

CLOUD
SOFTWARE
ASSOCIATION

Sponsorships

2021



CLOUD
SOFTWARE
ASSOCIATION

We're the network
of 4000+ SaaS
partnership leaders

Google ORACLE®  Dropbox

 salesforce  Microsoft Gartner  Zendesk

HubSpot  pipedrive  inVISION DocuSign®

DRIFT  AT&T ActiveCampaign >

 INTERCOM  shopify facebook

zapier  PayPal  CISCO®

★ Trustpilot  Adobe  GE Sprint 

SAP® amazon  Dropbox LG

 zoom intuit® Marketo®

DELL  Square  Constant Contact  aircall

 airbnb  mailchimp  monday.com  Hootsuite™

All trademarks are the property of their respective owners

“I wish I had known about this group before. I came away with some great insights into how others solve problems in their partner programs.”

Heath Allen,
Sr Manager Product Partnerships
Indeed



Meet our powerful, connected board



EXECUTIVE DIRECTOR

Evan Radisic
Executive Director
Cloud Software Association



PRESIDENT

Sunir Shah
CEO
AppBind



CHAIR

Jason Breed
Global Lead, Partnerships & Alliances
Crownpeak



DIRECTOR + TREASURER

Steven Larsen
Advisor
WizeFi, Tallyfor



DIRECTOR + SECRETARY

Tyrone Lingley
Head of Partnerships
Ally.io



DIRECTOR

Bob Moore
CEO
Crossbeam



DIRECTOR

Rajiv Ramanan
Director - Startup Program and
Technology Alliances
FreshWorks



DIRECTOR

Cory Snyder
Vice President of Channel Sales
Maropost



DIRECTOR

Leslie Tom
Senior Vice President, AppExchange
Marketing & Programs
Salesforce



DIRECTOR

Bryn Jones
Co-Founder, CEO
PartnerStack



DIRECTOR

Cody Jones
Head of Partnerships
Zapier



DIRECTOR

Jake Jorgovan
Vice President, Podcast Production
Content Allies



DIRECTOR

Swaroop Kolli
Founder & CEO
Pronto



DIRECTOR

Siddhartha Agarwal
Managing Director, SaaS Partnerships &
Co-Innovation
Google Cloud



DIRECTOR

Eric Chan
Head of Global Partnerships
Chargebee



DIRECTOR

Sue Fernand
Director of Alliances and CPaaS
8x8



DIRECTOR

Herb Hogue
VP/GM of Cloud at AppSmart
AppSmart / AppDirect

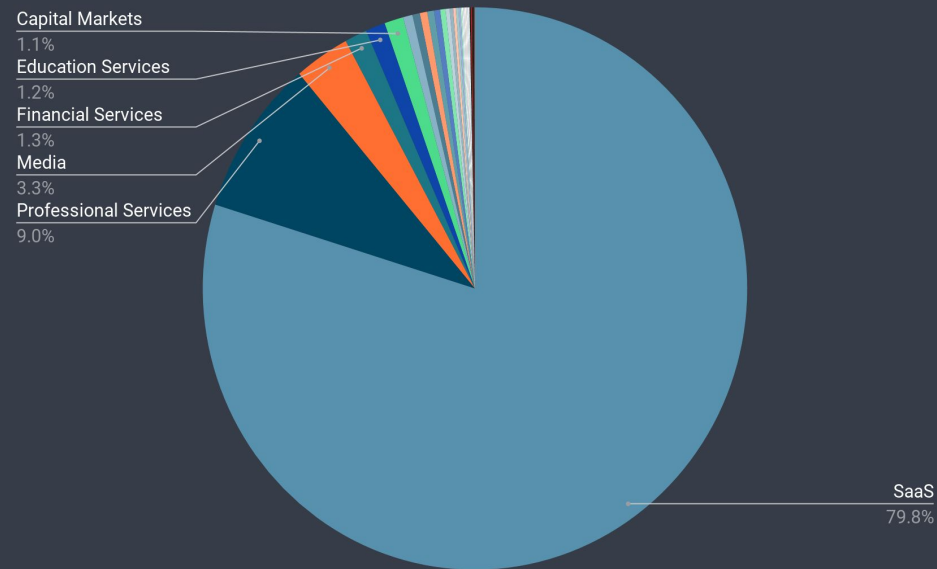
We bring the SaaS market together

We're the one place SaaS partnership leaders go to network with their peers, close deals, and learn.

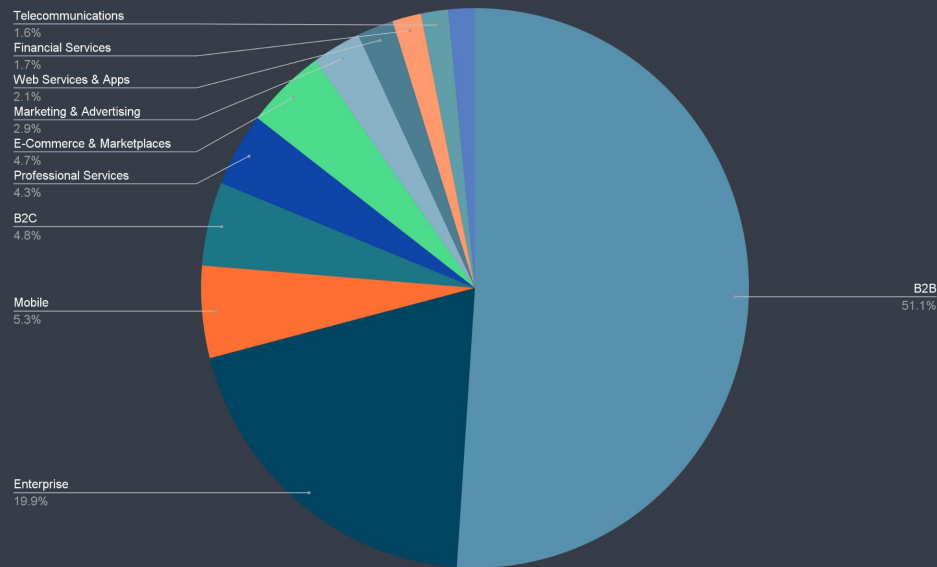
We reach members through our Slack community, blog, podcast, newsletter, member directory, strategic advisor network, curated masterclasses, annual cocktail parties...

...and most importantly, our annual conference: **SaaS Connect**.

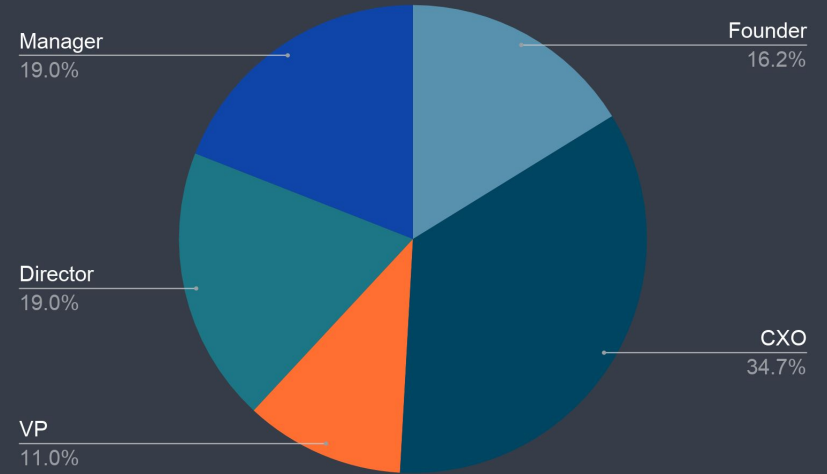
We're SaaS.



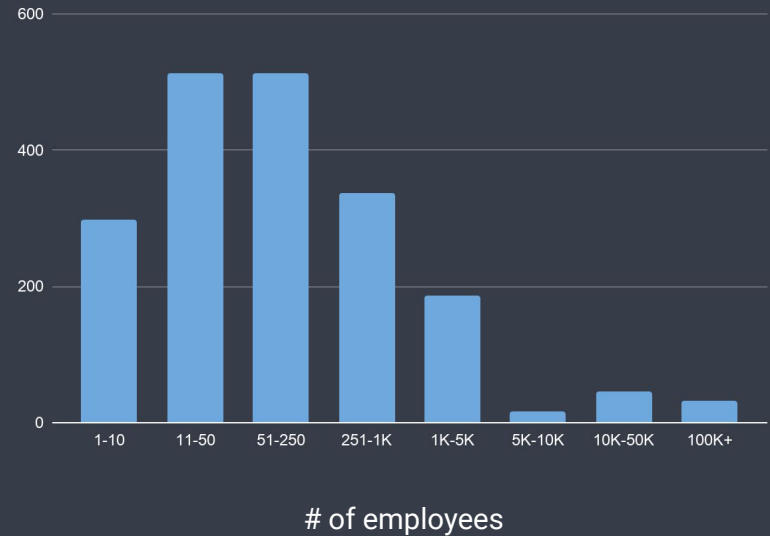
We span SaaS
industries
from **B2B**
to **consumer**
to **ecommerce**
to **fintech**.



We reach CXO, marketing,
partnership, channel, and
platform executives and
decision makers



Our members are
growth-phase startups,
unicorns and enterprises.



Make it your association!

**Access our network of
4,000+ SaaS partnership
leaders all year.**

Enterprise membership (\$20k)

Stay close to the network of SaaS partnership leaders all year.

Enterprise members have access to our communication platforms, events, and direct the agenda at our conference and other platforms all year.

- Speak at SaaS Connect, our annual conference
- 1 campaign a quarter (e.g. newsletter, livestream, cocktail party)
- Join the board to make the conference and content your own by setting the agenda



SAAS CONNECT

April 27-28, 2022
San Francisco

The SaaS partnership conference

Reach 400+ SaaS partnership
leaders at the world's most
influential SaaS companies.



SaaSConnect.org

“SaaS Connect is the most valuable conference I attend each year. It is an opportunity to meet and get to know the top business development people in other companies in our space.”

Naruby Schlenker
Head of Strategic Partnerships
Flowspace



10 years of SaaS Connect!



What's included



400 attendees

We're the largest collection of SaaS partnership leaders in one place. This means you can grab anyone standing next to you and it's 99% likely it's worthwhile chat.



Only 16 Exhibitors

Every vendor stands out, which is why we attract the most powerful companies targeting SaaS every year.



30 Sessions

We curate the best of the best. From ecosystem plays to tactical approaches to working with resellers/distributors.



12 Workshops

Roundtable facilitated discussions on a variety of topics that will change how you approach partnerships



4 networking events

Not just coffee breaks. These are designed for A+ facetime. We all know this is where the real magic happens. After all we're in partnerships!



168 Videos

We record everything. All the sessions are available for download after the event. On demand.



1 Executive Membership

Content doesn't stop. Each attendee receives a one-year executive membership. Weekly Masterclasses by some of the best in the business. All year. And much more.



4000+ person community

The networking doesn't stop. Our Slack community continues to network and discuss issues year-round. Think of it as your support network.

“JazzHR has launched a number of key channel partnerships that originated at the SaaS Connect event and to which we can directly attribute 7 figures plus of ARR.”

Pete Lamson
CEO
JazzHR



| TRADE SHOW TABLE | SOLD OUT | SOLD OUT | |
|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| PARTY TABLE | | | BRAND BUNDLE |
| \$8K | \$5K | \$20K | \$6K |
| Meet everyone | Command everyone's attention | The best real estate at SaaS Connect | Plant a flag |
| Table in main hall | Table at evening party | Lounge (couches + tables) | Wall hangings |
| Attendee list | Branding during party | Attendee list | 1 push notification |
| Logo on website, communication, signs | Logo on website, communication, signs | Logo on website, communication, signs | Logo on website, communication, signs |
| 2 conference passes | 2 conference passes | 4 conference passes | 1 swag bag item |

Get on the agenda

Get on stage. Spread your message. The agenda at SaaS Connect consists of personal and professional case studies. If you have a channel, platform, or service to promote, the way to get on the agenda is to sponsor a session.

The agenda has full-room keynote sessions in the morning which breaks into two tracks in the afternoon.

| | | | |
|---------------------------------------|---------------------------------------|--------------------------------|---------------------------------------|
| SOLD OUT | SOLD OUT | | |
| KEYNOTE | AFTERNOON SESSION | CLINIC | WORKSHOP |
| \$15K | \$10K | \$4K | \$8K |
| Reach every attendee | Spread your message | Schedule 1:1s at your booth | Teach attendees |
| Full-room session | Half-room session | Get on the agenda | Half-room at lunch |
| 30 minutes | 30 minutes | 2 full days | 45 minutes |
| Video recorded (optional) | Video recorded (optional) | Dedicated booking calendar | Video recorded (optional) |
| Attendee list | Attendee list | 1 email promotion to attendees | Attendee list |
| Logo on website, communication, signs | Logo on website, communication, signs | 1 conference pass | Logo on website, communication, signs |
| 2 conference passes | 2 conference passes | Add-on to trade show table | 2 conference passes |

Power Networking

We make the entire conference about meeting people.

The networking hall is the busiest and best place to meet attendees. Strategically placed in the lobby surrounding the session rooms, you will meet everyone at the event here.

Plant a flag, get the attendee list, book meetings.

“I've been in software for 20 years. As a Global Revenue Leader, SaaS Connect was, without question, the most engaging and relevant conference I've attended. Ever.”

Brian Rainboth
Head of Partnerships
ACL

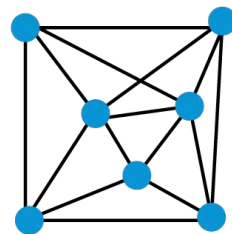


Thank you!

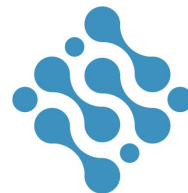
Evan Radisic

Managing Director

evan@cloudsoftwareassociation.com



CLOUD
SOFTWARE
ASSOCIATION



SAAS CONNECT