



SPONSOR PROSPECTUS

samsara

BEYOND 24

JUNE 26-28, 2024 • CHICAGO, IL





About Samsara Beyond

Samsara Beyond 24 is the premier event for leaders changing the game in physical operations. Not only are they investing in better jobs and better tools, they're using technology to create a better future for their organizations and communities.

As a sponsor, your business will be in the spotlight for thousands of attendees representing the largest operations companies. Hosted at the 4-star Sheraton Grand Chicago Riverwalk Hotel in Chicago, Illinois, Beyond 24 will take place June 26–28 and feature inspiring keynotes from Samsara leadership as well as notable guest speakers. Hands-on workshops, pro-courses, and sharing sessions will take attendees' knowledge to the next level, while our Expo Hall will highlight the depth and diversity of our partner ecosystem. Attendees will go home ready to apply learnings to their own operations and build on the community that blossomed in Chicago.

Put a spotlight on your solution and services, and make lasting connections within the Samsara ecosystem.



Beyond 2024 at a Glance

Audience

We're excited to welcome 2500+ executive-level professionals representing large and complex physical operations in trucking & transportation, wholesale & retail, field services, oil & gas, utilities, state & local governments, and more.

Venue

Sheraton Grand Chicago Riverwalk, June 26-28
301 E North Water St, Chicago, IL 60611



Beyond 2023 by the numbers

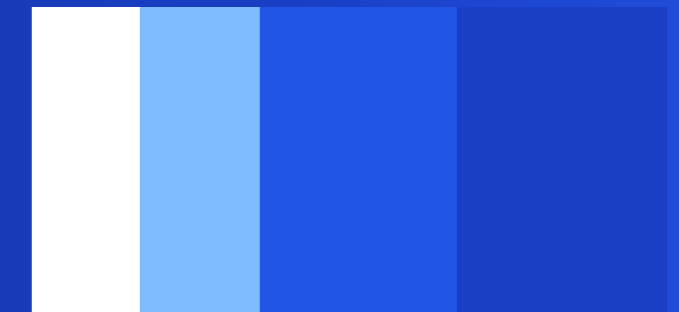
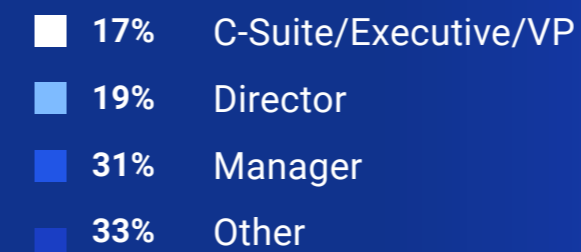
ATTENDEES BY INDUSTRY



ATTENDEES BY COMPANY SIZE



ATTENDEES BY LEVEL



SAMSARA EVENT SPONSORS SAY

“Beyond is better than an industry trade show. It’s a concentration of all the customers we want to talk to, and the quality of industry-leading attendees is unlike any conference we have ever been to.”

—PRO-VISION

Thank You to Our Beyond 2023 Sponsors



Schedule Overview

We're bringing you 10+ hours of dedicated exhibition time with no other competing programming. Plus, you can connect with conference attendees during two dedicated happy hours hosted in the expo—during pre-registration on Wednesday and after sessions conclude on Thursday.

WEDNESDAY, JUNE 26

Pre-registration

Partner Summit*

**Welcome Reception
in Expo Hall**

** Partner Summit by invitation only*

THURSDAY, JUNE 27

**Welcome Keynote
& General Session**

Expo & Networking

Breakout Sessions

Expo Hall Happy Hour

Beyond Bash

FRIDAY, JUNE 28

Expo & Networking

Breakout Sessions

**Guest Keynote &
Closing Session**

Exhibition Days & Times**

WEDNESDAY, JUNE 26

Welcome Reception
4:30pm–6:30pm

THURSDAY, JUNE 27

Breakfast
7:30am–9:00am

Networking Lunch
11:30am–1:30pm

Happy Hour Reception
4:00pm–6:00pm

FRIDAY, JUNE 28

Breakfast
7:30am–9:00am

** Times subject to change





Top Reasons to Sponsor

Capture the attention of hundreds of executive-level, industry professionals. You'll stand out with a high-impact sponsorship opportunity, customizable for budgets of all sizes.

Connect with enterprise-level Samsara customers & industry experts.

Achieve your business goals with flexible sponsorship options, aligned to your priorities and resources.

Host a thought leadership speaking session.

Discover the latest updates in Samsara technologies.

SAMSARA EVENT ATTENDEES SAY

“The Beyond event was an extremely open atmosphere for feedback, learning, and provided the support our business desires from a system. I will definitely see everyone next year!”



FRED MATTHEWS

*Sr. Manager of Safety
DHL US Operations*



Sponsorship Package Levels

		Bronze \$6,000 Limit 5	Silver \$15,000 Limit 18	Gold \$25,000 Limit 8	Platinum \$40,000 Limit 2
CONFERENCE ACCESS Full Conference Passes include full access to programs, meals, and social events during the conference.	Full Conference Passes	1	2	3	4
	50% Discount—Full Conference Passes	1	2	3	4
	Partner Summit Passes		1	2	2
	Customer Full Conference Passes				5
	25% Discount—Customer Full Conference Passes	✓	✓	✓	✓
EXHIBIT Highlight your company in the Expo Hall with turnkey-outfitted booth space.	Turnkey Booth Structure	No exhibit	5'x5'	10'x10'	10'x20'
	Included Booth Services		✓	✓	✓
	Lead Scanners		1	1	2
MARKETING Reach attendees at every touch point.	Sponsor recognition—Conference Website, Promotional Emails, Onsite Signage and Conference Mobile App	✓	✓	✓	✓
	Dedicated Conference Mobile App Listing			✓	✓
	Co-Hosted Promotional Webinar			✓	✓
	Co-Hosted Breakout Session				✓
	20% Discount—Co-Hosted Breakout Session			✓	
	Email to Beyond Registrants				✓
	Conference Mobile App Push Notification				✓
ENHANCEMENTS	Option to select ONE of the following: – Lunch Sponsorship – Snack Break Sponsorship – Samsara Social Media Post				✓

À la carte sponsorship options included on page 12



Platinum Sponsorship \$40,000 | 2 AVAILABLE

CONFERENCE ACCESS

- **4 Full Conference Passes**—Complimentary passes to be used by booth staff and company representatives.
- **4 50% Off Full Conference Passes**—Discounted passes to be used by booth staff and company representatives.
- **2 Partner Summit Passes**—Complimentary passes to the Partner Summit on Wednesday, June 26 for dedicated sessions, enablement, and awards for a select cohort of Samsara partners.
- **5 Customer Full Conference Passes**—Complimentary passes to be provided to sponsor's key customers.
- **Unlimited 25% Off Customer Passes**—Discounted full conference passes to be shared with sponsor's key customers.

EXHIBIT

- **10x20 Turnkey Booth Structure** in Expo Hall, including a monitor, storage cabinet and prominent logo display. Booth assignments will be made based on sponsorship level and date of contract signature.
- **Booth Services**—Electrical, shared internet, material handling, graphics, A/V included in sponsorship.
- **2 Lead Scanners**—Easily capture the contact information of potential new customers with two included lead scanning devices. All exhibiting sponsors will have access to rent additional lead scanners at their own expense.

Platinum Sponsorship (continued)

CONTENT

- **Breakout Session**—Be a thought leader. Platinum sponsors will have the opportunity to co-host a breakout session with a Samsara speaker. The session will be promoted to all attendees as part of the regular conference agenda. Session must align to an existing track and track description, or must include a joint customer. Note, the session topic and content requires approval by the Beyond team.
- **Co-Hosted Promotional Webinar**—Join Samsara to host a webinar as part of our pre-Beyond promotional series. Logistics will be managed by Samsara, content will be developed in partnership with Samsara. The 45 minute webinar will take place during promotional activities surrounding Beyond, and the attendee list will be shared with sponsor pre- and post- webinar.

MARKETING

- **Email Promotion**—Samsara will send an email to all conference registrants on behalf of the sponsor company. The email will be sent before the event takes place within 1-month of event dates. [Guidelines apply.](#)
- **Sponsor Recognition**—Sponsor logo featured on Beyond website, promotional and follow up emails, on-site signage, and Beyond mobile app.
- **Mobile App Listing**—Option to feature company description, contact information, videos, and file uploads in the Beyond mobile app.
- **Mobile App Push Notification**—Reach attendees with one notification to be pushed out via the Beyond mobile app during the conference. Content to be designed in partnership with Samsara, and is subject to approval.

EXCLUSIVE ENHANCEMENTS

Option to select ONE of the following sponsorship enhancements (not available for purchase or for non-Platinum sponsors):

- **Lunch Sponsorship**—2 Available. Sponsor can choose between lunch on June 27 or 28. Sponsor logo will be included on napkins, signage, and mobile app.
- **Snack Break Sponsorship**—2 Available. Sponsor can choose between snack breaks on June 27 or 28. Sponsor logo will be included on napkins, signage, and mobile app.
- **Social Media Posts**—2 Available. Sponsors will receive social media posts mentioning their sponsorship of the Samsara Beyond event on Samara's Twitter/X, Facebook, and LinkedIn before and during the Samsara Beyond event. Samsara will be responsible for creating the post(s) caption and creative. [Guidelines apply.](#)



Gold Sponsorship \$25,000 | 8 AVAILABLE

CONFERENCE ACCESS

- **3 Full Conference Passes**—Complimentary passes to be used by booth staff and company representatives.
- **3 50% Off Full Conference Passes**—Discounted passes to be used by booth staff and company representatives.
- **2 Partner Summit Passes**—Complimentary passes to the Partner Summit on Wednesday, June 26 for dedicated sessions, enablement, and awards for a select cohort of Samsara partners.
- **Unlimited 25% Off Customer Passes**—Discounted full conference passes to be shared with your key customers.

EXHIBIT

- **10x10 Turnkey Booth Structure** in Expo Hall, including a monitor, storage cabinet and prominent logo display. Booth assignments will be made based on sponsorship level and date of contract signature.
- **Booth Services**—Electrical, shared internet, material handling, graphics, A/V included in sponsorship.
- **1 Lead Scanner**—Easily capture the contact information of potential new customers with an included lead scanning device. All exhibiting sponsors will have access to rent additional lead scanners at their own expense.

CONTENT

- **Add-On Breakout Session**—Be a thought leader. Gold sponsors will have access to add on a breakout session co-hosted with Samsara at a 20% discount. The session will be promoted to all attendees as part of the regular conference agenda. Note, the session topic and content requires approval by the Beyond team.
- **Co-Hosted Promotional Webinar**—Join Samsara to host a webinar as part of our pre-Beyond promotional series. Logistics will be managed by Samsara, content will be developed in partnership with Samsara. The 45 minute webinar will take place during promotional activities surrounding Beyond, and the attendee list will be shared with sponsor pre- and post- webinar.

MARKETING

- **Sponsor Recognition**—Sponsor logo featured on Beyond website, promotional and follow up emails, signage, and Beyond mobile app.
- **Mobile App Listing**—Option to feature company description, contact information, videos, and file uploads in the Beyond mobile app.

Silver Sponsorship \$15,000 | 18 AVAILABLE

CONFERENCE ACCESS

- **2 Full Conference Passes**—Complimentary pass to be used by company representative.
- **2 50% Off Full Conference Passes**—Discounted pass to be used by company representative.
- **1 Partner Summit Pass**—Complimentary pass to the Partner Summit on Wednesday, June 26 for dedicated sessions, enablement, and awards for a select cohort of Samsara partners.
- **Unlimited 25% Off Customer Passes**—Discounted full conference passes to be shared with your key customers.

EXHIBIT

- **5x5 Turnkey Booth Structure** in Expo Hall, including a monitor, storage cabinet and prominent logo display. Booth assignments will be made based on sponsorship level and date of contract signature.
- **Booth Services**—Electrical, shared internet, material handling, graphics, A/V included in sponsorship.
- **1 Lead Scanner**—Easily capture the contact information of potential new customers with an included lead scanning device. All exhibiting sponsors will have access to rent additional lead scanners at their own expense.

MARKETING

- **Sponsor Recognition**—Sponsor logo featured on Beyond website, promotional and follow up emails, signage, and Beyond mobile app.

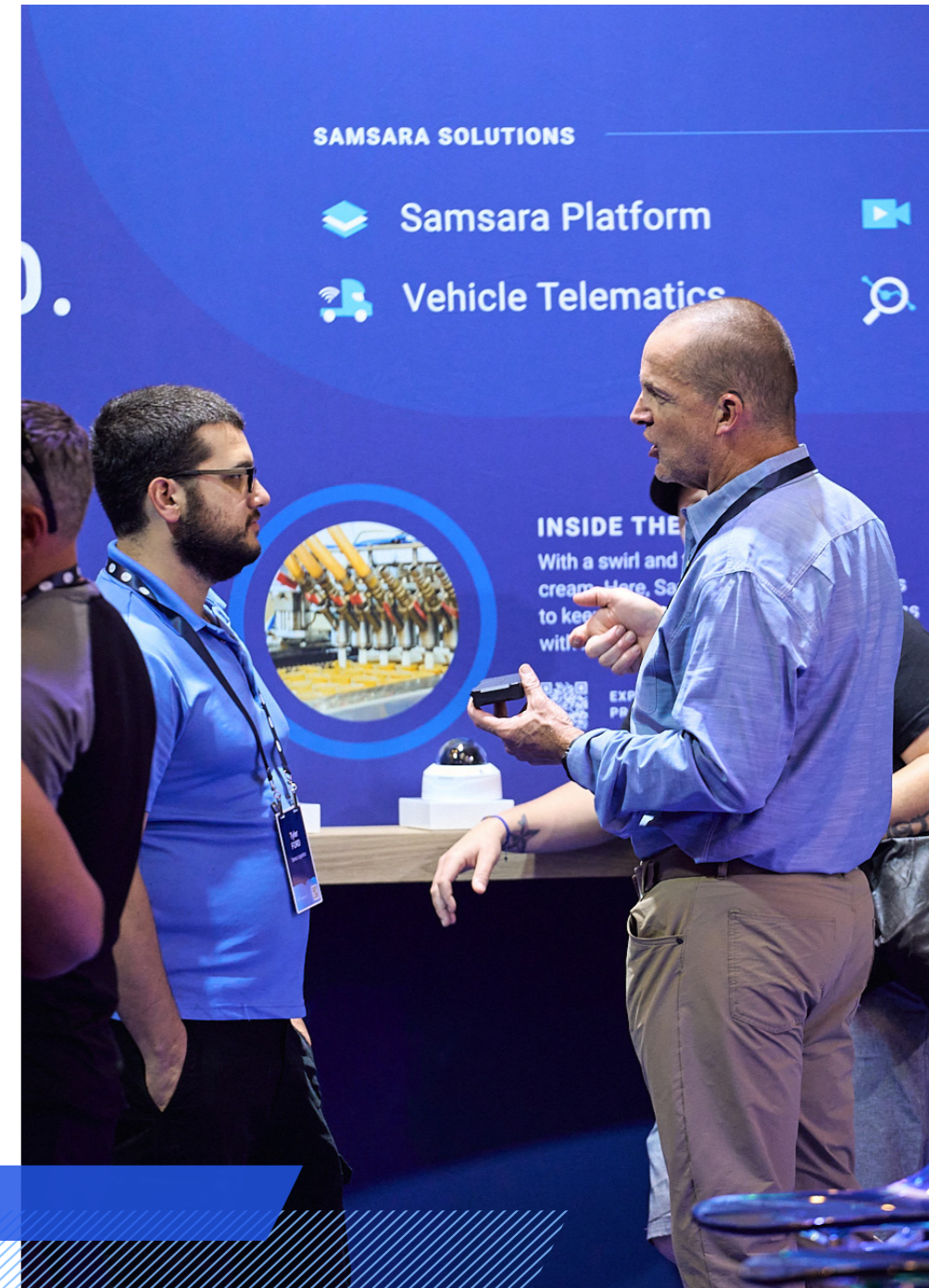
Bronze Sponsorship \$6,000 | 5 AVAILABLE

CONFERENCE ACCESS

- **1 Full Conference Passes**—Complimentary pass to be used by company representative.
- **1 50% Off Full Conference Passes**—Discounted pass to be used by company representative.
- **Unlimited 25% Off Customer Passes**—Discounted full conference passes to be shared with your key customers.

MARKETING

- **Sponsor Recognition**—Sponsor logo featured on Beyond website, promotional and follow up emails, signage, and Beyond mobile app.



À la Carte Sponsorships

Content

BREAKOUT SESSION HOST

\$25,000 Limit 2

Co-host a thought leadership or technical breakout session at Beyond with a member of the Samsara team. Breakout session information will be published on the conference website, mobile app, and agenda, and will be promoted via email to select attendees. Session attendee data will be shared with session sponsors for personalized follow-up. Note, speakers must adhere to deadlines and guidelines provided by Samsara. All presentation content will be provided by Sponsor then reviewed and approved by Samsara.

MOBILE APP PUSH NOTIFICATION

\$1,500 Limit 2

Stay top of mind by sending a mobile app push notification to all Beyond attendees. Notification content will be designed in partnership with Samsara and is subject to approval.

Attendee Engagement & Branding

BRANDED BEYOND BASH BUSES

\$40,000 Limit 1

Make your company's mark as the exclusive sponsor of the Beyond Bash transportation. All attendees of Beyond are invited to the off-site Beyond Bash on Thursday, June 27. Branding will be custom designed in partnership with Samsara, and is subject to approval.

SOCIAL EVENT

\$20,000 Limit 2

Become the host with the most at a target audience-focused (ex. industry, persona) social event, promoted via email. As the host, sponsor name and company logo will be prominently displayed. Attendee data will be shared with sponsors for personalized follow-up after the event, capacity limit of 50 attendees.

EXPO HALL NETWORKING RECEPTION

\$15,000 Limit 1

Bring the fun to the Expo Hall with an exclusive sponsorship of the Expo Hall Networking Reception! Sponsor branding will be available during dedicated reception hours through signage, napkins, custom cocktail/mocktail, mobile app push notification, and optional promotional item placement at bars and cocktail tables. Promotional items to be provided by sponsor and approved by Samsara.

COFFEE CART

\$10,000 Limit 1 per day

Get attendees buzzing by hosting a barista coffee cart on Thursday or Friday morning, in the Expo Hall. Custom branded coffee sleeves and napkins will be provided, and all cart visitors will be scanned and shared with the sponsor as leads. This opportunity is limited to one sponsor per day.



How to Reserve Your Sponsorship

- 1 Reach out to sponsorships@samsarabeyond.com to generate a sponsorship agreement.
- 2 Once your agreement is signed and invoiced, further instructions will be provided regarding attendee registration, sponsorship deliverables, and next steps.
- 3 If exhibiting, your company's main contact listed on the application will be contacted regarding show services.
- 4 Pay Invoice. Your invoice must be paid and received in full within 30 days of the sponsorship confirmation approval date in order to secure your sponsorship. You will receive a link to submit payment once your contract has been signed.

HAVE OTHER IDEAS?

We'd love to work with you to create a sponsorship package that meets your needs.

Reach out to sponsorships@samsara.com build a custom opportunity.

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