



SPONSORSHIP PROSPECTUS

Elevate Your Game



Outperform 2019 | May 21-23
ARIA Resort Las Vegas

An Invitation to Our Partners

Dear Valued PROS Partner,

Each year, PROS hosts its annual Outperform conference for executives, practitioners and technology users looking for innovative new ways to power the shift to digital selling.

It's a unique gathering known not only for its education, but also for its personal interactions, networking and customer meetups, all made even better by the participation of our terrific partners.

Now we're setting the stage for Outperform 2019, and we'd like to invite you to help us make it our biggest and best event yet. We're well on our way with a stunning venue — ARIA in Las Vegas, May 21-23, 2019 — and an outstanding slate of speakers and sessions all focused on outperforming in the digital era.

By joining us at Outperform 2019, you'll be able to showcase your solutions, thought leadership and expertise to PROS' customers and prospects who are already interested in PROS and our partners. A short introduction to what it means to be part of Outperform is provided on the following pages. And, once you've had a chance to review, let us help you select the sponsorship level that will help you reach your 2019 goals.

We're excited about Outperform in Las Vegas and want you to be part of this fantastic experience.

Regards,

John Connolly

Vice President, Alliances and Partners



“We want to stand shoulder-to-shoulder with PROS to show the community that together, we can deliver intelligent commerce.”

Andy Kidd
Industry Principal, Travel
SAP Hybris



Why Sponsor Outperform?

Get exposure and an opportunity to grow your business with PROS customers and prospects.



Join experts and leaders with a similar focus:

Help companies on a digital transformation journey learn how to leverage solutions that use AI and machine learning.

Reach a targeted sales, pricing and revenue management audience that already wants to learn more about PROS and partner offerings.

Generate leads from some of the world's largest companies. More than half of our attendees are from organizations with more than \$1B in revenue.

Showcase your solutions and services to PROS customers and prospects, as well as industry analysts, in our Innovation Center.

Connect with and learn from other partners, executives, product experts and industry thought leaders.

“This is an unparalleled event with the kinds of people who attend it. There’s no other event in the world where you can get a gathering of revenue management professionals like those at Outperform.”

Glenn Hollister
Principal, Travel & Transportation Practice Lead
ZS Associates



Outperform Draws a Crowd



OVER
80% MANAGER, DIRECTOR, VP OR C-SUITE



500+ ATTENDEES



65% ENTERPRISE
COMPANIES



20+ INDUSTRIES



40+ COUNTRIES

"This conference gives you an opportunity to see people from a lot of different industries and talk about how they're solving their problems both directly as a practitioner as well as consultants in the field. We get an idea of how those ideas could be relevant in our own industry."

Gene Bartholf
VP, Pricing and Yield Management
YRC Freight

PROS. Customers



“The networking opportunities are incredible – not only meeting and engaging the PROS team at a deeper level, but also talking to other customers and potential customers about the challenges they’re facing and what we think is coming next in the industry.”

Andy Kaplinsky
Chief Commercial Officer
Greyhound Lines, Inc.

“What’s great about this conference is its community. The presentations are all great and visionary about the future of eCommerce and revenue management, and that’s what we’re looking for constantly. This conference is the best chance to obtain this knowledge.”

Alexey Dokuchaev
Head of Research and Development for RM and Pricing
S7 Airlines

Outperform Educates and Inspires

50+ SESSIONS OVER 3 DAYS

Including optional day of pre-conference workshop sessions

Innovation Center

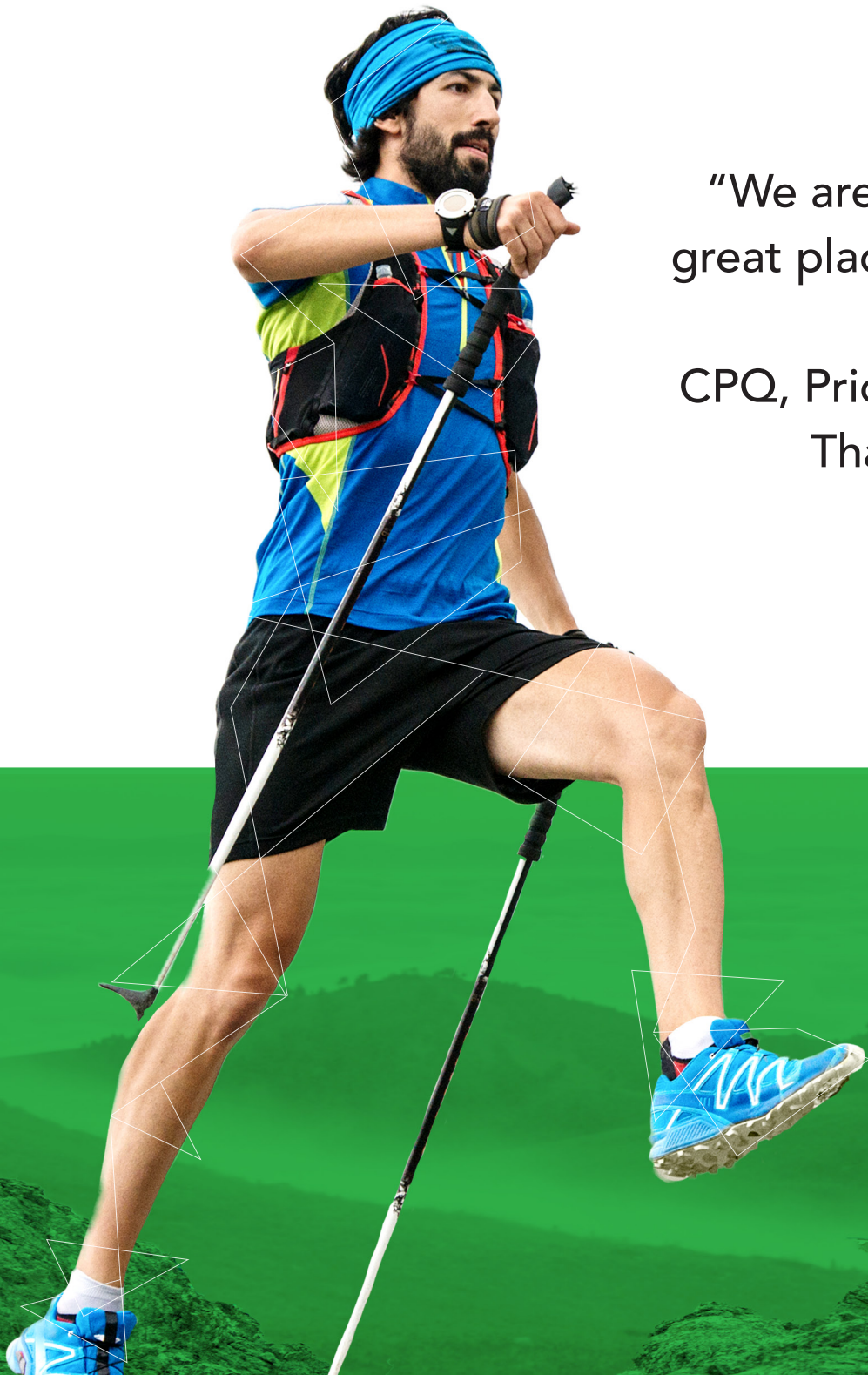
Best-in-class solution demos and hands-on learning featuring what's new and what's next from PROS and our partners.

Pre-Conference Workshops

Interactive sessions focused the business application of artificial intelligence and a deep dive into the latest trends in the airline industry.

Keynotes Featuring Technology Visionaries, Industry Analysts and Customer Executives

This year's keynote lineup includes three-time Olympian **Kerri Walsh Jennings**, and best-selling author and former chief speechwriter **Daniel Pink**. Past customer speakers have included Emirates Airline's Divisional Vice President of Revenue Optimization **Amit Khandelwal**, Greyhound Lines' Chief Commercial Officer **Andrew Kaplinsky**, and more.



“We are sponsoring Outperform because it is a great place to come and learn. I hear about what PROS’ customers are talking about: CPQ, Pricing, Data Science, AI-infused solutions. That helps me to position my messaging.”

Jayanta Banerjee

VP Business Development & Alliances
Icertis



outperform

Sponsorships At A Glance

All packages are based on availability at the time of contract

	DIAMOND <i>Invite Only</i>	PLATINUM \$45,000	GOLD \$35,000	SILVER \$25,000	BRONZE \$12,500
Co-Sponsorship of One Evening Event	Custom	✓			
Access to Private Meeting Room	Custom	(4) 30-Minute Private Meeting Room Slot			
Meet and Greet with Key Executives	✓	✓			
Reserved Keynote and Evening Event Seating	✓	✓			
Presentation Opportunities	Custom	Premium Breakout Session 40-Minute Session	Breakout Session 20-Minute Session	Theater Session	
Presentation Recordings hosted on PROS YouTube Channel	✓	✓	✓		
Lead Scan Badge Reader	1	1	1	1	
Kiosk	Custom	(1) Monitor, Counter, Branding, Meeting Table or Lounge Grouping	(1) Monitor, Counter, Branding, Meeting Table	(1) Monitor, Counter, Branding	
Verbal Recognition in Conference Opening	✓	✓			
Logo Recognition on Promotional Emails	✓	✓	✓	✓	



Sponsorships At A Glance, *cont'd.*

All packages are based on availability at the time of contract

	DIAMOND <i>Invite Only</i>	PLATINUM \$45,000	GOLD \$35,000	SILVER \$25,000	BRONZE \$12,500
Mention in PROS Press Release	✓	✓	✓	✓	
Social Media Mention	✓	✓	✓	✓	
Logo Recognition in Conference Opening	✓	✓	✓	✓	Text Only
Logo Recognition and Hotlink on Event Website	✓	✓	✓	✓	✓
Logo Recognition, Company Description, URL on Event App Sponsorship Page	✓	✓	✓	✓	✓
Logo Recognition on Event Agenda	✓	✓	✓	✓	✓
Prominent Onsite Branding Throughout the Venue	✓	✓	✓	✓	✓
Invitation to Exclusive Partner Connect Session	✓	✓	✓	✓	✓
Access to Outperform Appt. Scheduler	✓	✓	✓	✓	✓
Delegate Passes (Does not include hotel or air)	Custom	8	5	3	2

Additional Opportunities

Maximize Your Networking and Marketing Reach with Sponsorship Add-Ons



Add-ons are limited availability opportunities that will enrich the conference experience for guests. Have an add-on idea? Below are just a few of the customized options available:

Daytime Meal Sponsorship
Coffee Café Or Wine Bar Experience
Local-Flavored Room Drops
30-Minute Meeting Room Time Slot

Registration Entertainment
Conference Mobile App
20-Minute Theater Session
Wifi

Reserve a Sponsorship

Sponsorships are limited and available on a first come, first serve basis. To request your sponsorship, please email Marie Rauschenbach, Senior Marketing Event Manager mrauschenbach@pros.com.

Sponsorship Agreement

Sponsor must sign the PROS Sponsorship Agreement in order to be confirmed.

PROS will hold the sponsorship for 10 business days after sending the agreement.

Payment

Sponsors will be invoiced for the Total Sponsorship Amount upon acceptance of the Sponsorship Agreement.

- Full payment is net thirty (30) from invoice date.
- Sponsorship is not confirmed until payment is received in full.
- PROS reserves the right to cancel sponsorship if payment is not received in full sixty (60) days prior to the Event and cannot guarantee sponsorship deliverables until payment is received in full.





Thank You to Our 2018 Sponsors





Outperform 2019 | May 21-23
ARIA Resort Las Vegas

About PROS

PROS Holdings, Inc. (NYSE: PRO) provides AI-powered solutions that optimize selling in the digital economy. PROS solutions make it possible for companies to price, configure and sell their products and services in an omnichannel environment with speed, precision and consistency. Our customers, who are leaders in their markets, benefit from decades of data science expertise infused into our industry solutions.

To learn more, visit pros.com.

Copyright © 2018, PROS Inc. All rights reserved. This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.