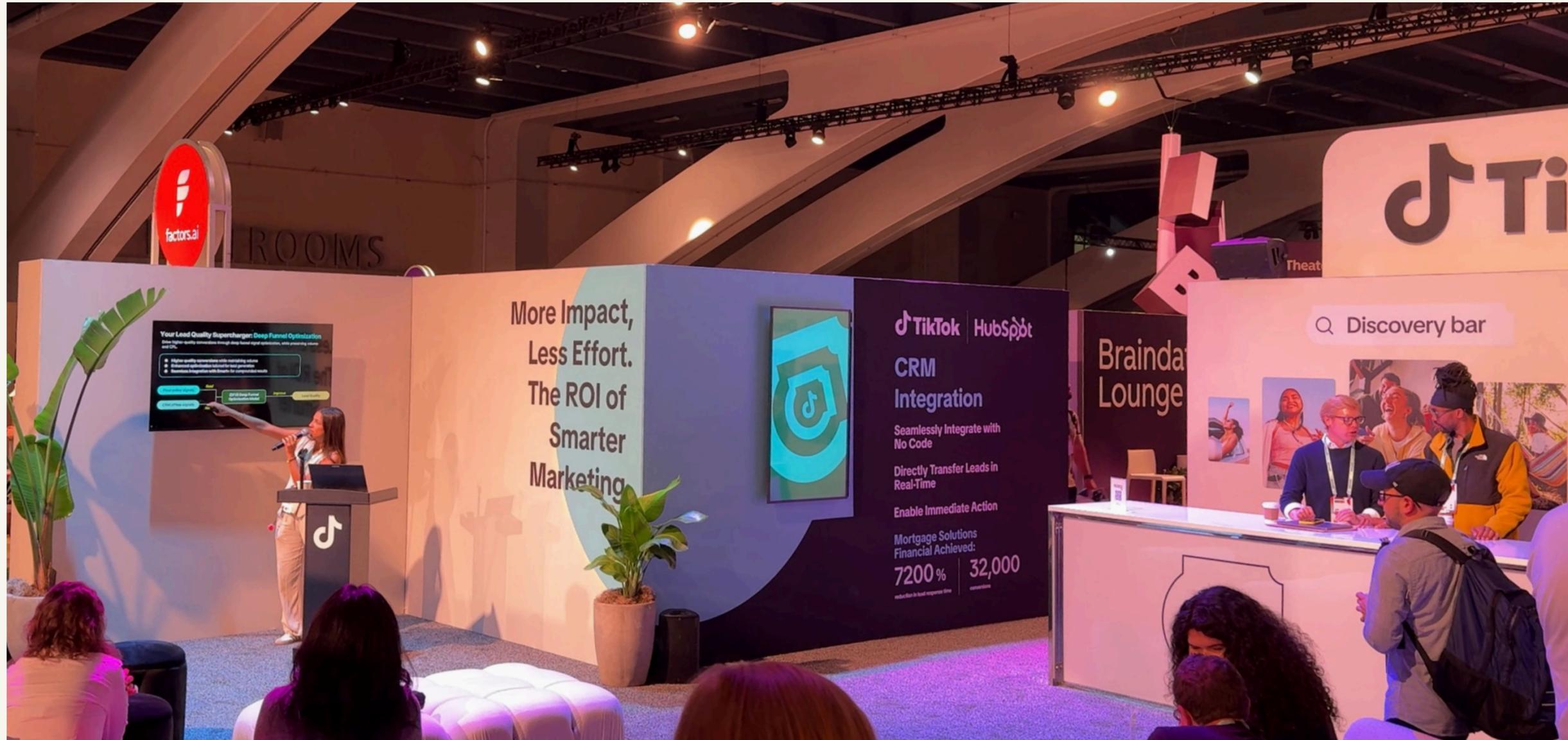
CONSIDER

- NEED ENOUGH SPACE
- KEEP IT SIMPLE
- DO NOT BE A BRANIAC

Tip: If you have a small booth, combine it with webinars and side event.



TIKTOK



AGENTS AI



WISTIA



SIDE EVENTS



OUTSIDE OF THE VENUE

Give Sponsors Options

ESW dinner in the desert at Shoptalk

Become the producer - Run side events



RE-SELL SPACE

Sell Opportunities To Connect

Case Study: BETT



What are Tech User Labs?

Join leading EdTech experts for 45 minute sessions - live at Bett 2025 – as they teach you how to leverage your current tools through specialised hands on tutorials and working groups.

How to take part:

Step 1: Register for Bett and review the wide choice of Tech User Labs on the agenda.

Step 2: We'll email to let you know when booking is open, then from the 6-10 January [log in here](#) and sign up for all the Tech User Labs you wish to join.

Step 3: Attend your Tech User Labs at Bett.

[Register interest for 2026](#)

Meeting Space

Enhance your experience at Bett through unique sponsorship opportunities including content, branding, meeting space and much, much more!



Show floor meeting rooms

Purpose-built meeting rooms live on the exhibition floor, providing a convenient yet private space for those all-important conversations away from your stand.



ICC Capital Suites

The largest available meeting rooms with huge lobby areas, ample daylight and a private terrace, providing the flexibility to host events for up to 1,394 delegates.



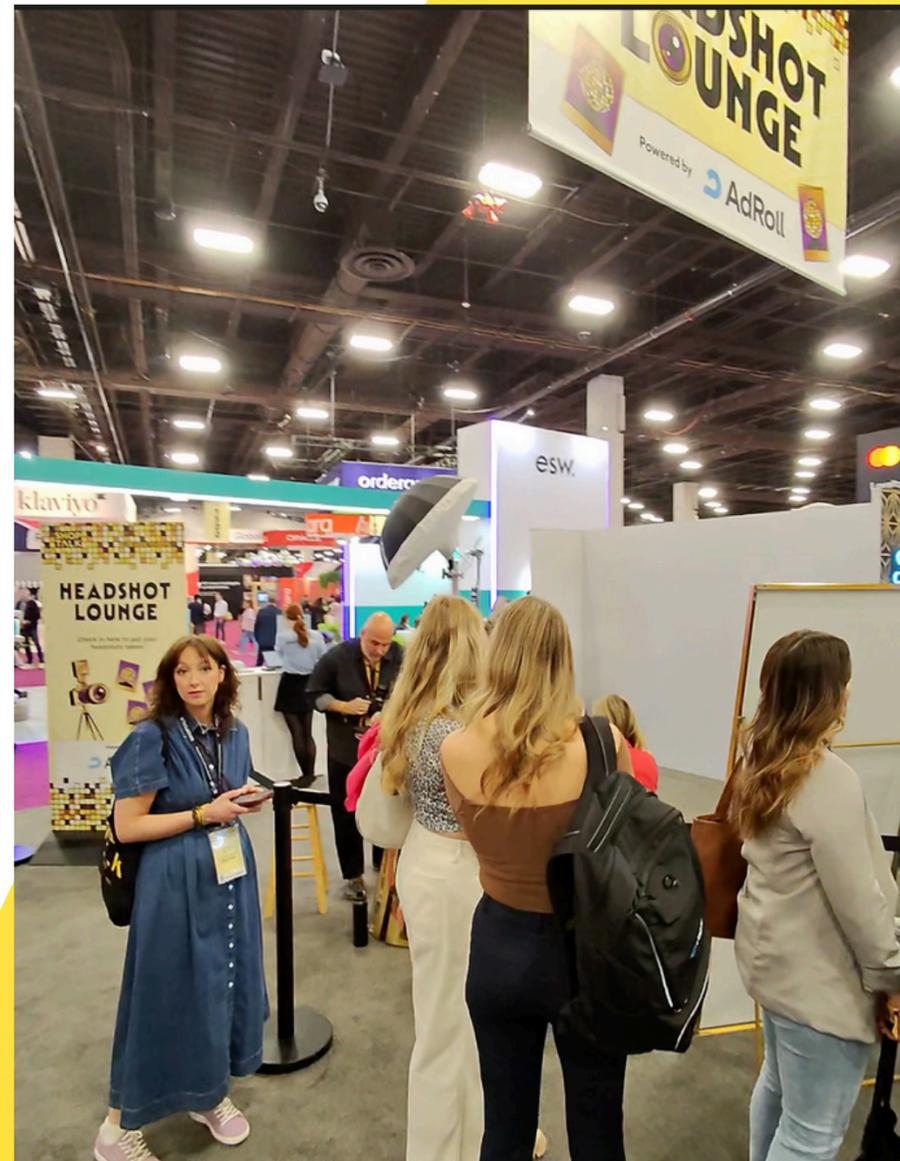
Gallery Suites

Looking for a private space to host a workshop, board meeting or team presentation? Located just off the show-floor, our flexible gallery suites offer privacy and convenience.

CONTROL ACTIVATIONS

Re-sell Popular Activations

Professional Headshot,
Barista Coffee
IV Bar



WHAT'S TRENDING IN SPONSORSHIP

QUICK IDEAS



WELCOME CARD

JOIN TODAY AND GET MORE BENEFITS THAN EVER BEFORE.
Members benefits include:

Hilton San Francisco Airport Bayfront
600 Airport Boulevard
Burlingame, CA 94010
650-340-8500

Wifi Network "Hilton Honors"
Click "I have a promotion code"
Accept the terms
Click "next"
Enter: 2025

Restaurant
Breakfast: Monday - Friday
6:00AM - 10:00AM
Saturday and Sunday
6:00AM - 11:00AM
Lunch - 11:30AM - 1:30PM
Dinner/Full Bar - 5:00PM - 10:00PM

Pool & Gym 2nd Floor
Pool - 5:00AM - 11:00PM
Gym - 24 hours

Are You a Member Yet? Scan to Join Hilton Honors

10 SaaStr Bucks

10 T-Shirt

10 Water Bottle

10 Sling bag

10 Travel pouch

10 SaaStr Bucks

\$40/car/night

SaaStr AI ANNUAL AI SUMMIT

Redeem in the SaaStr Swag Store

10 T-Shirt

10 Water Bottle

10 Sling bag

10 Travel pouch

10 SaaStr Bucks

SAASTR 2025 CAMPUS MAP

HANGER WEST

HANGER EAST

SARATOGA REGISTRATION & BADGE PICKUP

DELAWARE REGISTRATION & BADGE PICKUP

WEST REG COAT & BAG CHECK

FREEMAN SPONSOR DESK

1 Saratoga Registration
2 VIP Entrance
3 3rd Stage
4 Who Do You Want to Meet Networking
5 AI Stage
6 Co-Working Space
7 Sponsor Hall, Carolina & AI Demo Stage
8 SaaStr Casino Royale
9 SaaStr Lounge
10 Summit Stage
11 VC & VPs Lounge
12 SaaStr Square Park
13 SaaStr Square Park
14 SaaStr Square Park
15 SaaStr Square Park
16 SaaStr Square Park
17 SaaStr Square Park
18 SaaStr Square Park
19 SaaStr Square Park
20 Delaware Registration & Badge Pickup
20A West Reg Coat & Bag Check
20B Freeman Sponsor Desk



LIVE GELATO



GAINING CONTROL OF KEY ACTIVATIONS: COFFEE



HIGH STRIKER



SELF-CONTAINED POPCORN MACHINE



RACK WITH MERCHANDISE



AI PHOTOBOOTH



WHAT'S TRENDING IN SPONSORSHIP

LOSING



RANDOM DISPLAY



NOBODY AT THE BOOTH



Julius Solaris

+ Follow

BAN laptops at
trade show booths

80K to have staff
check emails?

This **nonsense** has
to stop





BUILD YOUR OWN LEGO FIGURINE?



UNDERSTANDING THE MARKETPLACE



Do not overprice



Do not underprice

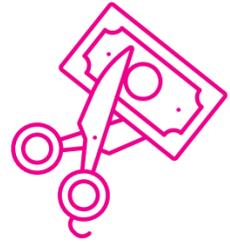
Top 3 Formats:

Research Says:

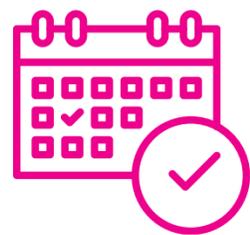
Booth Space,
Activations, Content

Compare
Your Offer vs
Competitors

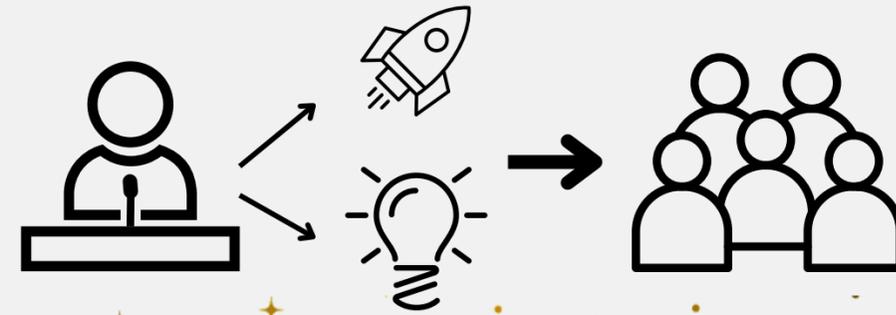
CERTAINTY OF BUSINESS



Winter is Coming:
Marketers will cut budgets



Offer 1:1 appointments



STARDUST

SPEAKERS, EXPERIENCES SESSIONS



GOLD DUST

BUYER SELLER MEETINGS

GO BEYOND 1:1 MEETINGS



Offer 1:1

Many meetings (Group Demos, Breakouts)

Case Study:

bett

• A Hyve Event

Match made demos

SIDE EVENTS



If you run events:

- › **Increase** supplier ticket prices. By a lot.
- › **Take over venues in proximity**, add them to your prospectus and produce these events.
- › Bring **buyer/seller meetings** to the event.



If you sponsor:

- › We are reaching **dinner saturation**. Show up with a better concept.
- › Still **show up at the event**, especially if they offer pre-booked meetings.

RETHINK SPONSORED CONTENT



Rules for Sponsored Content on Stage:

1. **Bring a Client:** You can only be on stage if you bring a client
2. **Force a Format:** Use clear, challenging formats like PechaKucha
3. **Kill the Panel:** Unless you use a different format for it.



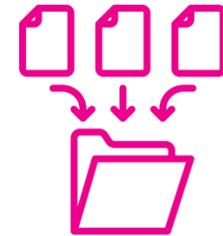
Content Bundling & Location:

- **Bundle content sponsorship** with activations or booths.
- **Keep sponsored content** areas next to the trade show floor.
- **Get sponsors** to moderate roundtables

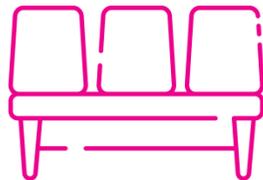
GIVEAWAYS



Avoid just giving away free stuff



Always collect the data



Lounges are very welcome



Have your staff talk to every visitor

Before you go Here are two ways I can help:

Boldpush+ — A content + community platform for event strategists. We are a group of action and growth. We care about business. Exclusive events, advanced tactics, and actionable reports. A platform for doers with an average of 15 years of experience in the industry. The path to becoming a successful event strategist.

Boldpush — Our signature consulting for corporate event marketing teams, event tech companies, associations, and trade shows. Fortune 500 companies and household media brands engage us to grow their events.



Boldpush

Boldpush