



# SPONSOR PROSPECTUS

samsara

B E Y  N D 23  
.....

JUNE 21-23, 2023 • AUSTIN, TX

# About Samsara Beyond



Samsara Beyond 23 brings together leaders committed to protecting their teams, achieving operational excellence, and using cutting-edge technology to keep global operations running. Attendees will learn about the latest innovations to empower their workers and evolve their operations, while experiencing our partnerships and community first-hand.

As a sponsor, your business will be in the spotlight for hundreds of attendees from large operations companies. Hosted at the 4-star Fairmont Hotel in Austin, Texas, Beyond 23 will take place June 21–23 and feature inspiring keynotes from Samsara leadership as well as notable guest speakers. Hands-on workshops and pro-courses will take attendees' platform knowledge to the next level, while our partner expo 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 relationships that blossomed in Austin.

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

## SAMSARA EVENT ATTENDEES SAY

“To be on the cutting edge of technology, come to a Samsara event. It's phenomenal.”



**BRIAN MELLEN**

*CIO, ITS ConGlobal*

## Beyond 2023 at a glance

### Audience

We're excited to welcome over 800 executive-level, industry professionals representing large and complex physical operations in trucking and transportation, wholesale and retail, field services, oil and gas, utilities and state & local governments.

### Venue

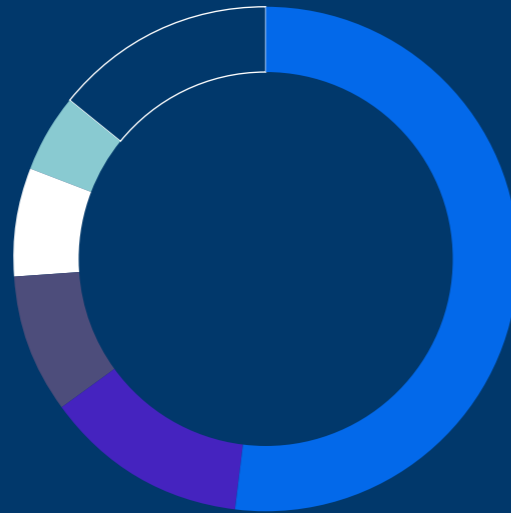
**The Fairmont Austin, June 21-23**  
101 Red River St, Austin, TX 78701



## Beyond 2022 by the numbers

### ATTENDEES BY INDUSTRY

- Transportation & Warehousing: 52%
- Construction + Field Services: 13%
- Oil & Gas, Utilities: 9%
- Food & Beverage: 7%
- Manufacturing & Wholesale Trade: 5%
- Other: 14%



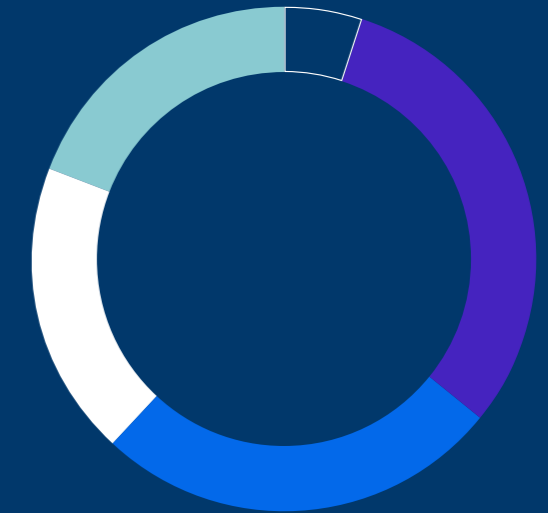
### ATTENDEES BY COMPANY SIZE

- Fleets 1000+: 74%
- Fleets 100+: 26%



### ATTENDEES BY LEVEL

- IT: 5%
- Safety / Operations / Field: 31%
- Director: 26%
- Executive: 19%
- Other: 19%



BEYOND EVENT SPONSORS SAY

“Our team had a fantastic time at Samsara Beyond 22.

The conference offered us tons of opportunities to connect with industry professionals and showcased innovative technology solutions.”

—DRIVEWYZE

## Thank You to Our Beyond 2022 Sponsors



SAMSARA EVENT ATTENDEES SAY

“The events let  
you see what’s  
on the horizon.”



**ROBERT HOWARD**

COO, Dohrn Transfer Company

## Samsara Beyond experience

Samsara Beyond celebrates our community with impactful sessions and experiences that help attendees transform their business. Partners can attend and participate in session tracks that help attendees:

### **Team empowerment**

See the latest innovations in worker tools and compare notes with other leaders.

### **Next-level efficiency**

Get the inside track on the latest tech and tactics to capture efficiencies and scale them across an organization. Learn from professionals and take tools home to your business.

### **Tech to take on tomorrow**

Find new ways to leverage data in your operations so your team has the info they need to make the right decision today while preparing for tomorrow.

## Schedule overview

Get ready for 10 hours of dedicated exhibition time with no other competing programming. Plus, 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 21

Pre-registration

Welcome Reception  
& Exhibitor Expo

Insurance Partner  
Summit\*

\* Insurance Partner Summit  
by Invitation Only

### Thursday, June 22

Welcome Keynote  
& General Session

Expo & Networking

Breakout Sessions

Evening Celebration

### Friday, June 23

Breakout Sessions

Expo & Networking

Guest Keynote Closing





## Boost your brand at Samsara Beyond

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

### TOP REASONS TO SPONSOR

**Connect** with engaged enterprise-level Samsara customers & industry experts.

**Host** a speaking session about innovation with the community.

**Match** your priorities and resources with flexible sponsorship options.

**Meet** with your Samsara partners team in person.

Have other ideas? We'd love to work with you to create a sponsorship package that meets your goals. Reach out to [sponsorships@samsarabeyond.com](mailto:sponsorships@samsarabeyond.com) to build a custom opportunity.

---

BEYOND EVENT SPONSORS SAY

“Samsara did such a great job on the event and it was a huge success. We appreciate the partnership and can’t wait for the next one!”

—E2



### Sponsorship package levels

	Bronze \$5,000 Limit 8	Silver \$12,000 Limit 10	Gold \$20,000 Limit 5	Platinum \$35,000 Limit 2
Sponsor recognition on the conference website, promo emails, onsite signage, mobile app	✓	✓	✓	✓
Conference pass(es) for access to programs, meals, and social events during the conference	1	2	3	4
Option to purchase additional passes at 50% off	1	2	3	4
Access to programs, meals, and social events during the conference	✓	✓	✓	✓
Turnkey booth space in Expo Hall*		5'x5'	10'x10'	10'x20'
25% discount code to invite your customers	✓	✓	✓	✓
Conference mobile app listing			✓	✓
Option to add item to Welcome Bag (item supplied by partner)				✓
Dedicated semi-private meeting table in executive meeting lounge			✓	
Dedicated private room for meetings or sponsor experience				✓
30-minute co-hosted breakout session**				✓
Pre- or post-event email to Beyond Registrants ***				✓
Mobile app push notification ***				✓
Complimentary registration passes for your customers				5

\* Booth assignments will be made based on sponsorship level and on a first-come, first-served basis.

\*\* Topic & content subject to approval by Samsara

\*\*\* Copy provided by partner, email approved & sent by Samsara



# Sponsorship package highlights

## Includes

### CONFERENCE REGISTRATIONS

Experience Beyond 2023 on us. Conference registrations based on sponsorship level include full access to programs, meals, and social events during the conference. Each sponsorship also includes additional registration(s) at a 50% discount.

### TURNKEY BOOTH SPACE

A booth dedicated to you. Silver, Gold and Platinum sponsors get a spot on the Beyond exhibitor floor—size is based on sponsorship level. The space includes a monitor, storage cabinet and prominent logo display. Shared internet access will be available. Note, dedicated internet will be at the sponsors expense.

### MOBILE APP LISTING

Reach attendees at every touch point. Gold and Platinum sponsors have the option to post company information in the conference mobile app.

### MEETING SPACE

Connect with attendees at ease. Gold sponsors will have a dedicated semi-private meeting table in the executive meeting lounge. Platinum sponsors will have a private meeting room.

### 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. Note, the session topic and content requires approval by the Beyond team.

### EMAIL PROMOTION

As an added benefit for Platinum sponsors, Samsara will send an email to all conference registrants on behalf of the sponsor company. The email can be sent before or after the event takes place within 1-month of event dates. Note, copy to be provided by sponsor.

## EXHIBITION DAYS & TIMES

### Wednesday, June 21

**Welcome Reception**  
4:00pm – 6:30pm

### Thursday, June 22

**Breakfast in the Expo**  
7:30am – 9:00am

**Lunch in the Expo**  
12:00pm – 1:30pm

**Happy Hour in the Expo**  
4:00pm – 6:30pm

### Friday, June 23

**Breakfast in the Expo Hall**  
7:30am – 9:00am





## A la carte sponsorships

### Content

#### BREAKOUT SESSION HOST

**\$20,000** Limit 2

Co-host a thought leadership or technical breakout session at Beyond with a member of the Samsara team. Session attendee data will be shared with session sponsors for a personalized follow-up. Note, speaker must adhere to deadlines and guidelines provided by Samsara, as well as have presentation content reviewed and approved by Samsara.

#### MOBILE APP PUSH NOTIFICATION

**\$3,000** Limit 3

Stay in touch by sending a mobile app push notification to all Beyond attendees. Notification content must be reviewed and approved by Samsara.

## Attendee Engagement

### INDUSTRY SOCIAL EVENT

**\$15,000** Limit 3

Become the host with the most at an industry-focused social event, promoted via email. As the host, sponsor name and company logo will be prominently displayed. You can also provide company representatives to be moderators and facilitate the meet up. Session attendee data will be shared with sponsors for personalized session follow-up.

### SNACK EXPERIENCE

**\$15,000** Limit 1 per day

Set your booth apart by treating Beyond attendees to an elevated and interactive snack experience on Wednesday or Thursday afternoon during dedicated booth hours. Some ideas include a bagel or donut pegboard, self-serve candy kiosk, or cupcake decorating station. Hurry, this opportunity is limited to one sponsor per day.

### COFFEE CART

**\$15,000** Limit 1 per day

Get attendees buzzing by hosting a barista coffee cart on Thursday or Friday morning, outside of booth hours. Coffee will be served in cups featuring your logo and all cart visitors will be scanned and shared with the sponsor as leads. Hurry, this opportunity is limited to one sponsor per day.

### COCKTAIL OR MOCKTAIL SPONSOR

**\$15,000** Limit 1 per day

Serve up a memorable experience by treating attendees to a cocktail or mocktail in the Exhibit Hall on Wednesday or Thursday afternoon. Pick a fun, custom drink name and distribute from your booth during the dedicated booth hours. Hurry, this opportunity is limited to one sponsor per day.

### MORNING WELLNESS ACTIVITY

**\$10,000** Limit 1 per day

From pumped up to chilled out, sponsor a morning activity and show attendees how important wellness is to your company. Ideas include yoga, a Fun Run, Barry's Bootcamp, even meditation led by Sam Harris. This is an opportunity to reach attendees in an untraditional way.

## Branding

### WRAPPED RECEPTION SHUTTLES

**\$40,000** Limit 1

Make quite the first impression by wrapping one of the shuttles taking attendees to the party on Wednesday evening.

### BRANDED FOOTPRINTS

**\$6,000** Limit 1

Create a fun pathway leading right to your booth from the Expo Hall entrance, directing traffic your way.

### CHARGING STATIONS

**\$6,000** Limit 4

Help attendees stay charged up on every device. Sponsor a charging station strategically placed in the event.

### CO-BRANDED WATER BOTTLE

**\$6,000** Limit 1

Keep attendees hydrated with a reusable water bottle gifted to everyone in the welcome bag. Your logo will be right next to the Samsara Owl.

### CO-BRANDED NOTEBOOK + PEN

**\$6,000** Limit 1

Give attendees a spot to jot down their thoughts. Your company logo will be next to the Samsara Owl on a notebook and pen gifted to everyone in the welcome bag.

## How to reserve your sponsorship

- 1 Reach out to [sponsorships@samsarabeyond.com](mailto: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 by our show services vendor, Spiro, 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.

All sponsorship packages and add-ons are sold on a first-come, first-served basis. All items are subject to Samsara's approval. An approved application is required to secure your sponsorship.

For information about becoming a sponsor, please email [sponsorships@samsarabeyond.com](mailto:sponsorships@samsarabeyond.com).

The Beyond Team is excited to partner with you.

See you in Austin!

