



**November 16 - 19, 2015**

**Fort Mason Center**

2 Marina Blvd., San Francisco, CA 94123

Expected Attendance: 2,000 in person;  
5,000+ via livestream

## Sponsorship Opportunities

The Lean Startup Conference, now in its sixth year, draws entrepreneurs and corporate innovators to address the challenges of starting, scaling and sustaining innovation. The conference is four days, with a two-day main event on Nov 17 & 18, featuring keynotes and breakout talks with over 80 speakers, structured around the urgent questions entrepreneurs and corporate innovators face; two additional days of events help attendees target their learning and meet relevant people through in-depth workshops, startup site visits, Q&A sessions with Eric Ries, speed mentoring with our experts, lightning talks, and group dinners.

For sponsors, The Lean Startup Conference is an opportunity to align with innovators, connect with businesspeople who are making important choices right now about tools and services, and reach a pre-qualified audience with proven interest in learning new skills and tools. Whether you're looking to highlight your own advanced management techniques, generate leads, sell your product, or bring your team to learn, sponsoring The Lean Startup Conference puts you right in the center of the global conversation about innovation and growth.

## 2014 Conference Participation

### STARTUPS VS ESTABLISHED COMPANIES

Startups	40%
Established Companies	46%
Enterprise (10,000+ Employees)	14%

### GEOGRAPHY

Bay Area	33%
United States	47%
Outside US	20%

Both B2B & B2C	45%
B2B	36%
B2C	19%

### SECTORS REPRESENTED

Technology	65%
Professional Services/ Consulting	25%
Media	12%
Education	14%
Non-profit	12%
Consumer Products	13%
Hardware	6%
Finance	13%
Government	3%
Other	16%

*There is some overlap among sectors.*

### JOB TITLES REPRESENTED

C-level execs/Founders	30%
General Management	45%
Engineer/Developer	25%
Product Management	35%
Sales/Business Dev.	25%
Consulting	24%
Marketing	21%
UX/Design	14%

*There is some overlap among titles.*

**If your company provides any of these solutions, The Lean Startup Conference is an essential element in your marketing mix:**

**Analytics**

**Agile/scrum training and consulting**

**Cloud/stack tools**

**Developer tools**

**Event management**

**Lean Startup consulting**

**Legal**

**Manufacturing**

**Media to reach entrepreneurs**

**Mobile strategy**

**Project and process management tools**

**UI/UX services**

**VC and other equity investment**

**Small business operating solutions:**

- **Accounting**
- **Customer service software**
- **Financial software**
- **Human resources**
- **Marketing tools**
- **Sales management/CRM**
- **Support ticket software**

## **B2B vs B2C**



The event is primarily B2B, both in that our attendees are themselves businesspeople looking for products and services for their companies and in that a slight majority of them are creating B2B services themselves. Whether they work for standalone startups or within an established company, our attendees are interested in solutions for starting and scaling their businesses.

The event also draws a contingent of “pre-preneurs,” people who are not yet running a startup but are looking for resources to do so.

How many people came and from where? In 2014, we hosted more than 1,600 people live and more than 7,000 joined via livestream from around the world.

## Opportunity for sponsors to reach attendees from established companies and startups:

- Decision-makers buying tools and services to help their businesses succeed.
- Developers searching for the best stack services on which to launch and scale their new products.
- Business managers and engineering leads in urgent need of expertise in modern product development.
- Business leaders and marketers eager to better measure business activity at all levels.
- UI/UX/design leads seeking intuitive ways to assess customer and user experiences.
- Product managers looking to level up their cross-functional approaches and support productivity.
- Leaders and individual contributors across functions looking for job opportunities with forward-thinking companies.

\*We customize sponsorships based on your current initiatives.

Awareness	Research & Familiarity	Short List & Consideration	Decision & Purchase
<ul style="list-style-type: none"> <li>■ Introduce your product to our community of innovators while increasing product visibility and stature within the community</li> <li>■ Build excitement and allow people to experience your product</li> <li>■ Get feet on the ground and learn how entrepreneurs make decisions</li> </ul>	<ul style="list-style-type: none"> <li>■ Help attendees understand and become comfortable with your product</li> <li>■ Become visible, active and relevant in the The Lean Startup Conference community and/or provide meaningful contributions.</li> <li>■ Drive interactions with industry partners and events</li> </ul>	<ul style="list-style-type: none"> <li>■ Generate leads</li> <li>■ Demonstrate leadership as an innovator, showcasing case studies and/or proven methods for implementing change and growth</li> <li>■ Make a lasting impression by demonstrating why you're the preferred solution</li> </ul>	<ul style="list-style-type: none"> <li>■ Help customers understand the costs and benefits face-to-face or by providing an online offering</li> <li>■ Acquire customers and/or get on-site signups for your product or service</li> <li>■ Give customer perks and incentives throughout the four conference days</li> </ul>

## Past Sponsor Accolades

“We weren’t even on-site for the event, and still had a really great experience. The sponsorship was managed well, and we appreciated the photos that were emailed to us in real-time. We also liked the reminders about when things were due in preparing for the sponsorship.” - **Moo**

“Part of our sponsorship involved a bundle of scholarship passes. We had a ton of interest from our network, and people were really excited about it. It was nice to do something proactive for our non-funded companies.” - **Andressen Horowitz**

“Your audience is much different than most, and you’re the masters of it. We had conversations with startups and entrepreneurs, helping us figure out what business-related content they want to see, which helps our business grow.” - **O’Reilly Media**

“The mention from stage was personal and powerful. I appreciate it, and it represents a real relationship. The Lean Startup Conference brings together a community that most other conferences don’t have. It’s more of an early-adopter territory. People are trying to create value and do things in the world that are hard. They’re working on what needs to be done. You’ve got a tiny subset of the world focused on making change that will transform parts of the world. It’s a special thing, and people recognize that. It’s also collaborative and open.” - **Moves the Needle**

## Media Outlets

The Lean Startup Conference is a draw for top-tier U.S. and international media outlets, with over 40 attending journalists. This interest translated into positive coverage, including live tweets/blog posts, broadcast interviews with speakers and sponsors, and multiple stories following the event. The Lean Startup team includes a media relations specialist, who reaches out to journalists before, during and after The Lean Startup Conference. Following is a list of attending media outlets from past shows:

**33voices**  
**Entrepreneur Handbook**  
**Accelerator London (UK)**  
**BBC (UK)**  
**Berkeley Byte**  
**Business Insider**  
**Castalia (Japan)**  
**EFE (Spain/Latin America)**  
**Entrepreneur.com**  
**Fast Company**  
**The Fetch**  
**Forbes**  
**Forrester (Italy)**  
**Forrester Research**  
**GigaOm**  
**The Guardian (UK)**  
**Ha'aretz (Israel)**

**Harvard Business Review**  
**Huffington Post (UK)**  
**Impact IQ**  
**IM Business Media**  
**Inc.**  
**Innovation.net**  
**International Business Review**  
**The International Journal of**  
**Innovation Science**  
**Jaffe Juice**  
**KABC-TV**  
**KQED**  
**L’Atelier (France)**  
**Le Figaro (France)**  
**Lioness Magazine**  
**Mapping Company Success**  
**Moofaces TV**

**Netokracija (Croatia)**  
**Nikkei (Japan)**  
**PandoDaily**  
**Pharmacy Marketing**  
**Quarterly**  
**Ping West (China)**  
**Pop 17**  
**shmula.com**  
**Socialmedia.biz**  
**Social Times**  
**Spark Media**  
**Startup Juncture**  
**(Netherlands)**  
**VentureBeat**  
**Whatchado**  
**Wired**  
**Your Story (India)**

## Event Details

# THE LEAN STARTUP CONFERENCE

**Dates: November 16 - 19, 2015.**

**Expected Attendance: 2,000 in person; 5,000+ via livestream to international community sites.**

**Location: Fort Mason Center, San Francisco.**

**Monday, November 16: Full-day, in-depth workshops - more information coming soon.**

**Evening: Ignite lightning talks and Opening Reception**

**Tuesday, November 17 & Wednesday, November 18: Main conference morning keynotes and afternoon breakouts.**

**Evenings: Office Hours with speakers and other experts.**

**Group dinners at local restaurants.**

**Thursday, November 19: Site visits to San Francisco. (New sites every year; last year we visited CreativeLive, Highway1, 18F and Pivotal Labs.)**

