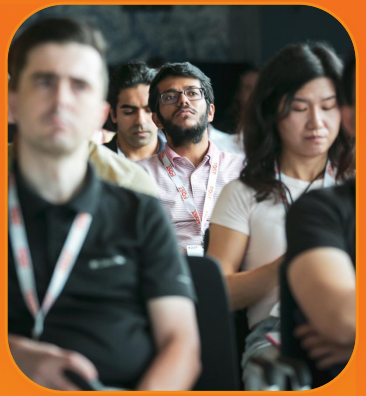
SPONSORSHIP 2027

Reach the people shaping what gets built next

Build your relationships with a highly engaged community of technical and business decision-makers through events, media, intelligence, and digital engagement







FOST
FUTURE OF SOFTWARE TECHNOLOGIES

EVENTS · MEDIA · INTELLIGENCE · COMMUNITY · DIGITAL ENGAGEMENT · EXECUTIVE ACCESS · PARTNERSHIPS · DEMAND GENERATION

THE MARKETING CHALLENGE

Finding the right technology audience has never been harder

1

Search doesn't work

Traditional content marketing is becoming less effective, reducing your discoverability

2

Social is unbundled

There is no common town square. Links aren't allowed on most platforms. But communities are meeting together and sharing best practices and new ideas.

3

Anyone can say anything with AI

People don't believe you unless they meet you live, see your products in actual demos, watch you in webinars, and learn from your real world case studies

4

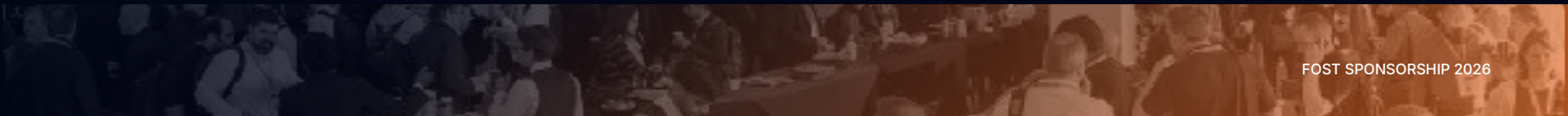
LLMs can commodify general products

Having deep domain expertise and being able to show this through thought leadership and connecting with the right users is essential

5

The pace of change is on hyperdrive

Understanding key trends, having analyst insights and seeing how practitioners and your competition are adapting is table stakes for building share of voice



THE FOST GO TO MARKET

Build high-touch, ongoing relationships with the key decision-makers and influencers who need you

1

Reach the right people

Build personal relationships with senior technical decision-makers and the next generation of leaders

2

Build credibility

Demonstrate thought leadership, and domain expertise to earn trust

3

Generate conversations

Keep qualified conversations flowing across multiple touchpoints

4

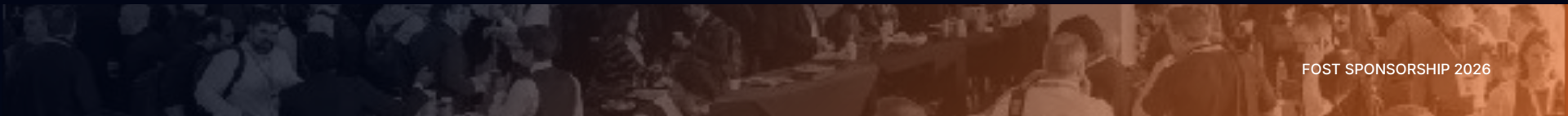
Launch to relevant audiences

Put your products and services in front of the high-touch buyers and teams that need you

5

Stay visible & build relationships

Remain present between events and turn attention into pipeline



THE FOST ECOSYSTEM

One audience. Multiple ways to reach it

Seven pillars. One partnership.
Face-to-face events are the foundation. Media and Digital extend the shelf life. Community and Executive build ongoing relationships.

EVENTS











MEDIA

- FOSTBeat
- Newsletters

INTELLIGENCE

- Industry Reports
- White Papers
- Analyst Briefings

DIGITAL ENGAGEMENT

- Webinars
- FOST Digital Swag
- Pulse
- Landscape entries

COMMUNITY

- Women in APIs

PROGRAMS

- Sustainability Challenge & Workshops

EXECUTIVE

- Executive Lunches
- 1:1 meetings
- AI Security Executive Forum
- Influencer Dinner

THE FOST COMMUNITY

On stage

Keynotes, fireside chats and main-stage sessions











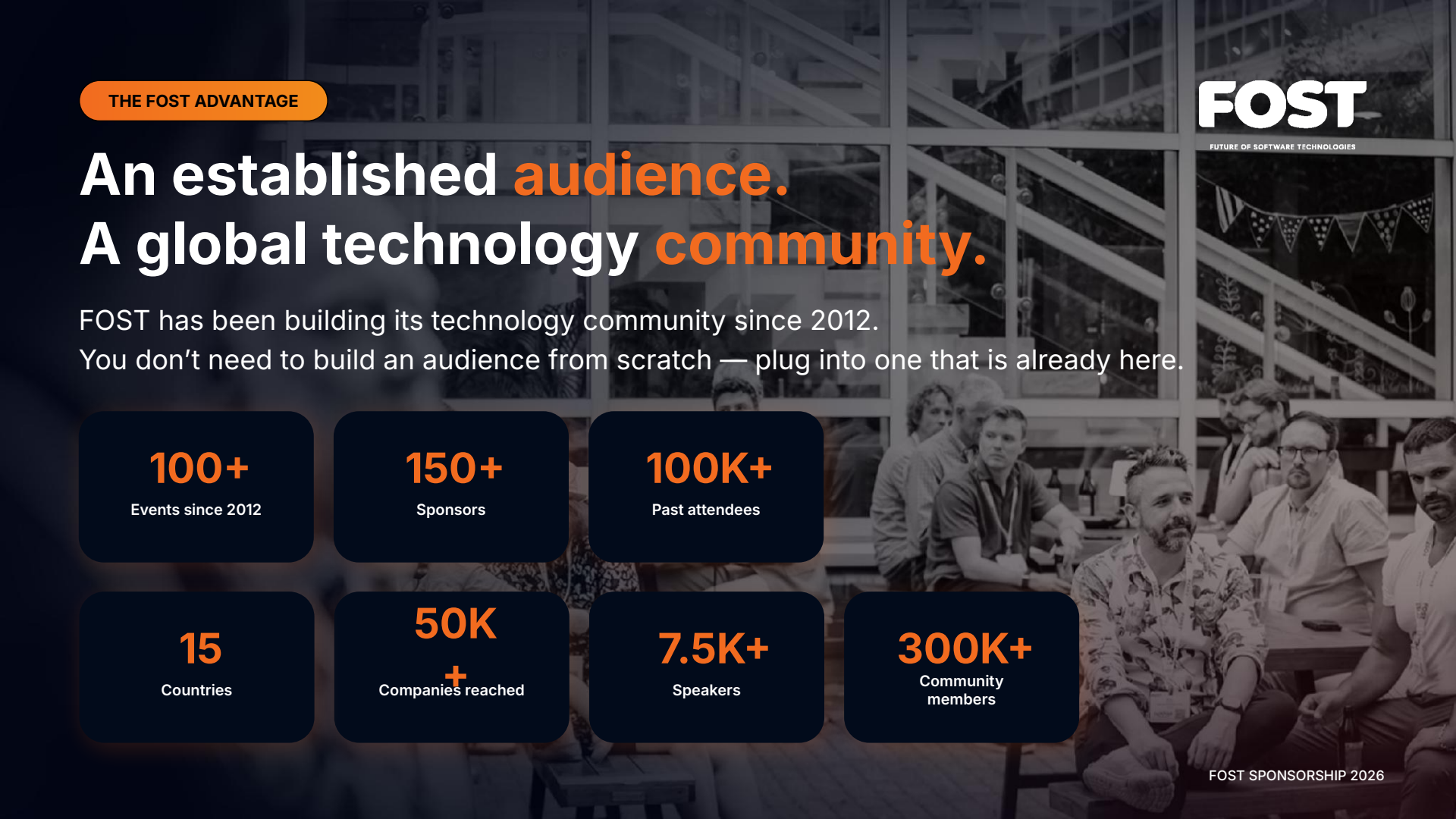
THE FOST ADVANTAGE

FOST
FUTURE OF SOFTWARE TECHNOLOGIES

An established audience. A global technology community.

FOST has been building its technology community since 2012.
You don't need to build an audience from scratch — plug into one that is already here.

100+ Events since 2012	**150+** Sponsors	**100K+** Past attendees
15 Countries	**50K+** Companies reached	**7.5K+** Speakers
300K+ Community members		



AUDIENCE

Your ICP: Senior, technical, and holding the budget

The people in the room are the people who decide what gets built, bought, and adopted next

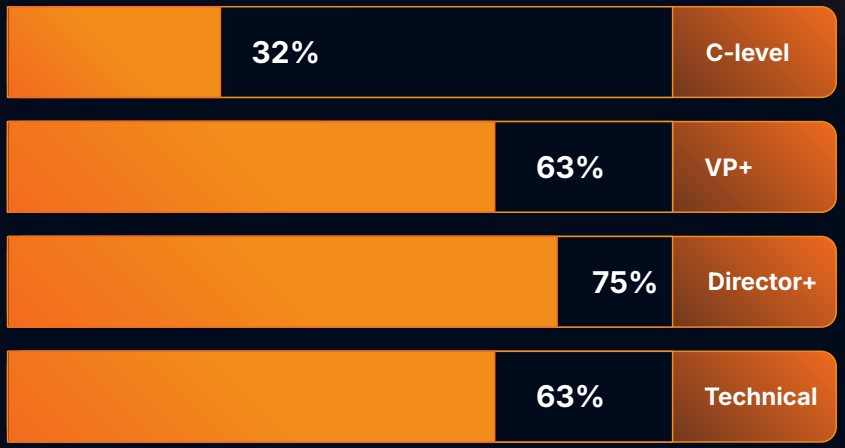
INDUSTRIES

- Banking, Financial & Insurance
- Energy
- Healthcare & Life Science
- Retail & CPG
- Transport & Hospitality
- IT & Technology
- Manufacturing & Automotive
- Public Sector
- Higher Education
- Consulting
- TelCo

COMPANY SIZE (EMPLOYEES)

<100	100-1,000	1,000 - 5,000	5,001+
8%	9%	51%	32%

SENIORITY



WHO YOU CAN REACH

63% TECHNICAL

- **32%** C-LEVEL (CEO, CTO, CIO, CDO)
- **75%** DIRECTOR & ABOVE

37% BUSINESS

- **32%** C-LEVEL
- **43%** VP & ABOVE
- **75%** DIRECTOR & ABOVE

THE FOST COMMUNITY

On the exhibition floor

Booths, demos and signings











WHAT YOUR AUDIENCE WANTS

They aren't looking for another generic technology event

They come to FOST for:

Practical expertise

Real-world technical knowledge and experience

Industry insight

Understanding where technology markets are moving

Peer connections

Conversations with people facing similar challenges

New solutions

Tools, platforms and technologies that solve real problems

Strategic relationships

Connections with technology leaders, partners and customers



SPONSOR OBJECTIVES

Start with your objective. We'll build the partnership around it

A starting map from objective to activation — refined in every conversation

Objective	Audience	FOST products	Outcome
Brand awareness	Broad technical & business audience	Bronze-Platinum + FOSTBeat Founding + Newsletter	**Reach & recognition**
Product launch	Practitioners in the relevant category	Bronze/Silver/Gold + FOSTBeat Standard + Webinar	**Launch visibility**
Demand Generation	Enterprise architects, CTOs, IT Managers	Gold/Platinum + FOSTBeat Founding + Executive lunch + Analyst briefing	**Sales & Marketing Qualified leads**
Thought leadership	Senior technical decision-makers	Bronze/Silver with talk + Industry Reports + FOSTBeat Founding + Newsletter	**Category authority**
Developer engagement	Developers & practitioners	Bronze/Silver with workshop + FOSTBeat Standard + APIMasters	**Adoption & trials**
Executive relationships	C-level & VP+	API Economy Summit + VIP lounge + Executive Lunch + Analyst briefing + White paper	**Strategic relationships**
Community Building	Broad community, underrepresented groups	Bronze/Silver/Gold + FOSTBeat Founding + Women in APIs OR Sustainability	**Community trust**

EVENT SPONSORSHIP

Meet your audience in the room

⇒ Pricing valid for **one event** of your choice (see page 4); additional events are subject to add-on pricing.

Cities	Dates	Audience	Platinum	Gold	Silver	Bronze	Startup
Singapore 2027	April 2027	2,500+	€80,000	€45,000	€30,000	€15,000	€5,000
New York 2027	May 2027	2,000+	€90,000	€50,000	€35,000	€17,500	€5,000
Amsterdam 2027	June 2027	1,000+	€80,000	€45,000	€30,000	€15,000	€5,000
Munich 2027	July 2027	1,000+	€80,000	€45,000	€30,000	€15,000	€5,000
India (Bangalore) 2027	August 2027	1,000+	€45,000	€25,000	€15,000	€7,500	€5,000
Toronto 2027	September 2027	800+	€80,000	€45,000	€30,000	€15,000	€3,000
London 2027	September 2027	3,000+	€90,000	€50,000	€35,000	€17,500	€5,000
Australia (Melbourne)	October 2027	2,500+	€80,000	€45,000	€30,000	€15,000	€5,000
Paris 2027	December 2027	10,000+	€90,000	€60,000	€40,000	€20,000	€5,000

Any additional Secondary Topic sponsorship: 5k EUR for a talk and 10k EUR for a talk and a workshop

EVENT SPONSORSHIP

Choose the level of access that fits your growth goals

Benefit	Platinum	Gold	Silver	Bronze
Talk (25 mins)	2	1	1	Add-on purchase available
Additional talks (25 mins)	1	1	1	Add-on purchase available
Workshop (50 mins)	2	1	1	-
Recommend clients as speaker	3 clients	2 clients	1 client	-
Access to VIP Lounge for 1:1 meetings (When VIP room is available)	✓	✓	-	-
Access to the coffee breaks, Lunch	✓	✓	✓	✓
Lead Badge Scanner	10	8	5	3
Your Logo on all marketing collaterals	✓	✓	✓	✓
Acknowledgement on stage	✓	✓	✓	✓
Logo displayed on collateral	✓	✓	✓	✓

All FOST event sponsors receive year-round amplification to the FOST community through 5 value-added offerings

EVENT SPONSORSHIP

Choose the level of access that fits your growth goals

Benefit	Platinum	Gold	Silver	Bronze
Full-event passes for staff	10	8	5	3
30% discount on Additional Staff Passes	✓	✓	✓	✓
Full-event client invitations	20	10	7	5
1 Seat to our Executive Lunch (first 5 confirmed sponsors)	✓	✓	-	-
Booth (Upgrade options available)	Custom Space in Premium Location of your choice	Large Space in Premium Location	Regular Size Space	Small Size Space
Independently written company profile article on FOSTBeat with PDF version	1	1	-	-
Offers on FOST Digital Swag	2	1	1	1

All FOST event sponsors receive year-round amplification to the FOST community through 5 value-added offerings

ACTIVATIONS & À LA CARTE

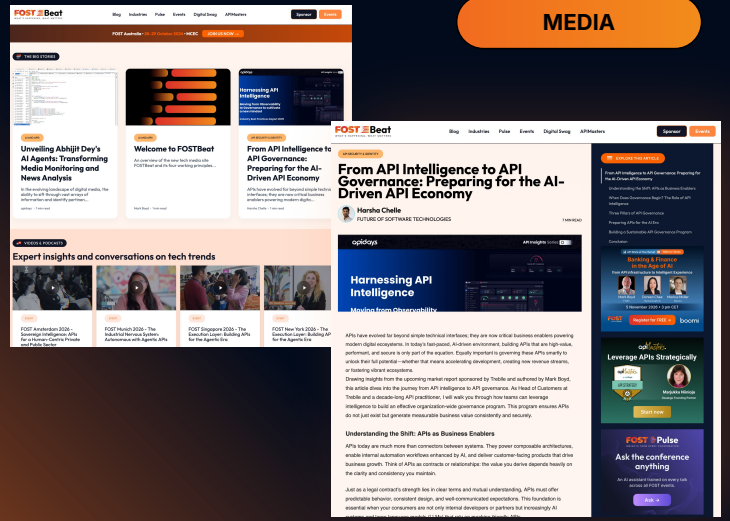
Add the elements that make your sponsorship work smarter

Cities	Lanyards	Large TV screen rental (50–65″)	Medium TV screen rental (40–49″)	Dedicated Wifi	Influencers' Soirée	Engagement Activities (contact us)
Singapore	€6,000 USD	65″ TV $1,470 USD	49″ TV $1,100 USD	Wifi & Hardline available upon request	€15,000 USD	Coffee Cart Private meeting rooms
New York	€10,000 USD	50″ TV $2,110 USD	40″ TV $1,830 USD	Hardline available upon request	€20,000 USD	Animation available
Amsterdam	€6,000 USD	50″ TV $820 USD	40″ TV $920 USD	Not available	€10,000 USD	
Munich	€6,000 USD	55″ TV $940 USD	46″ TV $880 USD	Not available	€10,000 USD	Private meeting rooms
Toronto	€6,000 USD	TBA	TBA	TBA	TBA	TBA
London	€10,000 USD	TBA	TBA	Hardline available upon request	€20,000 USD	TBA
India	TBC	TBC	TBC	TBC	€7,500 USD	TBC
Australia	€6,000 USD	55″ TV $1,535 USD	43″ TV $1,040 USD	Wifi & Hardline available upon request	€15,000 USD	Coffee Cart
Paris	€10,000 USD				€20,000 USD	Coffee Cart DJ Booth

FOST Beat
TRACKING THE FUTURE OF SOFTWARE

MEDIA

Ensure your awareness funnel is active all year round with regular coverage on our media hub in professionally written, independent articles and sponsored, bylined content: all pushed to our 300K+ audience



HOW WE WORK

Confirm half-yearly goals
Establish analytics to meet agreed targets
Monthly check-ins to refine messaging
Use lead gen techniques to improve targeting in your other campaigns (eg.LinkedIn ads)

WHO WE REACH

Decision-makers and key influencers what want to track where software is heading and act on it, without chasing every launch or hype. Every editorial decision is tested against one question: ***does this help a reader decide what to do in the next 6 to 24 months?***

SPONSOR OPPORTUNITIES

- **Founding sponsor package:** 7 months for the price of 6
- **3-article package:** 2 independently written articles with newsletter booster links + 1 bylined article with banner advertising

INVESTMENT

€20,000 (50% discount)

Founding sponsor for December 2026 - 30 June 2027
includes, banners, section sponsorship, 6 articles and 2 bylines + newsletter and swag booster placement

€5,000 (55% discount)

Introductory offer: 3 independently written articles, newsletter booster placement

FOST Beat
TRACKING THE FUTURE OF SOFTWARE

MEDIA

Founding sponsor offer

WHAT IT INCLUDES

- Homepage logo banner placement
- Exclusive sponsorship of the API Strategy & Practice section of the website, with ad placement on every article in that section (minimum 12 new articles per month)
- 3 independently-written articles that reference your team, your product or your features (one every 2 months)
- 3 independently written articles that reference your key messaging themes and education goals
- 2 bylined thought leadership pieces, written by your team and published under your byline as sponsored content (or 1 piece if ghost-written by our team)
- Up to 2 newsletter promotions
- Above the fold placement in our digital swag offering

THE VALUE IT PROVIDES

- Analytics to ensure alignment with your ICP
- Minimum 3,000 views for each piece
- Analytics provided on click-through to your links from articles, banners and ads and continued experimentation to assist you with messaging to your ICP
- Analysis and encouragement of discussions on LinkedIn and Commune



INVESTMENT

€20,000
valued at €40,000

EXTRA 20% DISCOUNT IF BOOKED BEFORE 1 DECEMBER

Founding sponsor for January - June 2027

Includes one month additional content for December 2027 to time with launch at FOST Paris in front of 8-10,000 industry leaders and practitioners

FOST Beat
TRACKING THE FUTURE OF SOFTWARE

MEDIA

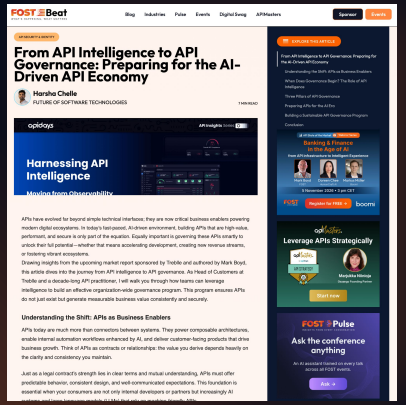
Standard articles offer

WHAT IT INCLUDES

- 2 independently written articles with 1 mention of your company and 1 aligned with your overall messaging
- Promotion of articles across newsletters and social media
- 1 bylined thought leadership pieces, written by your team and published under your byline as sponsored content
- Above the fold placement in our digital swag offering for 6 months
- Banner advertising on FOSTBeat site in 3 locations for 6 months

THE VALUE IT PROVIDES

- Analytics to ensure alignment with your ICP
- Minimum 3,000 views for each piece
- Analytics provided on click-through to your links from articles, banners and ads and continued experimentation to assist you with messaging to your ICP
- Analysis of any relevant LinkedIn and Commune discussions



INVESTMENT

€5,000
valued at €9,000

EXTRA ARTICLE IF BOOKED BEFORE 1 DECEMBER

Founding offer for January - June 2027

Includes one month additional content for December 2027 to time with launch at FOST Paris in front of 8-10,000 industry leaders and practitioners

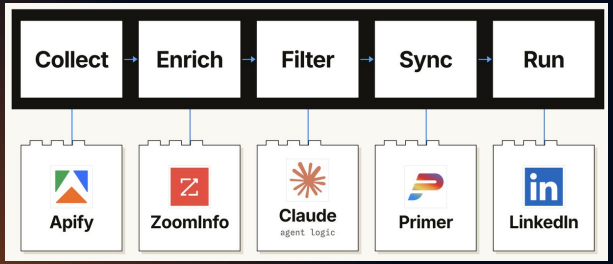
FOST Beat
TRACKING THE FUTURE OF SOFTWARE

MEDIA

Enhancing your campaigns

HOW WE WORK

- We help build your messaging and refine it over 6 months to tighten your capabilities in connecting with your Ideal Customer profile needs
- We review analytics monthly and hold focus groups with ICP-aligned members of the FOST community to ensure your messages resonate
- We align our lead generation with your ICP. Here's how that works:
    - New subscribers to our platform are analysed for interests, buying signals, and organisational needs
    - Enrichment of contacts from the organisations represented
    - Assistance in using these refined contacts for your LinkedIn Ad campaigns to strengthen touchpoints and raise brand awareness



We have adapted GTM AI workflows and can share them with your marketing team to assist in improving productivity and targeting of cold outreach, LinkedIn campaigns, post-event followups, and so on.

Our goal is to help you succeed and build awareness so that a sponsorship booth is guaranteed to bring in meaningful conversations.

FOST Beat
WHAT'S HAPPENING, WHAT MATTERS

MEDIA

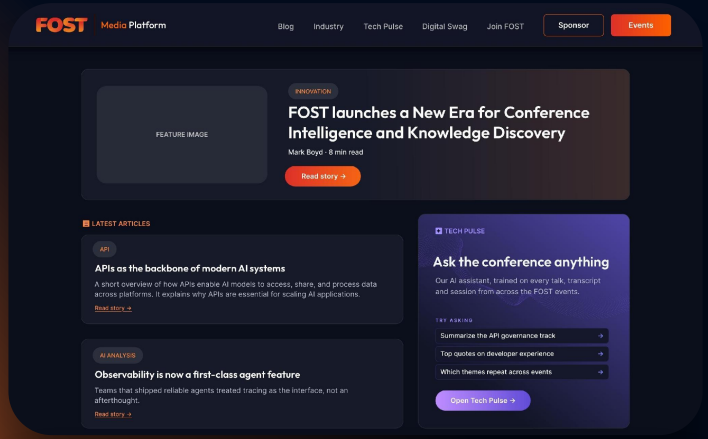
FOSTBeat and apidays newsletter placement

WHAT IT INCLUDES

- Banner and text box with image to highlight a specific campaign message in one or more of FOST's regular emails such as the weekly apidays newsletter, the weekend apidays newsletter, or the FOSTBeat weekly roundup
- Access to targeted segments of FOST's 300,000+ audience
- Exclusive newsletter focused solely on your campaign messaging to targeted segment of FOST audience

THE VALUE IT PROVIDES

- A/B Testing of messaging
- Open rate data
- Click-through rates
- Exposure to up to 150,000 industry practitioners



INVESTMENT

€3,000 - €5,000

OPTION 01 Key editorial and image in a FOST newsletter

OPTION 02 Targeted exclusive newsletter to the FOST community

Industry Reports

INTELLIGENCE

Intelligence from the world's leading API and Automation conferences, shared with FOST's 300K community.

VISIBILITY

- Mention on the website & at all apidays conferences
- Availability of report on your own lead generation channels
- Mention in the monthly newsletter
- Foreword & interview at start of the report
- 4 LinkedIn posts + 8 Tweets, 4 articles on FOSTBeat
- List of report downloaders — guaranteed 1,000 leads a year
- 2 panel discussions at the apidays of your choice

SAMPLE TOPICS

- Becoming an AI-Native, Billion-Agent Enterprise
- Platform maturity benchmarks for building AI capacity
- API & AI Gateways: State of the Market
- Balancing Sovereign and Hybrid: State of the Market
- AI Enablement Strategies and Structures: State of the Market
- Token Management: State of the Market
- The Semantic Layer: State of the Market
- Industry specific API & AI State of the Markets, Banking, Logistics, Travel, etc



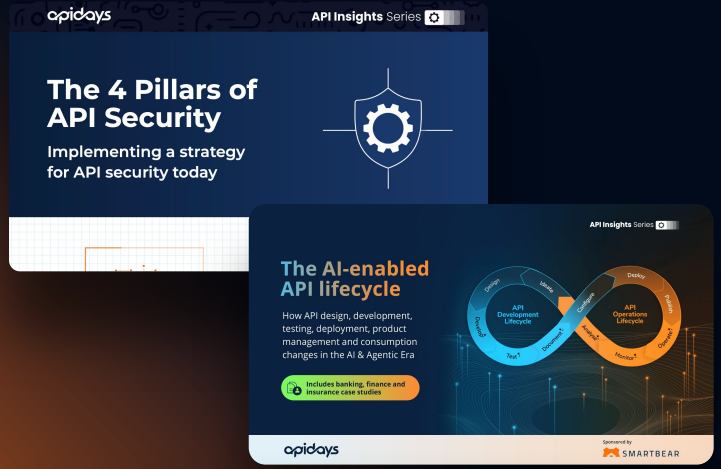
INVESTMENT

€40K	Lead generation and survey report
€20K	Lead generation report
€8K	Add-on: webinar

White Papers

INTELLIGENCE

Intelligence from the world's leading API and Automation conferences, shared with FOST's 300K community.



VISIBILITY

- Mention on the website & at all apidays conferences
- Mention in the monthly newsletter
- Foreword & interview on page 2 of the report
- 4 LinkedIn posts + 8 Tweets, 4 articles on apiscene
- List of report downloaders — 1,000 leads a year
- 1 panel discussion at the apidays of your choice

SAMPLE TOPICS

- Workflow and Use Case Libraries
- MCP Implementation Best Practices
- Designing APIs for AI Consumption
- Context is Everything
- Mapping your API and MCP Ecosystem
- Ecosystem-led Growth Strategies (for your platform users)
- Assessing New AI Initiatives and Calculating RoI

INVESTMENT

€12K	White paper report
€5K	Add-on: Infographics and suite of images
€8K	Add-on: webinar

Analyst Briefings

INTELLIGENCE

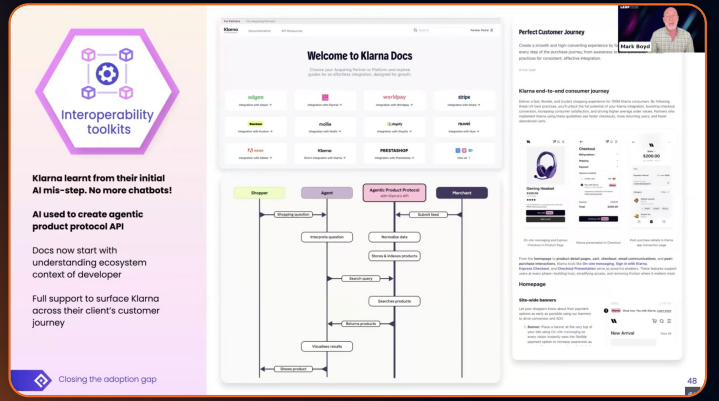
Detailed market analysis for vendors about the market, key trends, audience interests, and attendance profiles

VISIBILITY

- Mention on the website & at all apidays conferences
- Mention in the monthly newsletter
- Foreword & interview on page 2 of the report
- 4 LinkedIn posts + 8 Tweets, 4 articles on apiscene
- List of report downloaders — 1,000 leads a year
- 2 panel discussions at the apidays of your choice

SAMPLE TOPICS

- AI & Generative AI
- OpenAPI Specification
- Automation & No-Code
- API Business Models
- API and AI Security
- Governance and Context Best Practices
- API and MCP Monetization



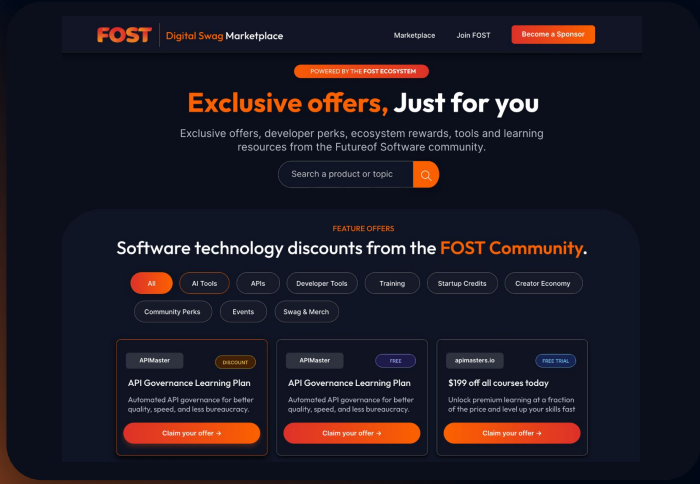
INVESTMENT

€2K	Subscription to quarterly webinars with data report
€5K	Exclusive quarterly webinar with your full team and AMA session
FREE	All event sponsors may attend one briefing annually for free

FOST Swag

REWARDS FOR BEING IN THE KNOW

DIGITAL ENGAGEMENT



A digital offer marketplace that keeps the sponsor relationship alive after the badge comes off — more than a swag bag

WHAT IT IS

A digital swag and offer marketplace where sponsors place claimable offers in front of attendees, including credits, discounts, free trials, API access, training, product offers, and traditional swag, all in one place.

WHY IT'S NOT "JUST SWAG"

Extends the sponsor relationship beyond the event into ongoing product discovery, with every claim a first-party, opt-in signal for measurable engagement and lead generation, not a traditional giveaway table.

SPONSOR OPPORTUNITIES

- Offer claims & qualified leads
- Trial sign-ups & API key activations
- Product discovery and adoption
- Post-event engagement & conversion

INVESTMENT

FREE — For FOST event sponsors

€1K — Annual placement for non-event sponsors

Includes A/B testing of offers and annual analytics
Minimum of 100 qualified leads a year guaranteed

FOST Pulse

INSIGHTS FROM EVERY CONVERSATION

DIGITAL ENGAGEMENT

An AI-powered intelligence and search tool that surfaces quotes and insights by topic, drawn from FOST event talks

WHAT IT IS

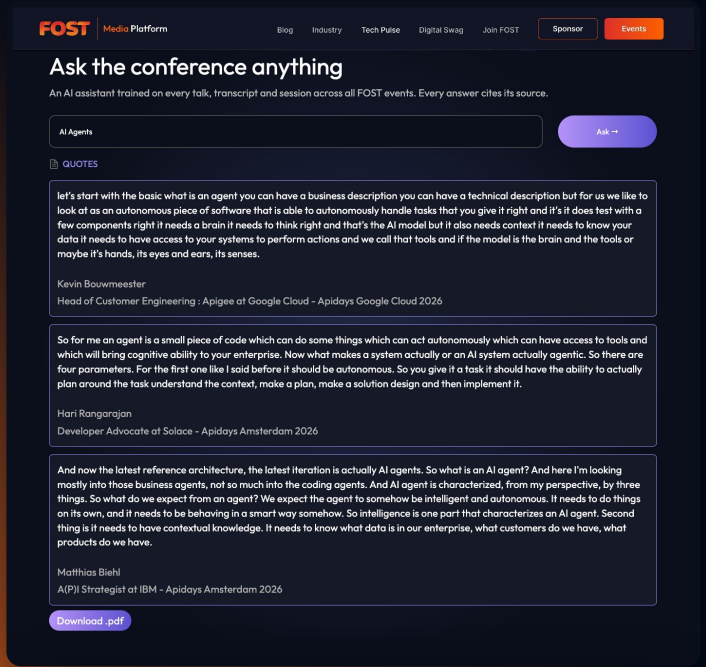
A conversational interface over every talk, transcript, and session across FOST events, letting anyone explore historical conversations by topic, speaker, or event and get sourced answers.

WHO IT REACHES

The same senior, technical FOST audience, including journalists and technical professionals, now reachable between events, not only on site.

SPONSOR OPPORTUNITIES

- Association with a specific technology topic
- Ongoing thought-leadership visibility
- Industry intelligence positioning
- Presence alongside expert conversations



INVESTMENT

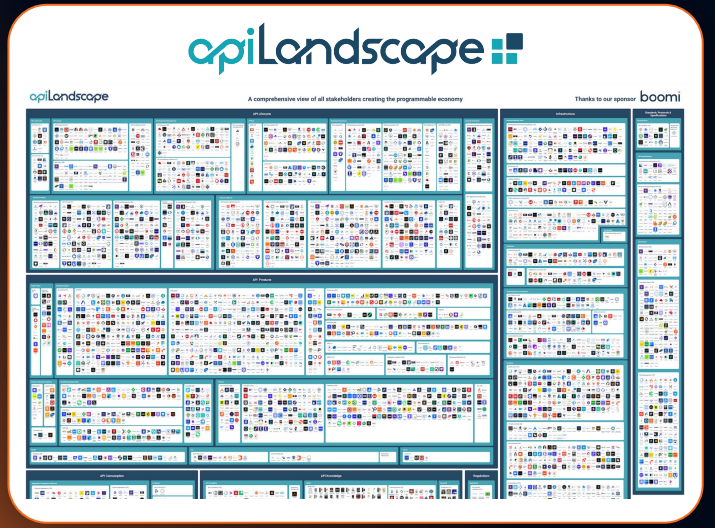
FREE

Free to all event sponsors

API Landscape

DIGITAL ENGAGEMENT

The world's most comprehensive market map of the 2000+ API tools and companies that enable global digital ecosystems.



VISIBILITY

- Mention on apilandscape.apiscene.io
- Priority listing fixes and category placement
- Featured on all in-person landscape prints
- LinkedIn post highlight entry annually

LEAD GENERATION

- Share your entry listing with your community
- Data on views shared monthly

INVESTMENT

FREE

Free to all event sponsors

AI Landscape

DIGITAL ENGAGEMENT

The companion market map covering the AI tools, models and companies shaping the same programmable economy.

VISIBILITY

- Mention on apilandscape.apiscene.io
- Priority listing fixes and category placement
- Featured on all in-person landscape prints
- LinkedIn post highlight entry annually

LEAD GENERATION

- Share your entry listing with your community
- Data on views shared monthly



INVESTMENT

FREE

Free to all event sponsors

Women in APIs Networking Session

Sponsor the space where everyone can be heard and seen at FOST events — including a shared 1-hour lunch session with the community.

COMMUNITY







VISIBILITY

- Mention on the Women in APIs website
- Mentions on social media
- Position your company at the forefront of the D&I conversation

LEAD GENERATION

List of people who RSVP'd and attended the session

INVESTMENT

€10K Exclusive sponsor

€5K Non-exclusive sponsor

SPONSOR SUCCESS STORY

FOST
FUTURE OF SOFTWARE TECHNOLOGIES

API and AI Observability Platform

Objective: Generate enterprise pipeline.

ACTIVATION • TECHNICAL SESSIONS • CUSTOMER MEETINGS • HOSTED NETWORKING

RESULTS

500+	90+	Multiple	Strong
Booth interactions	Qualified opportunities	Fortune 500 meetings	Pipeline attributed to the event

> *"We wanted to want work with a particular bank and after multiple unsuccessful attempts to engage, we met them at FOST, built a relationship and now they are one of our biggest customers. FOST has been the most successful lead generation event we have sponsored."*
>
> **— Founder/CEO**

SPONSOR SUCCESS STORY

FOST
FUTURE OF SOFTWARE TECHNOLOGIES

Global API/AI/AppSec vendor

Objective: Build brand awareness for our new AI security products alongside our API acquisition

ACTIVATION • KEYNOTE • TECHNICAL WORKSHOPS • PREMIUM BOOTH

RESULTS

120+	300+	180+	5+
Session attendees	Booth interactions & badge scans	Qualified conversations	Executive meetings

> *After FOST London, only 2 months ago, we are already in final stages of proposal agreements with 2 high value prospects and have 2 more in the pipeline that look very promising. And that's without working our lead lists yet.*
>
> **— CMO, AI and API security company**

CONTACT US

FOST
FUTURE OF SOFTWARE TECHNOLOGIES

Our sales and partnership team:

Oury Thomas, COO
Ivan Mojica, ED of Partner Success
Thomas Woulter
Nicolas Lauer
Mark Boyd, VP - Media, Data and Ecosystems

Email us at: contact@joinfost.io