



A | S | A | P®

The Association of Strategic
Alliance Professionals

2025
PARTNER
PROSPECTUS

ASAP: EMPOWERING ALLIANCE & PARTNERSHIP PROFESSIONALS

About ASAP

The Association of Strategic Alliance Professionals (ASAP) is the premier organization dedicated to serving the alliance management profession. As the only member- and community-based nonprofit association in this field, ASAP plays a crucial role in fostering alliance success across industries.

Our Impact on Alliance Success

In today's interconnected business landscape, an increasing number of professionals find themselves leading external business relationships, even without formal "alliance" or "partnering" titles. ASAP recognizes this trend and supports both emerging and seasoned alliance management professionals.

We Empower Our Members With

- Proven principles and practices
- Essential management tools
- Advanced collaboration strategies
- Success-driving resources





ABOUT ASAP

Empowering Collaboration Across Industries



Our Mission

To empower alliance professionals through education, resources, and networking to foster expertise in collaborative practices



We Offer

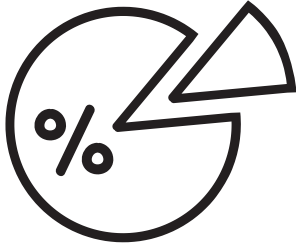
Cutting-edge resources, tools, benchmarking, publications, professional development, education, networking events, and certifications



We Serve

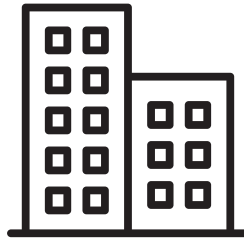
Strategic alliance professionals responsible for planning and executing partnerships, integrating alliance management into corporate business models, and driving innovation through collaborative efforts

OUR MEMBERSHIP



Job Roles

C-Suite: 6%
Executives: 15%
Senior Management: 53%
Management: 19%
Other: 7%



Industries

Academia
Aerospace
Energy
Finance
Government
Healthcare
Life Sciences
Manufacturing
Nonprofits
Pharmaceuticals
Social Services
Technology
Telecom
Transportation



Years in Alliance Management

<1: 6%
1 to 5: 13%
6 to 10: 22%
11 to 19: 33%
> 20: 25%



Company Size

\$1b+: 52%
\$50m - \$1b: 17%
\$5m - \$49m: 11%
Under \$5m: 16%



Regions

North America
Europe
Asia
Oceania
Middle East
South America
Africa

REASONS TO ENGAGE

ASAP represents thousands of alliance management professionals at every stage of their career.



Connect

Build relationships with decision-makers and leaders from companies excelling in strategic alliances.

Promote

Showcase your products, services, and solutions to fuel your business pipeline.



Reach

Position and increase your brand visibility at the forefront of innovation.



CUSTOMIZE YOUR ENGAGEMENT PACKAGE

Tailored engagement maximizes your impact and reach within our alliance management network!

Design a package that perfectly aligns with your organization's goals:

- Choose from our range of individual offerings.
- Combine options to create a comprehensive package.
- Your total investment determines your partnership tier.



ASAP OFFERINGS



Signature Conferences

ASAP Summit
ASAP European Summit
BioPharma Conference



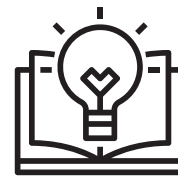
Certifications

ASAP offers two certifications, the CA-AM and CSAP, for alliance management professionals



Memberships

Individual and organizational memberships are available



Education

Workshops
Training
Courses



Thought Leadership

Webinars
Roundtables



Advertising

Elevate your brand across in-person local events, digital assets, and virtual programs

ASAP SIGNATURE CONFERENCES

ASAP hosts three signature conferences each year, attracting a global community of industry leaders and executives.



ASAP Summit

MAY 5-7, 2025
DENVER, COLORADO



ASAP European Alliance Summit

SEP 2025
AMSTERDAM, THE NETHERLANDS



ASAP BioPharma Conference

NOVEMBER 17-19, 2025
BOSTON, MASSACHUSETTS



ASAP SUMMIT

ASAP and the Cloud Software Association (CSA) are pleased to announce their collaboration for the 2025 ASAP Summit.

This landmark event will combine ASAP's overarching expertise in strategic alliances with CSA's focus on technology partnerships.

The 2025 ASAP Summit promises to deliver:

- Innovative strategies for partner-led growth that drive measurable results.
- Insights into how alliances are transforming industries like technology, life sciences, and beyond.
- Networking with thought leaders and decision-makers shaping the future of strategic partnerships.
- Actionable methodologies to leverage AI and navigate ecosystem dominance with confidence.

WHO ATTENDS ASAP SUMMIT



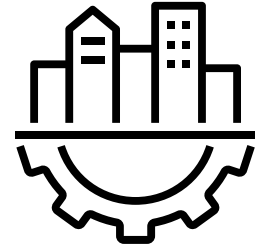
Years of Experience

< 5 Years: 45%
5 – 10 Years: 18%
>10 Years: 37%



Industries

Automotive
Consulting
Energy
Engineering
Finance
Government
Healthcare
Healthcare System
Insurance
Ledgal
Life Science /
Pharmaceutical
Non-profit
Technology
Telecom



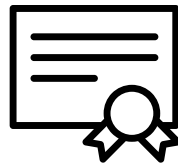
Some Past Participants

Avanade
AT&T
AstraZeneca
Cisco
GE Healthcare
Gilead
Merck
Microsoft
Nutanix
Nvidia
Salesforce
SAS



Job Roles

C-Suite: 17%
Executives: 41%
Senior Mgmt: 33%
Other: 9%



Certification

CA-AM: 37%
CSAP: 15%



Location

United States: 87%
International: 13%

First Time

58%

SPONSOR ASAP SUMMIT

Higher tiers provide escalating benefits, increased recognition, and enhanced visibility across the ASAP community and platforms.

Bronze
Under \$5,000

Silver
\$5,000 - \$9,999

Gold
\$10,000 - \$14,999

Platinum
\$15,000+

SPONSOR BENEFITS

	BRONZE	SILVER	GOLD	PLATINUM
Sponsor Recognition on Event Marketing Promotions and Materials	Company Logo	Company Logo	Company Logo w/ link	Company Logo w/ link
Access to Sponsor Lounge	X	X	X	X
Exclusive Partner Registration Discounts		10%	15%	20%
Conference Registrations		1	2	3
Presence in Event Mobile App		X	X	X
Collateral Drops (Chairs or Registration Bags)			X	X
Company Promotional Video			1 minute	2 minutes
Prominent Recognition Onsite (signage)			X	X

ASAP SUMMIT OFFERINGS

If you have something you'd like to sponsor and don't see it below, ask us! We're happy to work with you to achieve your goals.

Sponsored Content/Thought Leadership

- Main Stage Speakers (promo video, speaker introductions) - \$12,000 ea
- Track Programming - \$8,000 ea
- Pre- or Post-Conference Workshops - \$8,000
- Private Meeting Space (meetings, company presentations, or demos) - \$500/hour
- Drops (chairs / attendee bags / sponsor-provided marketing items) - \$TBD

Networking/Hospitality

- Welcome Reception - \$5,000 ea
- Closing Reception - \$5,000 ea
- Alliance Excellence Awards Ceremony - \$5,000 ea
- Dine Around Towns / Receptions / Dinners / Party - \$5,000 ea
- Executive Leadership Forum - \$5,000 ea
- After Glows (post-dinner treats) - \$5,000 ea
- Connections/Networking Lounge - \$10,000
- Conference Party - \$20,000

Branding - \$2,500 ea

- Hotel Key Cards
- Attendee Swag (various options)
- Conference Lanyard
- Program/On-site Guide
- Charging Lounge
- Sponsor or Speaker Lounge
- Themed Breaks/Coffee Bar
- High-Visibility Signage (print and digital options)
- Venue and Local Options:
 - Wellness Activity (e.g., yoga, walk, fun run, trivia/game night, karaoke, recreational activity, local charitable or giving back activity)

Exhibiting

- **\$8,000** - 6-foot Table (draping, one power drop, and two chairs)
- **\$6,000** - High-Top Networking Table (30" table, one power drop, and two bar-height chairs)

Both exhibit options include a virtual booth in the conference event/mobile app.

Digital Advertising - Custom, let's talk!

- Main Stage Programming Video Spotlight
- Event App Ads/Banners
- Email Marketing
- Venue Digital/Virtual Signage
- Citywide/Transportation (e.g., airport signage, shuttle, party bus, pedicab, Uber/Lyft)



ASAP
EUROPEAN
ALLIANCE SUMMIT



ASAP EUROPEAN ALLIANCE SUMMIT OFFERINGS

Details coming soon!



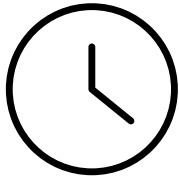
ASAP BIOPHARMA CONFERENCE

ASAP is hosting the BioPharma Conference, the leading life science alliance and partnering event.

This must-attend program presents rich content over two days addressing alliance management topical areas such as:

- Skill Building
- Demonstrating Value
- Situational Leadership

WHO ATTENDS ASAP BIOPHARMA CONFERENCE



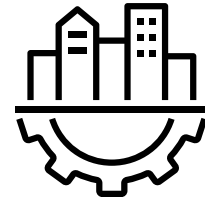
Years of Experience

<5 Years: 46%
5 – 10 Years: 25%
>10 Years: 29%



Industries

Pharma: 86%
Other: 14%



Some Past Participants

Amgen
AstraZeneca
Bayer
Biogen
Eli Lilly
Gilead Sciences
Merck
Novartis
Takeda

First Time

47%



Job Role

C-Suite: 5%
Executives: 40%
Senior Mgmt: 44%
Other: 11%



Certification

CA-AM: 37%
CSAP: 11%



Location

United States: 77%
International: 23%

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Exclusive Partner Registration Discounts		10%	15%	20%
Conference Registrations		1	2	3
Presence in Event Mobile App		X	X	X
Collateral Drops (Chairs or Registration Bags)			X	X
Company Promotional Video			1 minute	2 minutes
Prominent Recognition Onsite (signage)			X	X

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MORE WAYS TO GET INVOLVED WITH ASAP

Engagement doesn't stop at our signature events! Annual opportunities provide your organization to stay connected to alliance professionals year-round.

Additional opportunities include:

- Memberships
- Certifications
- Education
- Thought Leadership
- Digital Advertising



ASAP MEMBERSHIP

Include individual or organizational memberships with your annual investment.

No matter your level of alliance management experience, ASAP helps advance individual and team professional development.

ASAP membership benefits include:

- 8+ hours complimentary live roundtable discussions
- 16+ hours of complimentary webinars
- Exclusive access to ASAP Content Hub
- Complimentary quarterly magazine
- Discounts on events and publications
- Volunteer/leadership opportunities
- Exclusive networking opportunities
- And more!

Annual Dues

- Membership: \$399
- Up to 10 memberships - \$3,600
- Up to 20 memberships - \$6,800
- Unlimited memberships - \$15,000



ASAP CERTIFICATIONS

ASAP certifications allow qualified professionals to demonstrate their mastery of alliance management and collaborative business relationship skills.

Based on tools, principles, and best practices outlined in *The ASAP Handbook of Alliance Management: A Practitioner's Guide*, both certifications:

- Validate knowledge and expertise in alliance management
- Test the ability to apply best practices in collaborative situations
- Assess decision-making skills in challenging scenarios

Certification of Achievement – Alliance Management (CA-AM)



- Focus: Process-oriented
- Tests knowledge of key alliance management skills
- Covers operational competencies for managing existing alliances

*Starting at \$1,399** – Virtual, self-paced, and team/group pricing available*

Certified Strategic Alliance Professional (CSAP)



- Focus: Strategy-oriented
- For experienced practitioners
- Covers the full alliance life cycle, from inception to termination

*Starting at \$1,999***

***Certification pricing includes a prep workshop, materials, and exam.*

**FOR MORE INFORMATION ON THE ASAP CERTIFICATION,
VISIT [STRATEGIC-ALLIANCES.ORG/ABOUTCERTS](https://strategic-alliances.org/aboutcerts)**



For More Information Contact

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