

Dreamforce 2007 User and Developer Conference

Moscone Center South, San Francisco
September 16-19, 2007



The Premier On Demand Event of 2007



salesforce.com®
Success On Demand.™

To all Dreamforce 2007 Partners and Sponsors:

On September 16-19, we will gather at Moscone Center South Convention Center in San Francisco for Dreamforce 2007! With our customers, partners, industry leaders and innovators, we will assess where we are today, envision where we can be tomorrow and understand how we will reach our goals, together.

Dreamforce 2007 is the on-demand event for business professionals, IT professionals and developers interested in growing and supporting their on-demand organizations. It will provide unique insights from salesforce.com leadership, industry leaders and salesforce.com partners. Dreamforce 2007 will provide you with innovative ideas, best practices and technical training to solve the fundamental challenges of your business.



The event will provide you with marketing opportunities to showcase your products and solutions to our mutual customers but it is more than the opportunity to build relationships. Dreamforce 2007 is a chance to take part in the innovations that will shape the on-demand industry. It provides the option to see the future with your own eyes, experience it and play a role in creating it.

Dreamforce 2007 would not be the on-demand event of the year without you, our valuable partners and sponsors. Your presence and solutions expands the richness of our customers' experience and success with salesforce.com solutions so show our Dreamforce 2007 attendees what you have to offer.

We offer a variety of sponsorship levels that enable partners to achieve marketing and brand success at every level of investment. I invite you to read this brochure to learn more about the sponsor packages available to our salesforce.com partners and sponsors.

Salesforce.com has the momentum and focus to make our dreams, and yours, a reality. We look forward to seeing you at Dreamforce 2007!

Sincerely,

George Hu
Chief Marketing Officer
Salesforce.com

Hear what our partners have to say about Dreamforce 2006:

“Dreamforce is the best opportunity to meet with thought leaders and customers interested sales effectiveness all year. The caliber of those who attend is first class.”

—Donal Daly, CEO of The TAS Group

“I was impressed at the focus on the customer, that salesforce.com demonstrated. It appeared as if they reengineered the whole trade show process, substantially, to provide a great customer experience. It also helped us partners. The pre-built booths were a great example; it saved us a ton of time.”

—Gopi Mattelm, CEO of Cellarstone

“Dreamforce is quite simply the best show of the year for us from a lead-gen ROI perspective.”

—Simon Peel, VP of Worldwide Marketing, Cast Iron Systems

“Dreamforce allowed us to position our product to a community of individuals who were very familiar with Salesforce and AppExchange which streamlined the sales process and move us that much closer to a new sale.”

—Roger Ciliberto, VP of Sales, TrueAdvantage



What is Dreamforce?

A three day user and developer conference with partner expo, Dreamforce is a highly engaging, innovative event that provides in-depth education and training; dynamic information exchange; and practical, high-impact solutions to the salesforce.com community that depends on salesforce.com's on-demand technology solutions, partner solutions and services. Focused exclusively on on-demand solutions, Dreamforce is attended by companies dedicated their customers' success.

When and where is Dreamforce 2007?

Dreamforce 2007 is Sunday, September 16 though Wednesday, September 19 at Moscone Center South Convention Center in San Francisco CA.

When is the partner expo open?

The partner expo is open to attendees:

- Sunday, September 16: 6 – 8 PM
- Monday, September 17: 7:30 – 9:00 AM / 11 – 2 PM / 3:30 – 8 PM
- Tuesday, September 18: 7:30 – 9:00 AM / 11 – 5 PM
- Wednesday, September 19: 7:30 – 11:45 AM

What are the benefits of being a sponsor?

As a Dreamforce 2007 sponsor, you are brought into direct contact with the people who are committed to on-demand solutions. It raises the profile of your solutions to your target audience. It's a chance to be a part of the future of software in an exciting, educational and technical event to create awareness and drive demand for your solutions.

What marketing efforts will promote Dreamforce 2007?

We will promote Dreamforce 2007 through a number of marketing communications including email, on-line advertising, user group communications, sales engagement with our customers, tradeshow, and telemarketing.

Whom do I contact to sign up?

To participate in Dreamforce 2007, please contact your Partner Marketing contact or email partnersuccess@salesforce.com.

Partner Marketing contacts:

Angela Kenniston
Senior Manager
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Leslie Tom
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Feedback from Dreamforce 2006 attendees:

- ⌘ 86% percent of attendees were “very satisfied” with Dreamforce 2006 conference
- ⌘ 97% percent of attendees would recommend Dreamforce to a colleague

“The Dreamforce expo was like no other expo. Booth after booth offered new ideas and new technology. It was awesome!”
—Worldwide CRM Strategy Manager, Analog Devices

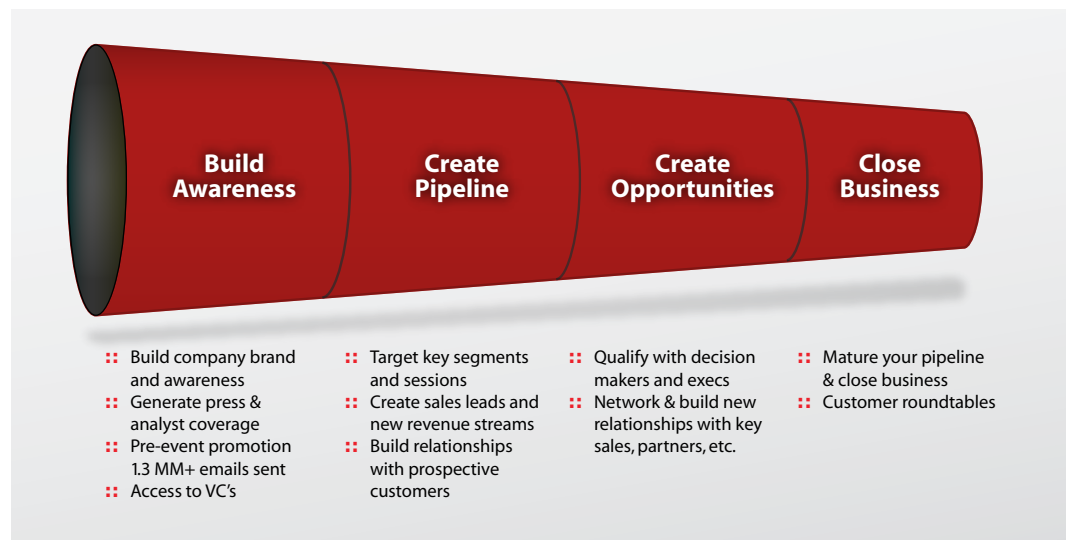
“The role-based breakouts were incredibly valuable & focused to topics that I cared about.”
—Sr. Marketing Manager, ProSight

“Keynotes were extremely inspirational especially Colin Powell!”
—Business Application Manager, Wireless Generation

“The networking events were great...the sessions that actually pulled up the product and showed you ‘how to’ were great resources.”
—Marketing Communications Manager, ScholarOne

Why Participate in Dreamforce 2007?

Salesforce.com’s on-demand solutions have the power to transform organizations, create highly satisfied customers and improve organizational productivity and efficiency. Our vision for partner success is to drive outstanding customer success by driving partner momentum with an influential community of 7,000+. Establish each partner as a unique solution provider in the on-demand ecosystem, network with salesforce.com sales team, salesforce.com executives, press and analysts to generate new business for your on-demand solutions and services.

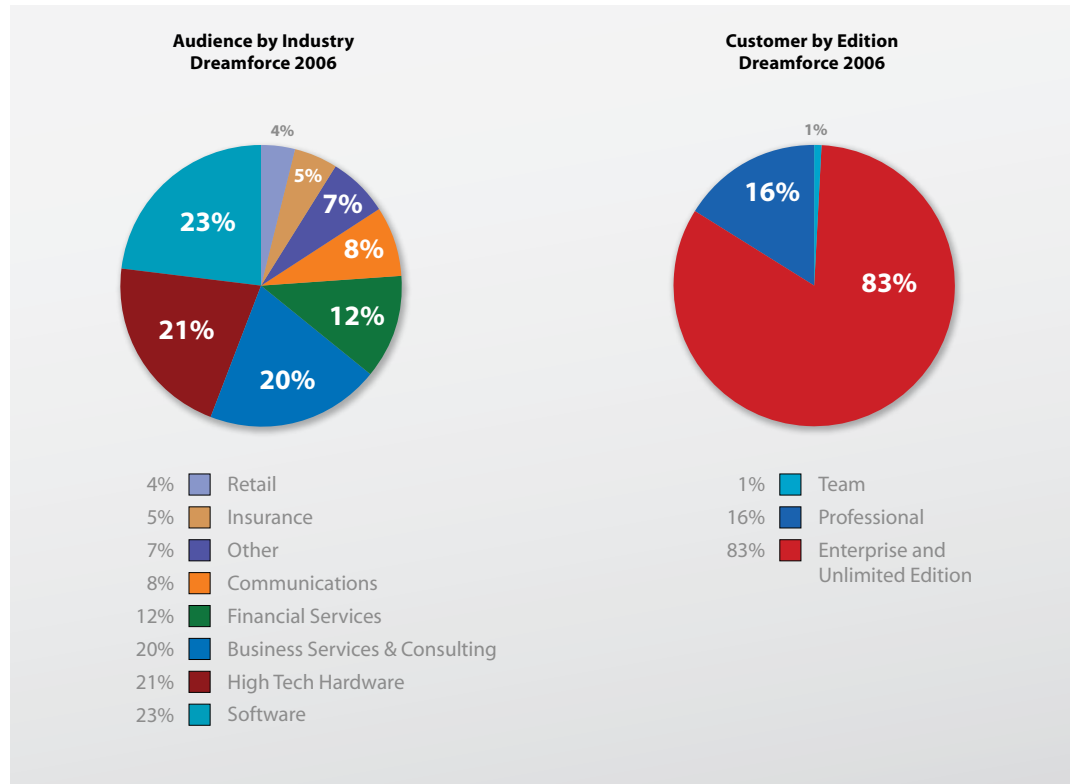
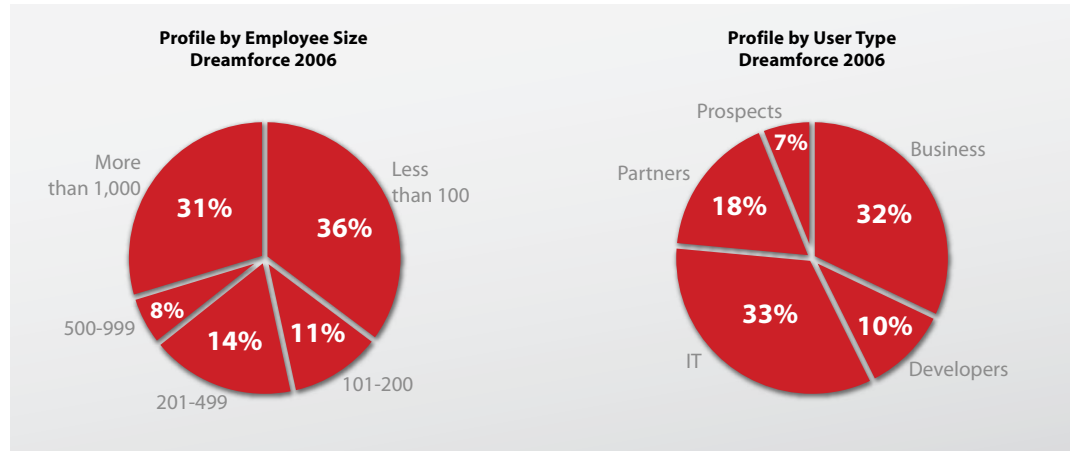


Sponsorship Benefits Overview

Sponsorship Level	Sponsorship Description	Who Should Sponsor
Platinum	<p>Platinum sponsorship represents a highly integrated combination of branding and customer interaction for five partners and marketing messages integrated into the themes of Dreamforce 2007 during the general sessions.</p> <p>Platinum sponsors interact with senior executives from customer companies through a track session.</p> <p>Post-event, Platinum sponsors will receive opt-in list of those responding to their question in our online conference survey.</p>	<p>Global Strategic Partners and AppExchange Strategic Partners</p> <p>The Platinum level is appropriate for the largest salesforce.com partners who want to show their complete and unflagging commitment to salesforce.com customers and our on-demand community as a whole.</p>
Gold	<p>Gold sponsorship is a highly integrated marketing opportunity with prominent placement in the Partner Pavilion. The combination of branding and customer engagement facilitates the initiation and close of sales opportunities.</p> <p>The Gold sponsors create awareness and drive demand with attendees through a customer-focused track session.</p>	<p>Strategic Partners and AppExchange Partners</p> <p>The Gold level is appropriate for salesforce.com partners seeking to maximize the interaction between conference attendees and their company representatives.</p>
Silver	<p>Silver sponsorship enjoys preferred placement in the Partner Pavilion.</p> <p>The Silver sponsorship includes a quarter page ad in the conference guide and a 50-word description in the conference website and conference guide to drive booth traffic in the Partner Pavilion.</p>	<p>Strategic Partners and AppExchange Partners</p> <p>The Silver level is appropriate for salesforce.com partners interested in driving business at the regional and global level and in increasing awareness of their brand.</p>
Bronze	<p>Bronze Sponsors have the opportunity to demonstrate their solution in the Partner Pavilion and to interact with salesforce.com customers during the event.</p> <p>The Bronze sponsorship provides a turnkey booth package that enables partners to enjoy the benefits of Dreamforce with minimal overhead costs to focus their efforts on lead generation.</p>	<p>Alliance and AppExchange Partners</p> <p>The Bronze level is appropriate for all salesforce.com partners.</p>

Reach a Qualified Audience of Influencers and Decision-Makers

Dreamforce 2007 provides you with the opportunity to create pipeline with targeted access to a qualified audience of influencers and decision makers.





Dreamforce Delivers Real Marketing ROI

PLATINUM SPONSOR

“As a platinum sponsor we had an unimaginable return on our investment. We had fantastic exposure with customers and press, created several million dollars in pipeline and even closed a deal right on the show floor!”

—Steve Lucas, VP On Demand Software & Services



GOLD SPONSOR

“Bluewolf has CLOSED more \$\$\$ from the show than we spent on it. These are deals that we would not have generated without the show. We are active with hundreds of qualified leads so Dreamforce paid for itself.”

—Glen Stoffel, Director of Sales



SILVER SPONSOR

“Dreamforce ‘06 brought us an invigorated pipeline, solid prospects, many that have since turned to customers, visibility with our existing customers and credibility with our investors. As a certified AppExchange partner who participated as a Silver Sponsor, we are looking to keep the momentum going with salesforce.com.”

—Patrick Stakenas, President and CEO



BRONZE SPONSOR

“Dreamforce is the best opportunity to meet our current and prospective customers, and to build lasting relationships in person. We built a successful business by following up on new contacts we made at Dreamforce 2005, and will be doing the same this coming year. Oh, and we closed two major deals on the spot!”

—Rick Banister, President



Platinum Sponsorship Benefits

The Platinum sponsorship is designed for one partner to garner top visibility and high customer interaction throughout the Dreamforce event. The Platinum sponsorship will maximize sales, marketing and branding opportunities and tightly integrate partners into branding and customer interaction throughout the entire Dreamforce event. Platinum sponsors enjoy exclusive opportunities to interact with our customers via participation in general session and in sponsorship of a breakout session.

Platinum Sponsorship \$150,000

Exhibit Space	
Booth Size	20' x 20' booth space to bring your own custom booth or request turnkey booth
Electrical/Internet	(2) Electrical drops and (2) internet drops
Carpet	Provided
Material Handling/Drayage	Provided
Booth Signage	Custom header and full bleed, color graphic panels
Furniture	Chair (1), wastebasket (1)
Lead Retrieval	Provided
Message Delivery	
General Session	General session participation and branding
Track Session	One (1) track session participation and branding. Preferred track subject to availability.
Pre-Event Marketing	
Conference Website	Logo with click-through to your website and 100 word description
Invitation Mailings	Logo included in save the date and pre-conference invitation mailings
Press Releases	Mention as a sponsor in select event-related press releases
Promotional Toolkit	Salesforce.com will provide materials to help your company promote its presence pre-event. Includes email template, registration code for discounts to your customers and prospects, conference logo.
On-Site Marketing	
Conference Guide	Logo and 100 word description in conference guide
Conference Bag	Logo on conference bag
Conference Bag Insert	One piece of partner supplied, salesforce.com approved, collateral in conference bag insert
Press Kit	Option to provide press kits in press lounge
Ad in Conference Guide	(1) One page ad
Meeting Room	(1) Dedicated meeting room
Company Logo	Logo on select conference signage
Room Drop	Option to do a room drop to attendees at your cost, with event team approval
Post-Event Marketing	
Direct Mail to Opt-In Registrations	One time direct mail drop, through third party vendor, to opt-in registrations.
Conference Registrations	
Full Conference	Four (4) full conference passes includes access to the entire conference and gala event
Booth Staff Passes	Six (6) booth staff passes includes access to the Partner Pavilion only
Gala Event Tickets	Available for purchase by booth staff at registration desk

Gold Sponsor Benefits

This high level package enables Gold sponsors to establish significant presence at the conference. The combination of branding and customer networking opportunities enables Gold Sponsors to leverage Dreamforce to initiate and close sales opportunities. Prominent placement in the Partner Pavilion and a shared meeting room enable sponsors to interact and meet privately during the event.

Gold Sponsorship: \$80,000

Exhibit Space	
Booth Size	10' x 20' turnkey booth
Electrical/Internet	(1) Electrical drop and (1) internet drop
Carpet	Provided
Material Handling/Drayage	Provided
Booth Signage	One Header with company logo and four (4) full bleed, color graphic panels
Furniture	Chair (1), wastebasket (1)
Lead Retrieval	Provided
Message Delivery	
Track Session	One (1) track session participation and branding. Preferred track subject to availability.
Pre-Event Marketing	
Conference Website	Logo with click-through to your website and 75 word description
Invitation Mailings	Logo included in save the date and pre-conference invitation mailings
Press Releases	Mention as a sponsor in select event-related press releases
Promotional Toolkit	Salesforce.com will provide materials to help your company promote its presence pre-event. Includes email template, registration code for discounts to your customers and prospects, conference logo.
On-Site Marketing	
Conference Guide	Logo and 75 word description in conference guide
Conference Bag Insert	One piece of partner supplied, salesforce.com approved, collateral in conference bag insert
Press Kit	Option to provide press kits in press lounge
Ad in Conference Guide	(1) ½ page ad
Meeting Room	Shared meeting room
Room Drop	Option to do a room drop to attendees at your cost, with event team approval
Post-Event Marketing	
Direct Mail to Opt-In Registrations	One time direct mail drop, through third party vendor, to opt-in registrations.
Conference Registrations	
Full Conference	Three (3) full conference passes includes access to the entire conference and gala event
Booth Staff Passes	Four (4) booth staff passes includes access to the Partner Pavilion only
Gala Event Tickets	Available for purchase by booth staff at registration desk

Silver Sponsorship Benefits

Silver Sponsors enjoy preferred placement in the Partner Pavilion to drive increased booth traffic during the Partner Pavilion. The inclusion of a 50 word description in the conference guide and conference website will drive booth traffic and awareness of Silver Sponsor's solution at the event and to salesforce.com sales teams.

Silver Sponsorship: \$45,000

Exhibit Space	
Booth Size	10' x 10' turnkey booth
Electrical/Internet	Electrical drop (1) and internet drop (1)
Carpet	Provided
Material Handling/Drayage	Provided
Booth Signage	One Header with company logo and two (2) full bleed, color graphic panels
Furniture	Chair (1), wastebasket (1)
Lead Retrieval	Provided
Pre-Event Marketing	
Conference Website	Logo with click-through to your website and 50 word description
Promotional Toolkit	Salesforce.com will provide materials to help your company promote its presence pre-event. Includes email template, registration code for discounts to your customers and prospects, conference logo.
On-Site Marketing	
Conference Guide	Logo and 50 word description in conference guide
Ad in Conference Guide	(1) ¼ page ad
Meeting Room	Shared meeting room
Post-Event Marketing	
Direct Mail to Opt-In Registrations	Third party One time direct mail drop, through third party vendor, to opt-in registrations.
Conference Registrations	
Full Conference	Two (2) full conference passes includes access to the entire conference and gala event
Booth Staff Passes	Two (2) booth staff passes includes access to the Partner Pavilion only
Gala Event Tickets	Available for purchase by booth staff at registration desk

Bronze Sponsorship Package

Bronze sponsorship provides partners with the opportunity to showcase their value-added products and services. To provide Bronze Sponsors with high customer interaction, Dreamforce offers dedicated hours for the Partner Pavilion and helps drive attendees to the exhibit floor by hosting a welcome reception and cocktail reception. These dedicated hours provide exclusive time for all attendees to visit partners to maximize the potential to gather leads.

Bronze Sponsorship: \$20,000

Exhibit Space	
Booth Size	6' x 8' turnkey booth
Electrical/Internet	Electrical drop (1) and internet drop (1)
Carpet	Provided
Material Handling/Drayage	Provided
Booth Signage	One (1) Header with company logo and One (1) full bleed, color graphic panel
Furniture	Chair (1), wastebasket (1)
Lead Retrieval	Provided
Pre-Event Marketing	
Conference Website	Logo
Promotional Toolkit	Salesforce.com will provide materials to help your company promote its presence pre-event. Includes email template, registration code for discounts to your customers and prospects, conference logo.
On-Site Marketing	
Conference Guide	Logo and URL in conference guide
Conference Registrations	
Full Conference	One (1) full conference passes includes access to the entire conference and gala event
Booth Staff Passes	Two (2) booth staff passes includes access to the Partner Pavilion only
Gala Event Tickets	Available for purchase by booth staff at registration desk



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