



Strategy[₿]

WORLD 2027

Sponsorship Prospectus

Orlando, Florida

March 29 – April 1, 2027



Strategy World is not a trade show.

It's a curated environment of **600+**
enterprise decision-makers across
finance, technology, and data—with
structured access to the **people**
actually driving buying decisions.

The Venue

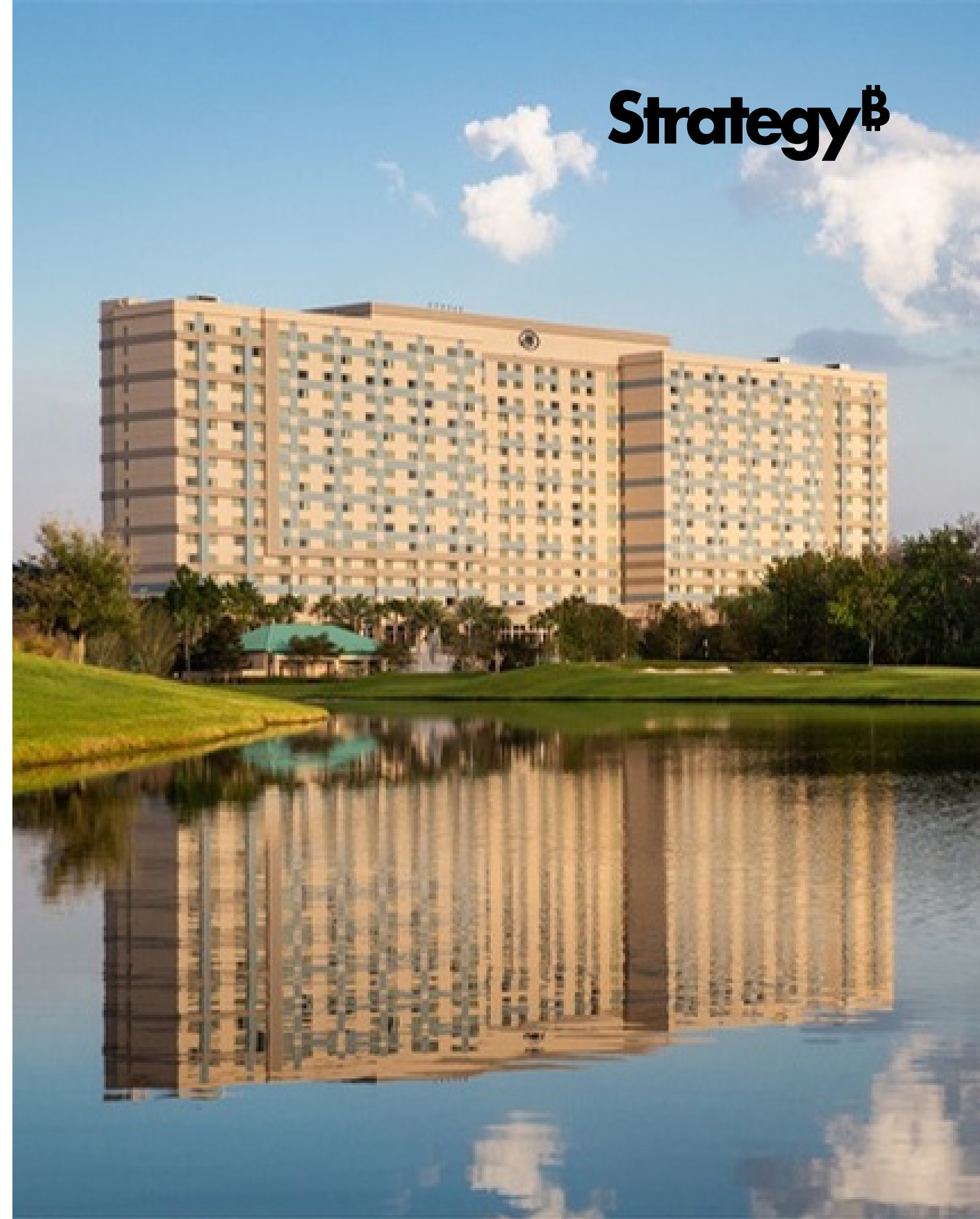
Signia by Hilton & Waldorf Astoria Bonnet Creek

For the **third time**, World returns to the **exclusive Signia by Hilton and Waldorf Astoria Bonnet Creek** in Orlando —an exceptional setting for our flagship event.

Nestled within a premier resort enclave just minutes from world-class attractions, this dual-property venue **combines contemporary conference facilities with luxurious accommodations**, acclaimed dining, and outstanding service.

With seamless indoor–outdoor event spaces, ample networking areas, and a resort environment that encourages both focus and connection, **Bonnet Creek provides an elevated backdrop for strategic conversations, deal-making, and memorable sponsor activations.**

Strategy[®]



Why **Strategy World** Matters

The Premier Event for Enterprise AI, Analytics & Bitcoin Treasury Leaders

Strategy₿

1400+

Total registrations

35%+

Strong executive presence

81%

U.S. enterprise audience with growing international reach for global expansion visibility

500+

meetings booked via event app - highly engaged audience

55%

first-time attendees – strong new audience acquisition with solid retention base

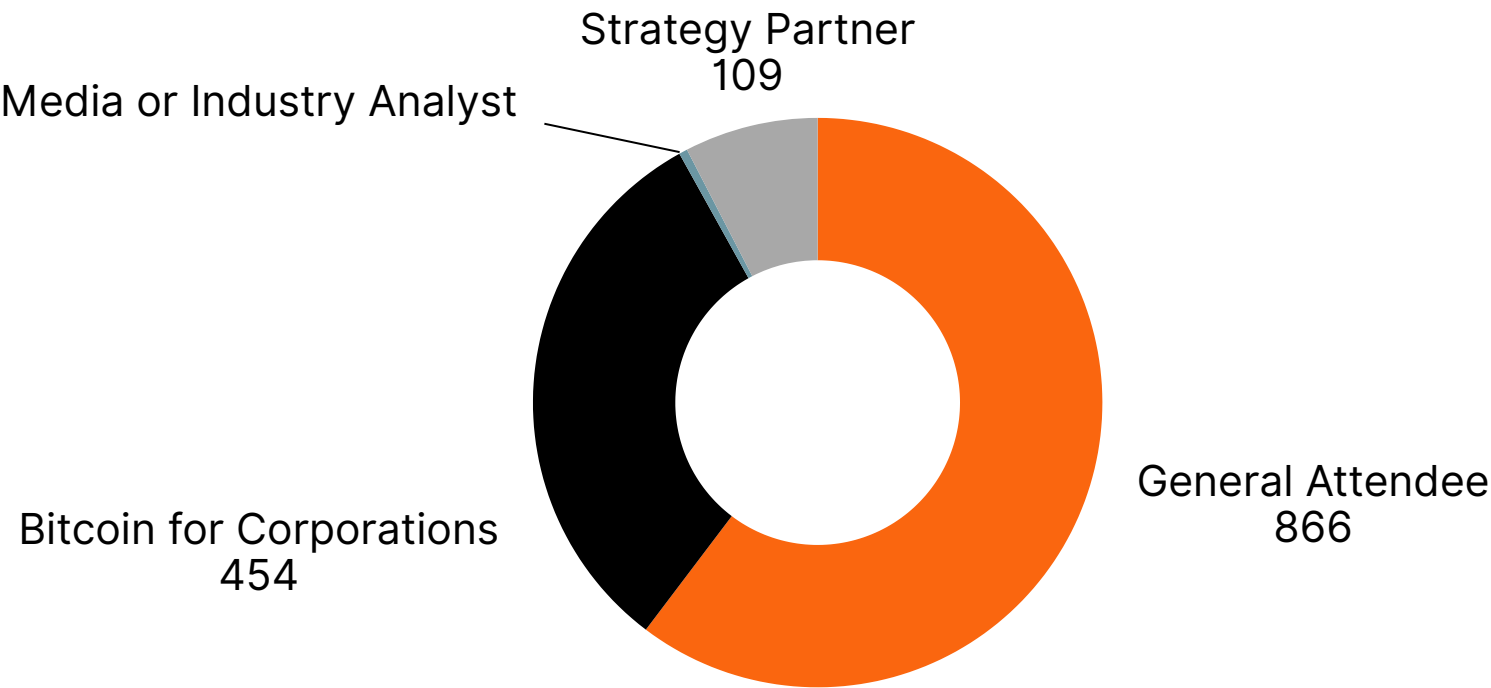
Strong Vertical Concentration

FSI, Technology, Retail, Healthcare, and Public Sector

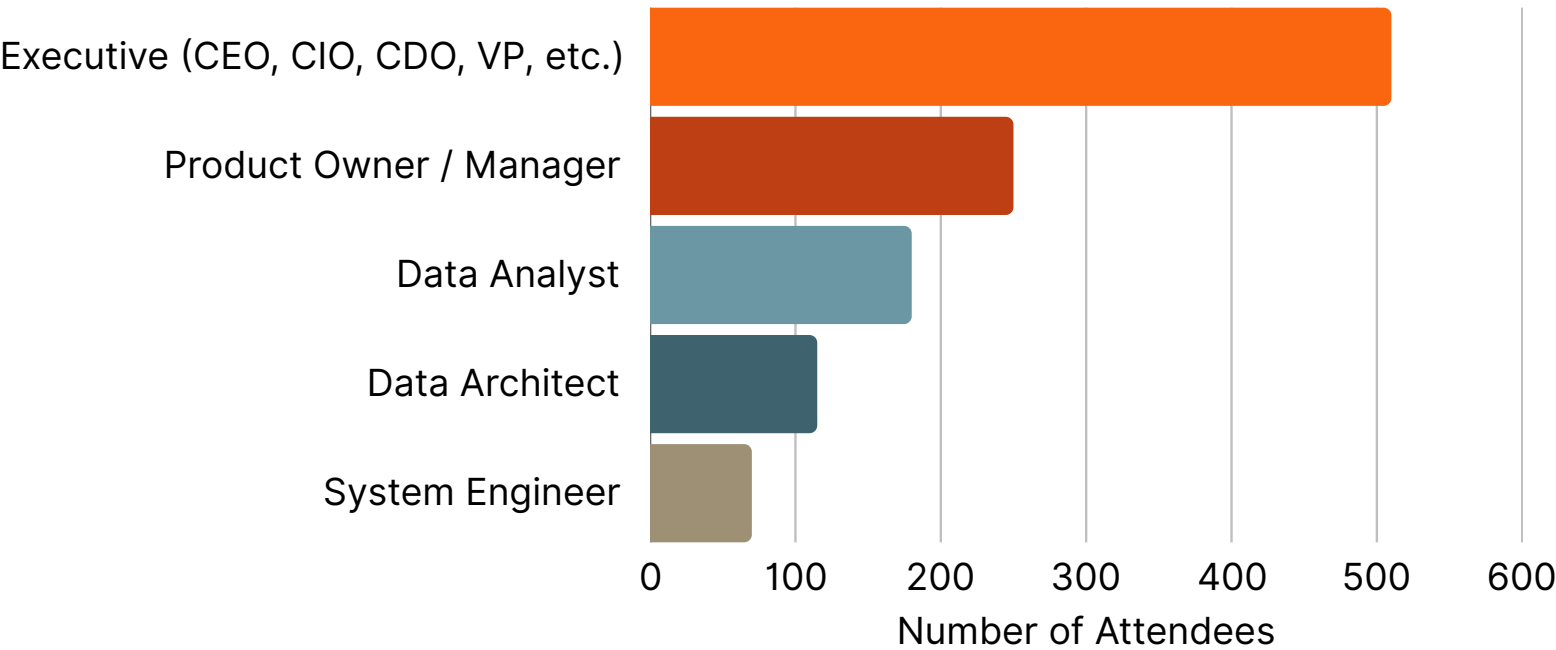
World 2026 Registrants Analysis



Attendee Registration Types



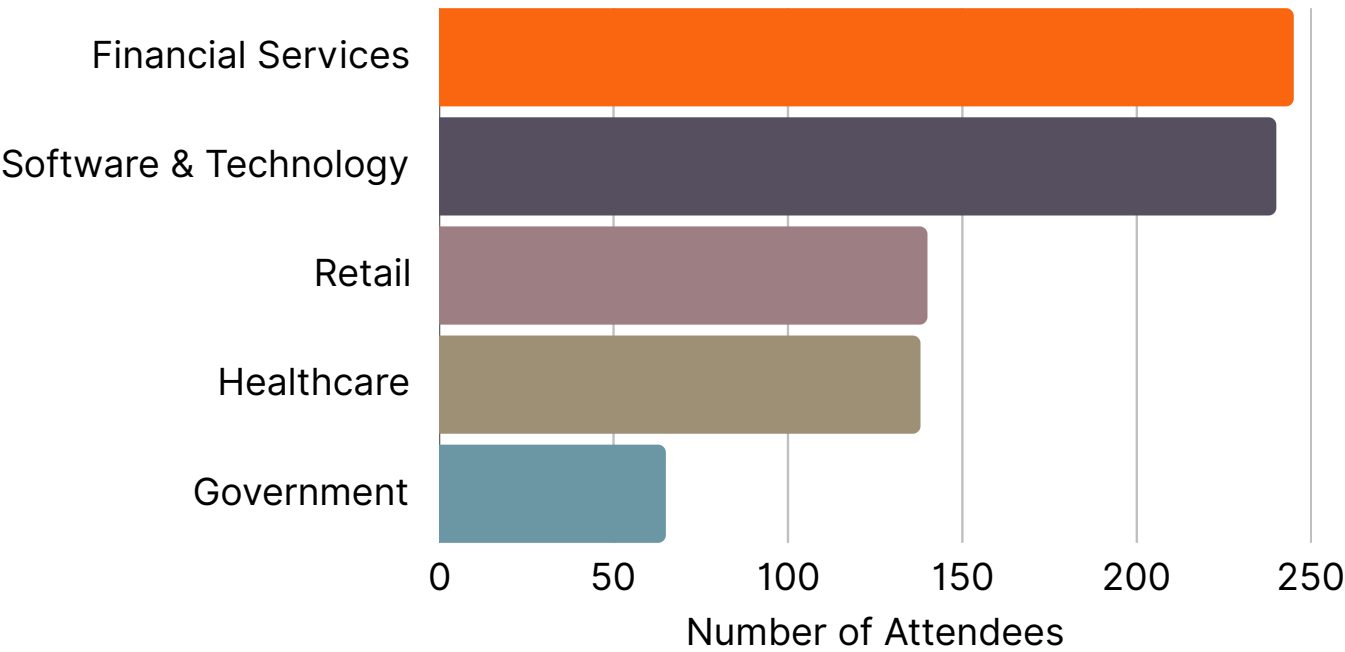
Top 5 Roles



First-time vs. Returning Attendees



Top 5 Industries



Thank you to our amazing World 2026 sponsors!

Strategy[®]

Titanium sponsors



Platinum sponsor



Gold sponsors



Silver sponsors



Bronze sponsors





Titanium Sponsor

\$175,000 • 2 Available

Hospitality & Access

- 20 full complimentary registrations
- 30 discount codes for your network
- (2) free passes per pre-approved prospect account*
- Dinner event with Strategy Leadership

Onsite Presence

- 20x10 turnkey expo space OR Tier 1 activation (first come, first serve)
- (1) co-branded swag (first come, first serve)
- Company logo on Sponsor Wall
- Logo on printed wayfinders
- Logo on check-in kiosk
- Company call-out during keynote
- 30-sec. spot on LED wall in the collaboration center (needs to be delivered approx. 2 weeks before even start)
- (1) LED-Poster for the exclusive use of your company branding (recommend video ad) in high traffic area
- (1) 20x10 private “huddle room” for 8 on main show floor (incl. branding, furniture, and monitor)

Brand Amplification

- Logo and 150-word company profile on event website and mobile app
- Option to create “virtual booth” inside the app
- (1) Dedicated Social Media Post
- (2) Push notification in the app to engage with your company
- Ad banner in event app (rotating – equal placement)
- Logo in email promotions (starting 12 weeks before the event or after contract signature)
- Logo included in post-event thank you email

Engagement

- On-stage segment during Strategy keynote
- Option for a (1) breakout speaking engagement.
- Meeting scheduling through mobile app
- Access to registrants via event app approx. 6 weeks before the event
- (1) branded/sponsored lunch table for 10 ppl on Tuesday and Wednesday

OFFER: bring 6 prospects* and secure a Strategy Leader to join your lunch on one of the days.

**Prospect = A net new prospective customer that is not a current Strategy customer*



Platinum Sponsor

\$95,000 • 3 Available

Hospitality & Access

- 10 full complimentary registrations
- 20 discount codes for your network
- (2) free passes per pre-approved prospect account*

Onsite Presence

- 20x10 turnkey expo space OR Tier 1 activation (first come, first serve)
- (1) co-branded swag (first come, first serve)
- Company logo on Sponsor Wall
- Logo on printed wayfinders
- Company call-out during keynote
- 30-sec. spot on LED wall on show floor (needs to be delivered approx. 2 weeks before event start)
- (1) 20x10 private “huddle room” for 8 on main show floor (incl. branding, furniture, and monitor)

Brand Amplification

- Logo and 150-word company profile on event website and mobile app
- Option to create “virtual” booth inside the app
- (1) Push notification in the app to engage with your company
- Ad banner in event app (rotating – equal placement)
- Logo included in post-event thank you email

Engagement

- Option for a (1) breakout speaking engagement. ONLY in collaboration with a joint customer. Application needs to be validated by Strategy.
- Meeting scheduling through mobile app
- Access to registrants via event app approx. 6 weeks before the event
- (1) branded/sponsored lunch table for 10 ppl on Tuesday and Wednesday

OFFER: bring 6 prospects* and secure a Strategy Leader to join your lunch on one of the days.

**Prospect = A net new prospective customer that is not a current Strategy customer*

Gold Sponsor

\$55,000 • 8 Available

Hospitality & Access

- 6 full complimentary registrations
- 10 discount codes for your network
- (2) free passes per pre-approved prospect account*

Onsite Presence

- Choice of: 10x10 turnkey expo space, 10x10 branded charging lounge OR 10x10 private “huddle room” for 4 on main show floor (incl. branding, furniture, and monitor)
- Company logo on Sponsor Wall

Brand Amplification

- Logo and 150-word company profile on event website and mobile app

Engagement

- Option for a (1) breakout speaking engagement. ONLY in collaboration with a joint customer. Application needs to be validated by Strategy.
- Meeting scheduling through mobile app
- Access to registrants via event app approx. 6 weeks before the event

OFFER: bring 6 prospects* and secure a Strategy Leader to join your lunch on one of the days.

**Prospect = A net new prospective customer that is not a current Strategy customer*



Silver Sponsor

\$15,000 • 10 Available

Hospitality & Access

- 3 full complimentary registrations
- 6 discount codes for your network
- (2) free passes per pre-approved prospect account*

Onsite Presence

- Turnkey kiosk
- Company logo on Sponsor Wall

Brand Amplification

- Logo and 50-word company profile on event website and mobile app

Engagement

- Meeting scheduling through mobile app
- Access to registrants via event app approx. 6 weeks before the event

OFFER: bring 6 prospects* and secure a Strategy Leader to join your lunch on one of the days.

**Prospect = A net new prospective customer that is not a current Strategy customer*



Bronze Sponsor

\$5,000 • 20 Available

Hospitality & Access

- 2 full complimentary registrations
- 4 discount codes for your network
- (2) free passes per pre-approved prospect account*

Onsite Presence

- Company logo on Sponsor Wall

Brand Amplification

- Logo on event website and mobile app

Package Overview



	Titanium (2 available)	Platinum (3 available)	Gold (8 available)	Silver (10 available)	Bronze (20 available)
Investment	\$ 175,000	\$ 95,000	\$55,000	\$ 15,000	\$ 5,000
On-Site Presence	20x10 turnkey booth OR Tier 1 activation	20x10 turnkey booth OR Tier 1 activation	10x10 turnkey booth OR 10x10 branded charging lounge OR 10x10 “huddle” room	Turnkey pedestal	
On-Stage Keynote Segment	✓				
(1) Session, Panel, or Workshop (ONLY with customer speaker) Strategy approval required.	✓	✓	✓		
Private “Huddle” Room (with TV)	20x10	20x10	10x10 (if selected as on-site presence)		
Co-branded Swag	✓	✓			
30-sec spot on LED wall	✓	✓	at cost available		
LED Poster for exclusive use	✓	at cost available	at cost available		
Full Conference Pass	20	10	6	3	2
Logo on Event Website and Mobile App	✓	✓	✓	✓	✓
Company Description	150-word	150-word	100-word	50-word	
Logo on Select Conference Signage	✓	✓	✓	✓	✓
Logo on Check-in Kiosk	✓				
Logo on printed wayfinders	✓	✓			
Ad banner in event app (rotating - equal placement)	Home screen, Exhibitor pages and session list	Exhibitor pages and session list	at cost available	at cost available	
Logo on Dedicated -Slide during Keynote Opening	✓	Shared (max. of 3 logos)	Shared (max. of 8 logos)	Shared	Shared
Dedicated Social Media Promotion on LinkedIn	✓				
Access to attendees via event app 6 weeks in advance	✓	✓	✓	✓	✓

Key Sponsorship Deadlines



Sponsorship Component	Titanium	Platinum	Gold	Silver	Bronze	Deadline & Notes
Company Logo in the following formats: Full color, one color, black & white in both, EPS and JPEG files						Upon contract signature Please send to dplopper@strategy.com
Company URL						
150-word company description						
100-word company description						
50-world company description						
Choice between booth or activation						By December 14 (first-come, first-serve)
Choice of co-branded swag						
Session presentation title & abstract, speaker name, speaker title, speaker headshot (only with a joint customer)						
Booth or activation graphics						By February 24 (Upload information will follow)
Room block cut-off						March 1 (only limited rooms available – suggest booking earlier)
LED Poster content						By March 12 (Upload information will follow)
Content for 30-sec spot on LED wall						

Additional sponsorship deadlines and deliverables will get communicated at a later stage and based on the selected packages

Booth Overview by Tier

Brandable space for your company to shine



Titanium/Platinum 20x10



OR

Tier 1 Activation
See next page

Gold 10x10



OR



OR 10x10 “huddle” room

Silver Kiosk



Tier 1 Activation



Relaxation Activation with (2) electrical massage chairs, fully customizable backwall (3m wide), (1) tap'n go lead scanner, (1) hostess (2 available)

Headshot Photography with lights and background kit, professional headshot photographer, with attendee facial recognition to provide link via text message. Sponsor will receive leads. (1 available)

Industry Hub Sponsor - your company will be announced as the official sponsor of the relevant hub on all signage, in the app, and on the website. Hub Sponsorship includes (1) demo theater session of 15 minutes and the option to showcase your company inside the hub together with Strategy. (4 available – 1 per industry)

We are happy to collaborate with sponsors on customized activation concepts and creative engagement opportunities to ensure the best possible experience for your brand and our attendees.



Sample only – look and feel may vary



Sample only – look and feel may vary

Co-branded Swag (Titanium/Platinum)



- **Conference Journal** – 5x8 journal with fully customizable front and back + stickers inside. To be handed out at event check-in. Front cover to prominently feature Strategy and sponsor logo (equal sizing). Back cover to feature sponsor information (e.g. QR code for more information, full color ad, etc.). Stickers inside will feature (1) sponsor logo. (1 available)
- **Conference Lanyard** – to feature Strategy and sponsor logo (equal sizing) for all World attendees (excl. Bitcoin for Corporations). To be handed out at event check-in. (1 available)
- **Ultra Slim Portable Charger** – to feature Strategy and sponsor logo (equal sizing). 500 pieces in custom packaging to get handed out in Swag Lounge. Signage onsite with sponsor logo inviting to collect the swag with availability on a first-come, first serve basis to create FOMO. (1 available)
- **Full color custom travel mouse** – to feature Strategy and sponsor logo (equal sizing). 500 pieces in custom packaging to get handed out in Swag Lounge. Signage onsite with sponsor logo inviting to collect the swag with availability on a first-come, first serve basis to create FOMO. (1 available)
- **Vegan Leather Dopp Kit** – to feature Strategy and sponsor logo (equal sizing). 1000 pieces to get handed out in Swag Lounge. Signage onsite with sponsor logo inviting to collect the swag with availability on a first-come, first-serve basis to create FOMO. (1 available)
- **SofTek Packing Cube** - to feature Strategy and sponsor logo (equal sizing). 500 pieces in custom packaging to get handed out in Swag Lounge. Signage onsite with sponsor logo inviting to collect the swag with availability on a first-come, first serve basis to create FOMO. (1 available)

We are happy to collaborate with sponsors on customized activation concepts and creative engagement opportunities to ensure the best possible experience for your brand and our attendees.