
Pirida.

Meeting delegate goals will unlock **sponsorship revenue** and **retention**.

Sponsor satisfaction is the most crucial metric to maintain and grow conference revenue year after year.

Sponsor satisfaction is directly linked to pipeline generation and ROI on spend.

Bob's renewal math is simple.



Bob

HEAD OF FIELD MARKETING · SPONSORCO

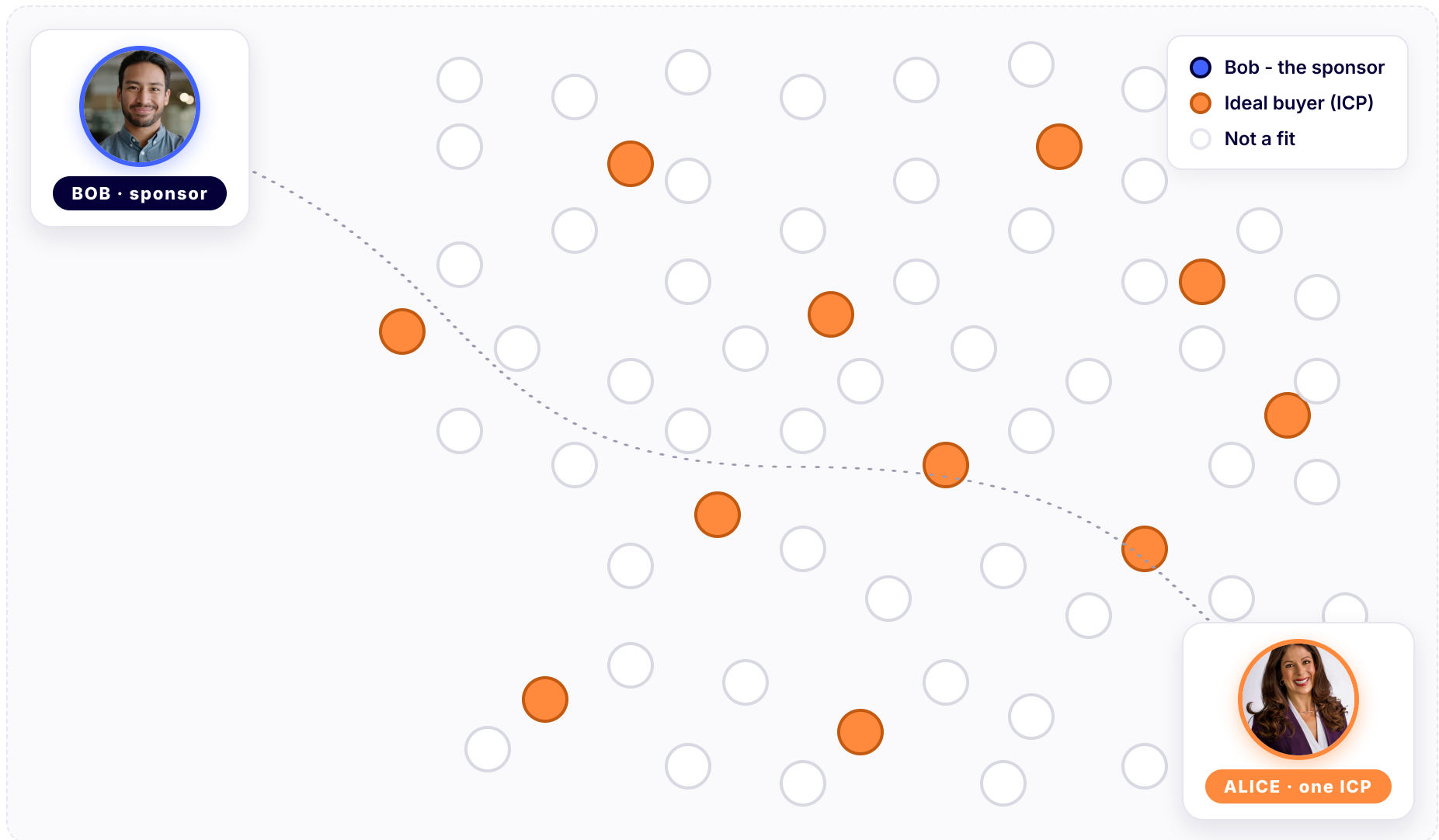
"I sponsor for one reason - **pipeline**. I want to fill my team's calendar with high-quality meetings with potential buyers."

: BOB, THE SPONSOR

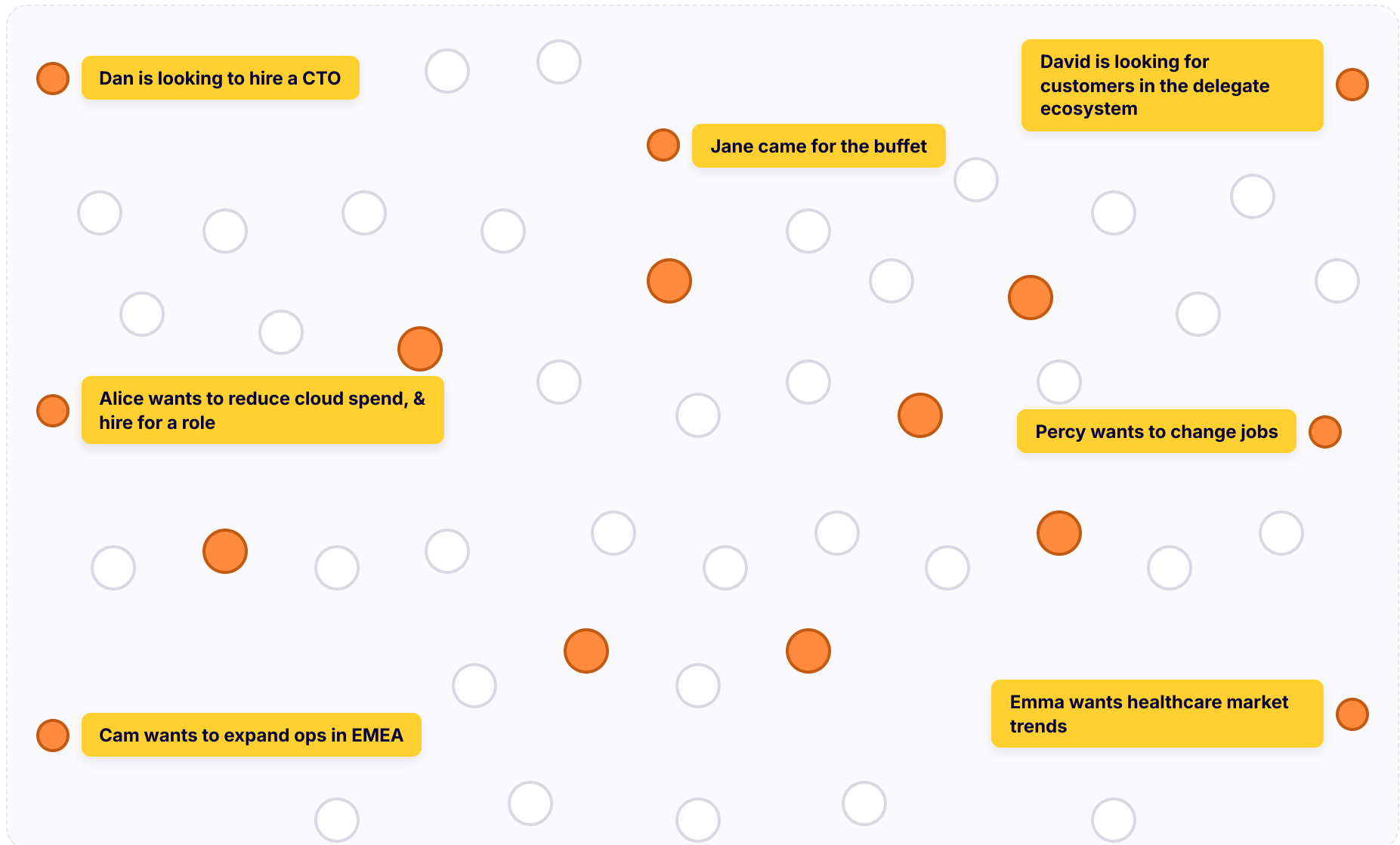
No pipeline → Doesn't come back

Generates pipeline → Renews & grows spend

To build pipeline, a sponsor has one singular goal - find their ideal buyers in a room full of delegates.



But delegates come to an event for a **multitude** of different reasons.



Take Alice - she wants to hire, as well as reduce cloud spend.

But she won't say so publicly.



Alice M.
VP ENGINEERING · BUYERCO

"I'm looking for a **Director of Engineering** on my team. I also want to meet companies that can help **reduce our cloud spend.**"

WHY SHE STAYS QUIET

Sensitive information. She doesn't want it known she's replacing her Director of Engineering.

Won't tick "meeting vendors." Do that, and she's buried in pitches that don't fit.

Doesn't expect it to work. The peers she wants aren't usually active on the app anyway.

Even if she does say it, it drowns in irrelevant pitches - so she ignores everything.

ALICE'S EVENT-APP INBOX

CloudScale · Free trial, attendees only! VENDOR

SwagWorld · Free hoodie at booth 7! VENDOR

Ravi · Eng Director · Same problem - coffee? PEER ★

LeadGenie · Can we grab 15 minutes? VENDOR

HypeAI · The future is here. VENDOR

BoothBlitz · Spin the wheel for prizes! VENDOR

CloudNine · Demo at 2 PM, free lunch. VENDOR

MetricMax · Boost your KPIs 10x. VENDOR

PitchPro · Loved our new AI feature? VENDOR

SponsorCo (Bob) · Cut cloud spend 40%. VENDOR ★

PingMe · Quick chat about your stack? VENDOR

EventBuddy · Rate us to win a drone! VENDOR

Two messages actually matter.

A peer (Ravi) and a sponsor (Bob).

Both vanish in the scroll. The inbox punishes the only two messages worth opening.

Delegates and sponsors lose trust in the system for the **same reason** - they can't meet who they want to.



ALICE

"Too many vendors pitching me on email and the app!"

"I want to know who else is working on the same problems as me, at the same maturity stage."

"I wish I could find potential candidates to hire."



BOB

"We don't have enough buyer meetings."

"Nobody responds to us on email or the app!"

"It's such a hit or miss who we end up meeting."

Enter Pirida.

We engineer the right connections - **for both sponsors and delegates** - all in one flow. **Privately, and easily.** No apps required.

White-glove.
Whitelabelled.

We **deeply research** every delegate and sponsor using 12+ sources, then confirm their goals directly and privately.

PUBLIC APPEARANCES

- Conference talks & keynotes
- Podcasts & interviews
- Op-eds & published articles
- Panels & webinars

   + more sources

PROFESSIONAL HISTORY

- Current role & scope
- Career path & past companies
- Education & credentials
- Board seats & advisory

  + more sources

COMPANY FOCUS

- Products & pricing
- Strategy & roadmap
- Customers & market position
- Tech stack & partnerships

  + more sources

NEWS & MOMENTUM

- Funding & valuation
- Product launches
- Earnings & SEC filings
- M&A & hiring signals

   + more sources

+ DEEP RESEARCH PACKET



Alice M.
VP of Engineering · BuyerCo · San Francisco, CA

140
ENG LED

2.5
YRS IN ROLE

CTO
REPORTS TO

PUBLIC

Keynoted **QCon SF 2025** - "Scaling platform teams past 100." Recurring guest on Software Engineering Daily.

HISTORY

VP Eng at BuyerCo since 2023. Prior: Eng Director at **Stripe** (5 yrs). BS CMU; MS Stanford.

COMPANY

B2B procurement SaaS, **1,200 enterprise logos**. Mid re-platform to **Go, Kafka, K8s**.

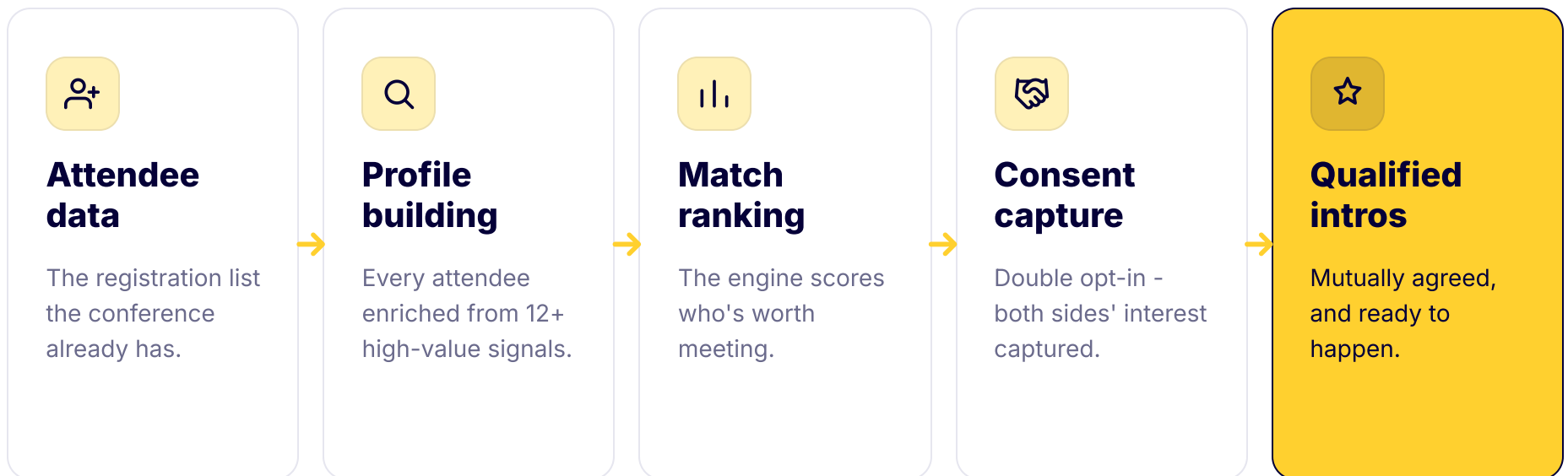
MOMENTUM

\$180M Series C (Mar 2025, \$4.2B). **45 open eng roles** - hiring infra hard.

♦ **Read in one glance:** she's **mid-replatform and hiring** - we already know who she should meet.

We then recommend **only** the right peers and sponsors to each person.

The four hardest problems in event matchmaking - **discovery, surfacing, consent, and facilitation** - solved end-to-end.



For **Alice** - every touchpoint feels like magic and grows trust in the recommendations.

3 WEEKS BEFORE

A survey, tailored just for her.

Survey for Alice

We're honored you're joining us. Your work scaling human-AI teams across systems has shaped how we think about this conference. We'd like to tailor this takes about 3 minutes.

Alice M.

Responded 16/11/2025, 13:33:43

Given the launch of Cognitive AI, what matters most to you this year?

- ☒ Scaling agentic AI systems in large, regulated enterprises
- ☐ Building and retaining world-class AI teams across multiple functions
- ☐ Translating technical AI breakthroughs into measurable business impact
- ☐ Learning from peers who've navigated similar organizational transitions
- ☐ Something else entirely

ADDITIONAL COMMENTS

Real-world lessons from teams shipping AI now would be most useful

What's the single biggest challenge you're hoping to make progress on?

Targeted questions based on her research packet. She fills it out properly because every question feels relevant.

AT THE EVENT

Private shortlist waiting at check-in.



Recommended peers for Alice, each with a one-line "why you should meet" rationale.

ACROSS EVENT DAYS

High-quality meetings with peers and sponsors.

Francis Bell

Chief Data, AI and Analytics Officer · Afford AI Company

Hide rationale
 Queue to meet

You both lead enterprise-scale AI transformation at Fortune 500 companies and have authored patents in AI systems. Francis' AffordLLM platform democratizes AI across thousands of employees, while your CognitiveAI partnership with Anthropic on Claude integration serves a similar mission of embedding AI into consumer-facing products at scale.

Suggested question: Your AffordLLM platform sounds like it's solving the same democratization challenge we're tackling with Cognitive's Claude integration—how are you thinking about measuring adoption and business impact across such a large user base?

Facilitated intros happen on-site. Alice walks away with the right conversations actually had.

For Bob - every touchpoint increases his ability to generate pipeline.

3 WEEKS BEFORE

His buyer persona - researched and ready.

1 OF 2

Roles we think are a good fit : Please confirm

CTOs, CIOs, engineering directors, and software architects at enterprise companies implementing distributed systems and agentic AI applications are the best buyers for SponsorCo's enterprise platform. Below is a list of top ICP fits from the confirmed attendee list.

Based on who's attending Leader's Summit 2026, here are the roles and companies we think you should connect with.

- ✓ **Angela Silva** (Lead Director, AI/ML Engineering - Supply Chain) - **SMV Health**
Direct engineering leadership role for AI/ML systems at a healthcare enterprise that needs resilient, scalable agentic AI for supply chain optimization
- ✓ **Marjorie Bloom** (Senior Engineering Manager) - **BigBank Co.** Engineering management role at a financial services enterprise where fault-tolerant, compliant AI systems are critical for high-throughput transaction processing
- ✓ **Vinay Vaz** (Head of Engineering) - **Minima Group**: Head of engineering at a financial services firm responsible for selecting enterprise platforms for distributed systems and AI applications
- ✓ **Chris Hurst** (Executive Director of Software) - **Comcast** - Software engineering

Fit assessment surfaced against the actual delegate list. Bob walks in knowing exactly who to chase.

AT THE EVENT

25+ buyers ready to proactively meet.

Attendees highly interested in meeting

SponsorCo Total 32

FA

Fazl Baksh

Director · Stellar Financial Services

MA

Mabby Baebi

AVP Enterprise Data & Analytics · Southfolk Southern

RA

Rohan Joshi

AVP, AI Services & Insights · SetLife

JA

Jamie Olive

SVP Product Management · Grave Logistics

IA

Iago John

Director, Customer Engagement. Weltstone Co

Double-opt-in intros. Calendar is filled with meetings that already want to happen.

ACROSS EVENT DAYS

Ad-hoc, high-quality buyer meetings on top.

Sponsors

Live Queue

SponsorCo

sc

SponsorCo

Ask Miranda

Where they fit best - SponsorCo provides cloud-based identity and access management software that helps companies manage and secure user authentication into applications, including single sign-on, multi-factor authentication, and AI agent security.

POC DETAILS

Edit POC details

POC name Daniel

POC email dan@example.com

Attendee queue

Search attendees...

Alice M.

Incoming

VP Engineering · BuyerCo

Show rationale

Make it Mutual

On-site recommendations keep producing fresh, qualified introductions throughout the event.

Win **Alice's trust by helping her meet her goals - and Bob's goals will be met in the process.**



01

Alice meets the right peers.

The event earns her trust.

02

Now she'll take a **well-matched sponsor meeting.**

Bob's pipeline grows.

03

Bob hits his number and renews.

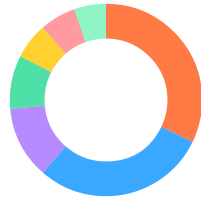
And spends more next year.

CASE STUDY

Enterprise AI Conference • New York

350 ATTENDEES

20 SPONSORS



SENIORITY MIX

Director 32%

Other 29%

VP 12%

C-Level 9%

SVP/EVP 6%

Mng Dir 6%

Manager 6%

OUTCOMES

~24

HIGH-QUALITY BUYER
MEETINGS
FACILITATED PER SPONSOR

~8

HIGH-QUALITY MEETINGS PER
DELEGATE
50% PEERS • 50% SPONSORS

8.5/10

DELEGATE SATISFACTION
SCORE

TESTIMONIALS

"Our most senior delegates were literally **lining up at the concierge to see their selections and make picks**. It saves them so much time, and enables meetings that otherwise just wouldn't happen. **Everybody wins.**"

CONFERENCE DIRECTOR

"As soon as I saw the list — **I was like holy ****, these are exactly the people I want to meet**. To be told why was just a cherry on top!"

VP ADS • FORTUNE 100 MEDIA

"As an introvert who struggles with cold outreach, **I really appreciated this approach because it equalised the dynamic.**"

HEAD OF RISK • FORTUNE 50
GLOBAL BANK

Meet the Team



CEO & CO-FOUNDER

Priyanka Asera

The organiser who got tired of bad matches.

15+ years at the intersection of conference production, field marketing, enterprise sales & management consulting.

- ◆ **Former conference organiser.** Built a \$1M conference from scratch (acquired by Reuters Events).
- ◆ **Field Marketing & Enterprise Sales at Transfix** (now a unicorn). Conference-sponsorship budget-holder with deep experience in pipeline gen & renewals.
- ◆ **Former McKinsey consultant**
- ◆ **Electrical engineer** by training (Purdue)

MCKINSEY

REUTERS EVENTS

TRANSFIX

TLDR

ANTLER EIR



CTO & CO-FOUNDER

Radhika Toshniwal

The engineer behind the matching algorithm.

7+ years building recommendation engines and consumer platforms that people actually love using, at the world's biggest sports and media broadcast brands.

- ◆ **Recommendation engines at scale.** Fan personalisation for Chelsea FC, NY Mets & Loco, and **50+ of the world's top media & broadcast companies** (via LiveLike).
- ◆ **Consumer platform builder.** 0→1 product craft on interactive experiences powering top-flight sports & media broadcasters.
- ◆ **Computer Science** by training

LIVELIKE

CHELSEA FC

NY METS

LOCO

Better matches. Happier buyers. **Sponsors that renew.**

For a full demo of the data flow and platform, please reach out via [this link](#).

For best results: **engage 4–6 weeks prior to the event.**

hello@pirida.com

pirida.com