

salesforce

dreamforce

Dreamforce '16
Sponsorship Prospectus
October 4-7, 2016 | San Francisco, CA



ALOHA!

We're Salesforce. We help make your customers love you.
Join us at Dreamforce. Get new customers. Make them awesomely happy.



Inspiration. Imagination. Innovation.
It's all inside Dreamforce.

Dreamforce brings together thought leaders, industry pioneers, and thousands of your peers for a week of idea sharing.

Dreamforce draws the world's largest
cloud ecosystem and is where sponsors:

- Meet Critical Business Connections
- Launch Businesses
- Announce New Products
- Gain Major Traction
- Build Momentum
- Accelerate Success

Get Ready For A Transformational Week. Secure your sponsorship today.

To learn more about the most important week of your year, reach out to partnersuccess@salesforce.com.



SECTION

01 DREAMFORCE
DEMOGRAPHICS



SECTION

02 DREAMFORCE
HIGHLIGHTS



SECTION

03 DREAMFORCE
PERSONA



SECTION

04 TITANIUM



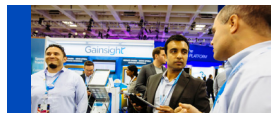
SECTION

05 PLATINUM



SECTION

06 GOLD



SECTION

07 SILVER



SECTION

08 BRONZE



SECTION

09 EXHIBITOR



SECTION

10 SIDE-BY-SIDE
GRID



SECTION

11 À LA CARTES



SECTION

12 EXPANSION
PACKAGES



SECTION

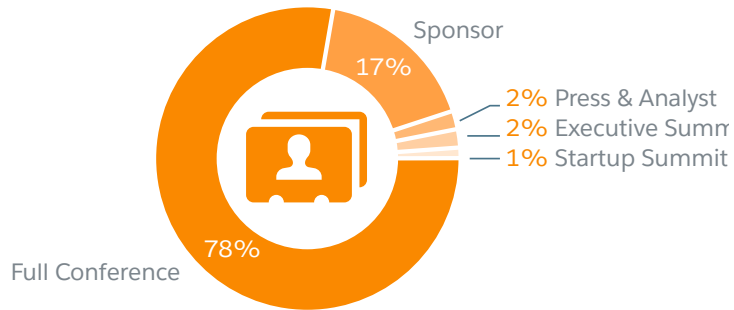
13 UCSF BENEFIT



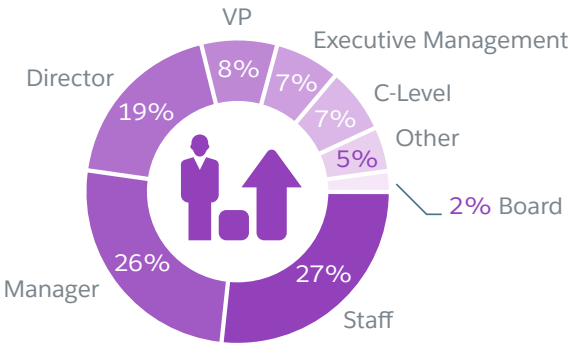
SECTION

14 CONTACT US

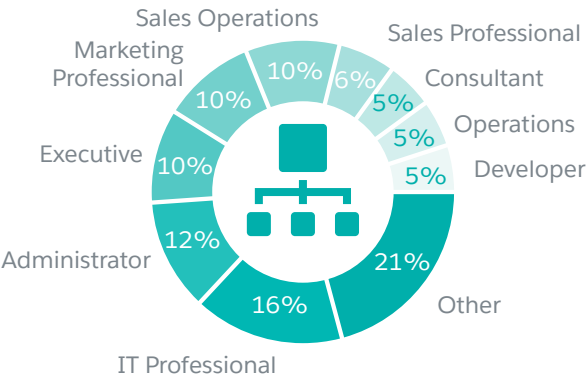
ATTENDEE TYPE



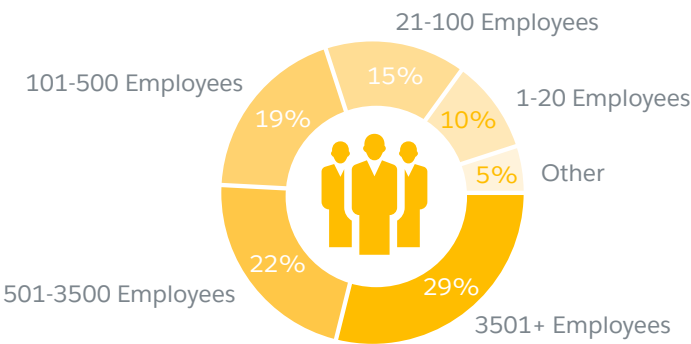
JOB LEVEL



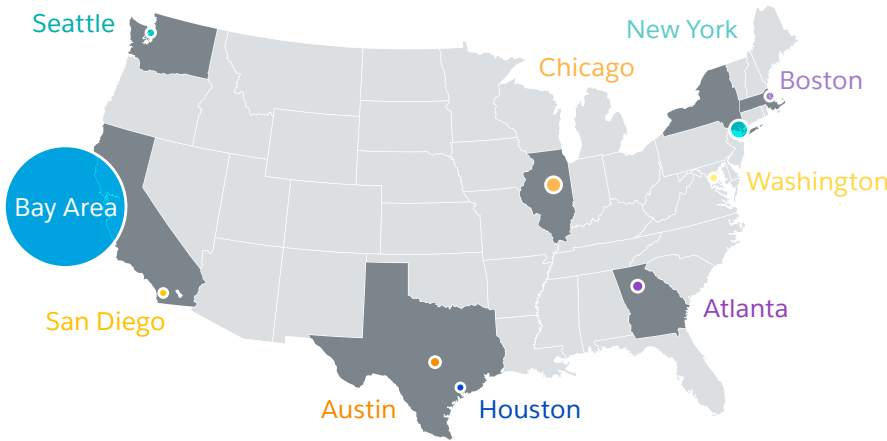
DEPARTMENT



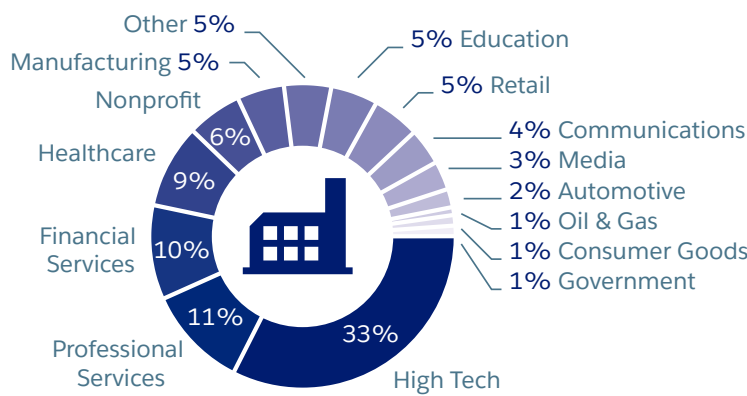
COMPANY SIZE



TOP REPRESENTED U.S. CITIES



INDUSTRIES



*Based on Dreamforce 2015 demographics

95%

WOULD
RECOMMEND
DREAMFORCE
TO OTHERS



78 COUNTRIES
REPRESENTED

150,000+
REGISTRANTS



35
KEYNOTES



160,000+
SOCIAL MENTIONS



FIRST-EVER
WOMEN'S
LEADERSHIP
SUMMIT



3 NEW SALESFORCE
PRODUCT LAUNCHES

1 MILLION
BOOKS DONATED



11.7M+
SalesforceLIVE Viewers



300,000+
SPONSOR LEADS
SCANNED

416 UNIQUE
SPONSORS

8,000
NON-PROFIT ATTENDEES



25%

AVERAGE IMPROVEMENT
IN TOP-LINE REVENUE
FOR ATTENDEES



1,600
BREAKOUT
SESSIONS

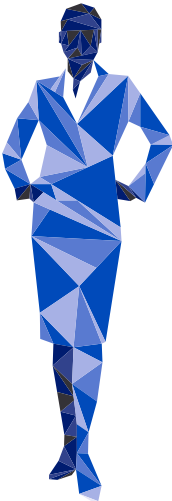


*Based on Dreamforce 2015 highlights



WHO'S ATTENDING DREAMFORCE

With thousands of registered attendees descending upon San Francisco, it's inevitable you'll connect with various Dreamforce personas. As Sponsors, your job is to turn those connections into leads. Here are some of the types of attendees walking the show floor, and some ways to connect with different Dreamforce personas.



CEO

WHAT THEY WANT

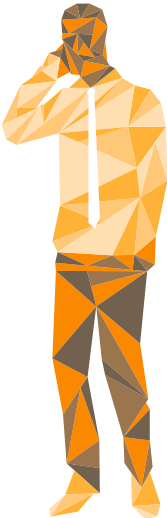
- Build relationships with other C-Level executives
- Meet C-Level Salesforce employees
- Understand what's needed of their various teams to grow their business

WHERE YOU CAN FIND THEM

- On stage presenting
- Executive Briefing Center

HOW TO CONNECT

- Schedule customer or executive dinners in advance with key decision makers
- Host a joint session
- Schedule a meeting in advance in the Cloud Expo meeting rooms or at an offsite property



SALES LEADER

WHAT THEY WANT

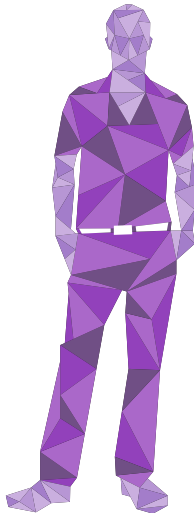
- Learn how to sell faster, smarter, and from anywhere
- Look for solutions to increase sales productivity
- Sales insights

WHERE YOU CAN FIND THEM

- Sitting in the Sales Cloud Keynote
- Numerous networking receptions
- Visiting the Sales Cloud area of the Product Showcase

HOW TO CONNECT

- Attend networking receptions
- Join the Dreamforce for Sales group on the Dreamforce Community



CUSTOMER SERVICE EXEC

WHAT THEY WANT

- Learn best practices and techniques their teams can put to use now, and key strategies that can drive their customer service roadmap for years to come.
- Expand their knowledge base of customer service and support best practices, strategies, and hands-on training, including: Knowledge-centered support, Self-service communities, and the next generation contact center

WHERE YOU CAN FIND THEM

- Attending any of the Customer Service focused breakout sessions
- Sitting in the Service Cloud Keynote
- Check out the Service Cloud area in the Product Showcase

HOW TO CONNECT

- Become part of the Salesforce Success Community
- Join the Dreamforce for Service and Support Community Group
- Network with other customer service leaders

DEVELOPER

WHAT THEY WANT

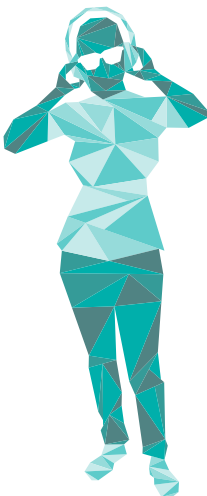
- Cutting-edge cloud technologies, tools, and best practices for the App Cloud, Force.com, Heroku, and the latest Salesforce technologies
- Learn how Salesforce is gamifying the entire DevZone learning experience with Trailhead

WHERE YOU CAN FIND THEM

- With the Developer community surpassing 2.1 million, it won't be hard, simply step foot in the DevZone
- Sitting in the Developer Keynote or in line for any one of the Developer focused sessions

HOW TO CONNECT

- Join the Dreamforce for Developers group on the Dreamforce Community
- Attend hands-on workshops, quick starts, and mini hacks



MARKETING MANAGER

WHAT THEY WANT

- Learn best practices from other marketing managers in similar industries
- Engage with their customers using the latest marketing technology across email, mobile, social, ads, and the Web

WHERE YOU CAN FIND THEM

- Attending breakout sessions and hands-on training sessions to learn about new tools that can be implemented into their current work flow

WHERE YOU CAN FIND THEM

- Sitting in the Marketing Cloud Keynote
- Learning from Marketing Cloud experts in the Marketing Cloud area of the Product Showcase

HOW TO CONNECT

- Join Dreamforce for Marketing group in the Dreamforce Community
- Attend any of the Marketing Cloud hosted breakout sessions



ADMIN

WHAT THEY WANT

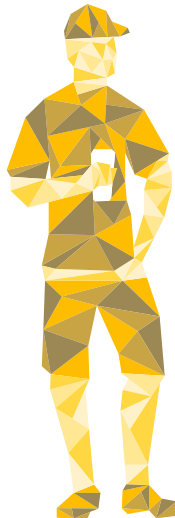
- Learn how to further their Admin career with tips and tricks
- Network with other admins, hear their stories, and see demos of all the features that matter most to them
- More info on analytics, declaratives, mobile, careers as admins, multi-org functionality, the sandbox, and data—for all levels of admin

WHERE YOU CAN FIND THEM

- Hanging out in the Admin Zone
- Sitting in the Admin Keynote

HOW TO CONNECT

- Connect with Salesforce Admins on Social @SalesforceAdmins
- Join the Admins at Dreamforce group on the Dreamforce Community



TITANIUM SPONSORSHIP

(by invitation only)

\$1,500,000

6 Available



“Awareness is an extremely important factor for us at FinancialForce. As a Titanium sponsor at Dreamforce 2015, we were able to achieve new, unprecedented levels of branding. An expanded expo footprint and dozens of promotional opportunities allowed us to feature how FinancialForce really delivers ERP at Customer Speed™.”

FinancialForce, 2015 Titanium Sponsor

TITANIUM SPONSORSHIP

PRE-EVENT MARKETING

- 50 Word Description Included in Pre-Event Newsletter
- Logo Included in Attendee Acquisition Emails
- Shared Sponsor Feature on Salesforce Blog
- Logo & Link on Conference Website
- 150 Word Company Description on Conference Website
- Landing Page on Conference Website (1 page)
- Preview of Dreamforce Website (Prior to Website Launch)
- Promotion on Social Media Outlets Pre-Event (1 Facebook, LinkedIn & Twitter post regarding Sponsor's Super Session & booth location. Sponsor to provide context and a social image)
- Inclusion in Dreamforce Sponsor List on Twitter
- (1) 1–2 Minute Promotional Video on Official Dreamforce Channel
- Access to Dreamforce Promotional Kit
- Access to the Press List 5 Days Prior to Event
- Ability to Issue a Dreamforce Sponsorship Press Release

CONFERENCE ACCESS EXPERIENCE

- Ability to Reserve a Hotel Room Block of up to 40 Rooms with Management Assistance (Inventory and properties to be confirmed)
- Ability to Reserve 1 Meeting Room for 4 days at Conference Hotel (Inventory and properties to be confirmed)
- 20 Full Conference Passes (includes access to Dreamfest)
- Discount on Additional Full Conference Passes
- 30 Booth Staff Passes (Does not include access to Dreamfest)
- Opportunity to Purchase Additional Booth Staff Passes
- 15 Dreamfest Passes
- Registration Discount Code for Customers and Prospects

EXECUTIVE SUMMIT PARTICIPATION

- 4 CXO Invitations to Executive Program (Includes full conference access)
- Inclusion in Executive Summit Expo Materials (Format to be finalized with program)

EXTEND YOUR IMPACT GLOBALLY

- Take Your Brand Global with the Salesforce World Tour (10% Discount in addition to any bulk pricing offered)

MESSAGE DELIVERY

- (1) 60-Minute Video Recorded Super Session (To be held in Theater or breakout room with theater capability capacity)
- Collateral Distribution in Super Session
- 2 Unique CXO Rollup Banners in Super Session
- (1) 40-Minute Video Recorded Breakout Session (Subject to approval of all speakers, to be held in room with recording setup)
- (3) 40-Minute Breakout Sessions (Non-Recorded)
- Ability to Scan Leads in Session and Collect New Leads From Attendees After Session
- Content Coaching Webinar

ON-SITE MARKETING

- Exclusive High Profile Branding Opportunity
- Logo Inclusion on Conference Bag (Subject to change)
- Insert in Conference Bag (Small gift or 1 page collateral)
- Logo on Conference Shuttles
- Logo & URL in Dreamforce Mobile Application
- 150 Word Description in Dreamforce Mobile Application
- One Column, 1/2 Page Advertisement in Daily Dreamforce Newspapers
- 10 Minute SaaSy Visit to Drive Booth Traffic
- Feature in “4 Perfect Days” Section in the Journey Asset (Mention in 1 Industry/Role)
- Sponsor Specific Journey Template (Ability to create company specific journey on the Salesforce template to distribute to your company employees)
- Inclusion in Expo Map
- Promotion on Social Media Outlets During Event (1 Twitter post regarding Sponsor's Super Session and booth location, 1 retweet of Sponsor's post)
- Recognition on Partner Spotlight Banner
- 30 Second Content on the Video Wall (Prefer 15 second segments, subject to approval)
- General Session Room Branding
- (1) 10x20 Executive Style Soundproof Onsite Meeting Room

TITANIUM SPONSORSHIP cont.

CLOUD EXPO EXPERIENCE

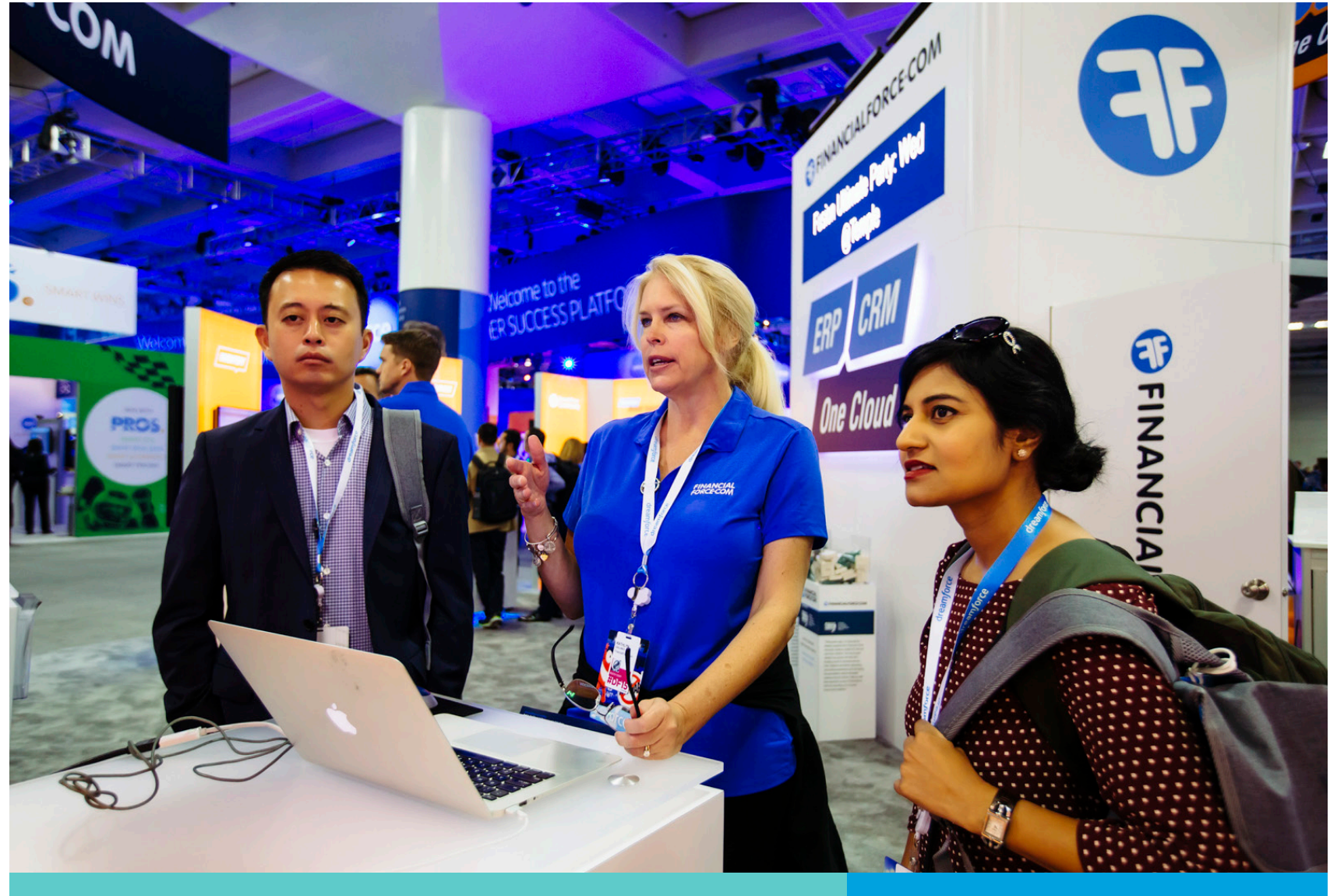
- 30x30 Customizable Booth Space
- Ability to Rig a Hanging Banner (Limitations apply)
- Secure 5 GHz Wireless
- Lead Retrieval on (6) Devices

SALESFORCE LIVE: REACHING THE VIRTUAL AUDIENCE

- Brand Awareness on Road to Dreamforce Programming (Pre-event broadcast)
- (1) 15 Minute Content Segment (Live onsite in studio)
- 2 Minute Segment Prior to Keynote (Live during pre-show onsite)
- 3 Minute In Booth Executive Interview (Pre-recorded on Monday onsite)
- Commercial Content Between Segments (15–30 second spot during onsite programming)

POST-CONFERENCE MARKETING

- Promotion on Social Media Outlets Post Event (1 post from LinkedIn & Twitter of the sponsor's Dreamforce roundup)
- Super Session Video Recording Posted to Official Dreamforce Channel (Speaker release required)
- Breakout Session Video Recording Posted to Official Dreamforce Channel (Speaker release required)
- Slide and Voice Breakout Session Recording Posted to Official Dreamforce Channel (Speaker release required)
- 50 Word Description Included in Post-Event Thank You Email



PLATINUM SPONSORSHIP

(by invitation only)

\$1,000,000

13 Available



“For the past five years, Capgemini has been a premier sponsor and we look forward to showcasing our industry expertise and solutions each and every year at the largest cloud computing conference. Our ability to deepen connections with our enterprise clients as well as, engage with the Salesforce community as a whole is realized during the week that is Dreamforce. From our sponsorship, to sessions, to the Cloud Expo to our exclusive client events, Dreamforce provides the catalyst for innovation and joint customer success.”

Capgemini, 2015 Platinum Sponsor

PLATINUM SPONSORSHIP

PRE-EVENT MARKETING

- Logo & Link on Conference Website
- 100 Word Company Description on Conference Website
- (3) Page PDF on Digital Rack on Conference Website (Front only)
- Inclusion in Dreamforce Sponsor List on Twitter
- (1) 1–2 Minute Promotional Video on Official Dreamforce Channel
- Access to Dreamforce Promotional Kit
- Access to the Press List 3 Days Prior to Event
- Ability to Issue a Dreamforce Sponsorship Press Release

CONFERENCE ACCESS EXPERIENCE

- Ability to Reserve a Hotel Room Block of up to 25 Rooms with Management Assistance (Inventory and properties to be confirmed)
- Ability to Reserve 1 Meeting Room for 1 day at Conference Hotel (Inventory and properties to be confirmed)
- 15 Full Conference Passes (includes access to Dreamfest)
- Discount on Additional Full Conference Passes
- 22 Booth Staff Passes (Does not include access to Dreamfest)
- Opportunity to Purchase Additional Booth Staff Passes
- 12 Dreamfest Passes
- Registration Discount Code for Customers and Prospect

EXECUTIVE SUMMIT PARTICIPATION

- 2 CXO Invitations to Executive Program (Includes full conference access)
- Inclusion in Executive Summit Expo Materials (Format to be finalized with program)

EXTEND YOUR IMPACT GLOBALLY

- Take Your Brand Global with the Salesforce World Tour (5% Discount in addition to any bulk pricing offered)

MESSAGE DELIVERY

- (1) 40-Minute Video Recording of Breakout Session (Subject to approval of all speakers, to be held in room with recording setup)
- (2) 40-Minute Breakout Sessions (Non-Recorded)
- Ability to Scan Leads in Session and Collect New Leads From Attendees After Session
- Content Coaching Webinar

ON-SITE MARKETING

- High Profile Branding Opportunity
- Logo on Conference Shuttles
- Logo & URL in Dreamforce Mobile Application
- 100 Word Description in Dreamforce Mobile Application
- One Column, 1/4 Page Advertisement in Daily Dreamforce Newspapers
- 10 Minute SaaSy Visit to Drive Booth Traffic
- Inclusion in Expo Map
- Recognition on Partner Spotlight Banner
- 15 Second Content on the Video Wall (Subject to approval)
- General Session Room Branding
- (1) 10x20 Onsite Meeting Room

SALESFORCE LIVE: REACHING THE VIRTUAL AUDIENCE

- 2-Minute In Booth Executive Interview (Pre-recorded on Tuesday onsite)
- Commercial Content Between Segments (15–30 second spot during onsite programming)

POST-CONFERENCE MARKETING

- Breakout Session Video Recording Posted to Official Dreamforce Channel (Speaker release required)
- Slide and Voice Breakout Session Recording Posted to Official Dreamforce Channel (Speaker release required)

CLOUD EXPO EXPERIENCE - CUSTOM

- 20x20 Space
- Ability to Rig a Rotating Hanging Banner (Limitations apply)
- Lead Retrieval on (4) Devices

CLOUD EXPO EXPERIENCE - TURNKEY

- 20x20 Turnkey Booth Space
- Ability to Rig a Hanging Banner (Limitations apply)
- Secure 5 GHz Wireless
- Lead Retrieval on (4) Devices
- (4) Electrical & (4) Internet Drops
- (4) Monitors
- Carpet & Carpet Padding
- Material Handling up to 400 lbs. (Must ship to advance warehouse)
- Booth Graphic Panels (Including all back-wall panels)
- (4) Demo Stools & (4) Wastebaskets
- Evening Cleaning and Porter Service

Please Note: You must select to customize your booth or use the Turnkey booth at the time of contract submission. Credits from vendors will no longer be offered if you decide to customize your booth.

GOLD SPONSORSHIP

(Subject to Approval)

\$325,000

25 Available



“Dreamforce provided us with important news and updates for Salesforce and giving us the opportunity to participate in better exposure of our partner integration.”

8x8, Inc., 2015 Gold Sponsor

GOLD SPONSORSHIP

PRE-EVENT MARKETING

- Logo & Link on Conference Website
- 75 Word Company Description on Conference Website
- (2) Page PDF on Digital Rack on Conference Website (Front only)
- Inclusion in Dreamforce Sponsor List on Twitter
- (1) 1–2 Minute Promotional Video on Official Dreamforce Channel
- Access to Dreamforce Promotional Kit
- Access to the Press List the Week of Dreamforce
- Ability to Issue a Dreamforce Sponsorship Press Release

CONFERENCE ACCESS EXPERIENCE

- Ability to Reserve a Hotel Room Block of up to 15 Rooms with Management Assistance (Inventory and properties to be confirmed)
- 10 Full Conference Passes (includes Dreamfest access)
- Discount on Additional Full Conference Passes
- 15 Booth Staff Passes (Does not include access to Dreamfest)
- Opportunity to Purchase Additional Booth Staff Passes
- 10 Dreamfest Passes
- Registration Discount Code for Customers and Prospects

MESSAGE DELIVERY

- (1) 40-Minute Video Recording of Breakout Session (Subject to approval of all speakers, to be held in room with recording setup)
- (1) 20-Minute Partner Theater Session
- Ability to Scan Leads in Session and Collect New Leads From Attendees After Session
- Content Coaching Webinar

ON-SITE MARKETING

- Logo & URL in Dreamforce Mobile Application
- 75 Word Description in Dreamforce Mobile Application
- Inclusion in Expo Map
- Gold Group Logo Presence on the Video Wall
- Plasma Screen Branding
- (1) 10x10 Onsite Meeting Room

POST-CONFERENCE MARKETING

- Breakout Session Video Recording Posted to Official Dreamforce Channel (Speaker release required)
- Slide and Voice Breakout Session Recording Posted to Official Dreamforce Channel (Speaker release required)

“Dreamforce is our biggest marketing spend of the year and worth every dollar. The ROI on this event is beyond what we could do from any other marketing efforts.”

NewVoiceMedia, 2015 Gold Sponsor

CLOUD EXPO EXPERIENCE - CUSTOM

- 10x20 Space
- Lead Retrieval on (2) Devices

CLOUD EXPO EXPERIENCE - TURNKEY

- 10x20 Turnkey Booth Space
- Lead Retrieval on (2) Devices
- (2) Electrical & (2) Internet Drops
- (2) Monitors
- Carpet & Carpet Padding
- Material Handling up to 300 lbs. (Must ship to advance warehouse)
- Booth Graphic Panels (Including all back-wall panels)
- (2) Demo Stool & (2) Wastebasket
- Evening Cleaning and Porter Service

Please Note: You must select to customize your booth or use the Turnkey booth at the time of contract submission. Credits from vendors will no longer be offered if you decide to customize your booth.

SILVER SPONSORSHIP

\$150,000

65 Available



“Sponsoring Dreamforce delivers marketing ROI. We connect with more prospects and customers at Dreamforce than all our marketing initiatives combined.”

Gainsight, 2015 Silver Sponsor

SILVER SPONSORSHIP

PRE-EVENT MARKETING

- Logo & Link on Conference Website
- 50 Word Company Description on Conference Website
- (1) Page PDF on Digital Rack on Conference Website (Front only)
- Inclusion in Dreamforce Sponsor List on Twitter
- Access to Dreamforce Promotional Kit

CLOUD EXPO EXPERIENCE

- 10x10 Turnkey Booth
- Lead Retrieval on (1) Device
- (1) Electrical & (1) Internet Drop
- (1) Monitor
- Carpet & Carpet Padding
- Material Handling up to 100 lbs. (Must ship to advance warehouse)
- Booth Graphic Panels (Including all back-wall panels)
- (1) Demo Stool & (1) Wastebasket
- Evening Cleaning and Porter Service

CONFERENCE ACCESS EXPERIENCE

- 5 Full Conference Passes (includes access to Dreamfest)
- Discount on Additional Full Conference Passes
- 8 Booth Staff Passes (Does not include access to Dreamfest)
- Opportunity to Purchase Additional Booth Staff Passes
- 6 Dreamfest Passes
- Registration Discount Code for Customers and Prospects

MESSAGE DELIVERY

- (1) 20-Minute Partner Theater Session
- Ability to Scan Leads in Session and Collect New Leads From Attendees After Session
- Content Coaching Webinar

ON-SITE MARKETING

- Logo & URL in Dreamforce Mobile Application
- 50 Word Description in Dreamforce Mobile Application
- Inclusion in Expo Map
- Plasma Screen Branding

“The Woodstock of IT. It’s a phenomenon and a critical venue for any company in the CRM discussion.”

Impartner, 2015 Silver Sponsor



BRONZE SPONSORSHIP

\$50,000

170 Available



“If you provide a solution for Salesforce customers, you need to be at the premier gathering of them!”

Conversica, 2015 Bronze Sponsor

BRONZE SPONSORSHIP

PRE-EVENT MARKETING

- Logo & Link on Conference Website
- Inclusion in Dreamforce Sponsor List on Twitter
- Access to Dreamforce Promotional Kit

CLOUD EXPO EXPERIENCE

- 6x8 Turnkey Booth
- Lead Retrieval on (1) Device
- (1) Electrical & (1) Internet Drop
- (1) Monitor
- Carpet
- Material Handling up to 100 lbs. (Must ship to advance warehouse)
- Booth Graphic Panels (Including all back-wall panels)
- (1) Demo Stool & (1) Wastebasket
- Evening Cleaning and Porter Service

CONFERENCE ACCESS EXPERIENCE

- 3 Full Conference Passes (includes access to Dreamfest)
- Discount on Additional Full Conference Passes
- 5 Booth Staff Passes (Does not include access to Dreamfest)
- Opportunity to Purchase Additional Booth Staff Passes
- 4 Dreamfest Passes
- Registration Discount Code for Customers and Prospects

MESSAGE DELIVERY

- Content Coaching Webinar

ON-SITE MARKETING

- Logo & URL in Dreamforce Mobile Application
- 25 Word Description in Dreamforce Mobile Application
- Inclusion in Expo Map

“There is no other event on earth like this. Users are engaged and ready to talk Salesforce and learn what you have to offer on a genuine level.”

Spanning Cloud Apps, 2015 Bronze Sponsor

“Dreamforce: Where dreams are forced to come true.”

Skuid, 2015 Bronze Sponsor



EXHIBITOR SPONSORSHIP

\$25,000

90 Available



“Dreamforce is the #1 event for our team every year, everything about Dreamforce is exceptional: speakers, attendees, content, entertainment, food and San Francisco.”

mPath, 2015 Exhibitor Sponsor

EXHIBITOR SPONSORSHIP

PRE-EVENT MARKETING

- Logo & Link on Conference Website
- Inclusion in Dreamforce Sponsor List on Twitter
- Access to Dreamforce Promotional Kit

CLOUD EXPO EXPERIENCE

- Turnkey Kiosk
- Lead Retrieval on (1) Device
- (1) Electrical & (1) Internet Drop
- (1) Monitor
- Carpet
- Material Handling up to 100 lbs. (Must ship to advance warehouse)
- Booth Graphic Panels (Including all back-wall panels)
- (1) Demo Stool & (1) Wastebasket
- Evening Cleaning and Porter Service

CONFERENCE ACCESS EXPERIENCE

- 1 Full Conference Pass (includes access to Dreamfest)
- Discount on Additional Full Conference Passes
- 3 Booth Staff Passes (Does not include access to Dreamfest)
- Opportunity to Purchase Additional Booth Staff Passes
- 2 Dreamfest Passes
- Registration Discount Code for Customers and Prospects

MESSAGE DELIVERY

- Content Coaching Webinar

ON-SITE MARKETING

- Logo & URL in Dreamforce Mobile Application
- 25 Word Description in Dreamforce Mobile Application
- Inclusion in Expo Map

“Dreamforce was buzzing. Even on the last day of Dreamforce we were still talking to interested prospects. This is unlike any other show in our experience.”

Melissa Data, 2015 Exhibitor Sponsor

“Dreamforce, can’t afford not to go!”

PixelTag, Inc., 2015 Exhibitor Sponsor



DREAMFORCE ‘16

SPONSORSHIP PACKAGES (1 of 6)

	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
Price	\$1,500,000	\$1,000,000	\$325,000	\$150,000	\$50,000	\$25,000
Availability	6	13	25	65	170	90
PRE-EVENT MARKETING						
Description Included in Pre-Event Newsletter	50 Words					
Logo Included in Attendee Acquisition Emails	X					
Sponsor Feature on Salesforce Blog <small>(Sponsor to provide content in Salesforce template)</small>	Shared					
Logo & Link on Conference Website	X	X	X	X	X	X
Company Description on Conference Website	150 words	100 words	75 words	50 words		
Landing Page on Conference Website	X					
Collateral on Digital Rack on Conference Website		(3) Page PDF <small>(front only)</small>	(2) Page PDF <small>(front only)</small>	(1) Page PDF <small>(front only)</small>		
Promotion on Social Media Outlets Pre-Event <small>(1 Facebook, LinkedIn & Twitter post regarding Sponsor's Super Session & booth location. Sponsor to provide context and a social image)</small>	X					
Inclusion in Dreamforce Sponsor List on Twitter	X	X	X	X	X	X
Promotional Video on Official Dreamforce Channel	(1) 1-2 Minute Video	(1) 1-2 Minute Video	(1) 1-2 Minute Video			
Access to Dreamforce Promotional Kit	X	X	X	X	X	X
Access to the Press List	5 Days Prior to Event	3 Days Prior to Event	Week of Event			
Ability to Issue a Dreamforce Press Release	X	X	X			

DREAMFORCE ‘16

SPONSORSHIP PACKAGES (2 of 6)

	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
Price	\$1,500,000	\$1,000,000	\$325,000	\$150,000	\$50,000	\$25,000
Availability	6	13	25	65	170	90
CLOUD EXPO PRESENCE						
Booth Size	30x30	20x20	10x20	10x10	6x8	Kiosk
Turnkey Booth Structure		X	X	X	X	X
Ability to Customize	X	X	X			
Ability to Rig a Rotating Hanging Banner (Limitations apply)	X	X				
Secure 5 GHz Wireless	X	X				
Lead Retrieval	(6) Devices	(4) Devices	(2) Devices	(1) Device	(1) Device	(1) Device
Internet	N/A	(4) Drops (Turnkey Only)	(2) Drops (Turnkey Only)	(1) Drop	(1) Drop	(1) Drop
Electrical	N/A	(4) Drops (Turnkey Only)	(2) Drops (Turnkey Only)	(1) Drop	(1) Drop	(1) Drop
Monitor	N/A	(4) Monitors (Turnkey Only)	(2) Monitors (Turnkey Only)	(1) Monitor	(1) Monitor	(1) Monitor
Carpet	N/A	Turnkey Only	Turnkey Only	X	X	X
Carpet Padding	N/A	Turnkey Only	Turnkey Only	X		
Material Handling (Must ship to advance warehouse)	N/A	400 lbs (Turnkey Only)	300 lbs (Turnkey Only)	100 lbs	100 lbs	100 lbs
Booth Graphic Panels (Including all back-wall panels)	N/A	Turnkey Only	Turnkey Only	X	X	X
Furniture	N/A	(4) Demo Stools (4) Wastebaskets (Turnkey Only)	(2) Demo Stools (2) Wastebaskets (Turnkey Only)	(1) Demo Stool (1) Wastebasket	(1) Demo Stool (1) Wastebasket	(1) Demo Stool (1) Wastebasket
Evening Cleaning and Porter Service	N/A	Turnkey Only	Turnkey Only	X	X	X
Inclusion in All Applicable Zones (Subject to approval and alignment w/ Salesforce stakeholders)	X					

Please Note: You must select to customize your booth or use the Turnkey booth at the time of contract submission. Credits from vendors will no longer be offered if you decide to customize your booth.

DREAMFORCE ‘16

SPONSORSHIP PACKAGES (3 of 6)

	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
Price	\$1,500,000	\$1,000,000	\$325,000	\$150,000	\$50,000	\$25,000
Availability	6	13	25	65	170	90
CONFERENCE ACCESS DETAILS (REGISTRATION & HOUSING)						
Ability to Reserve a Hotel Room Block with Management Assistance (Inventory and properties to be confirmed)	Up to 40 Rooms	Up to 25 Rooms	Up to 15 Rooms			
Ability to Reserve Meeting Rooms at Conference Hotel (Inventory and properties to be confirmed)	1 Room x 4 Days	1 Room x 1 Day				
Full Conference Passes with Ability to Purchase Additional Passes at a Discounted Rate (Includes access to Dreamfest)	20	15	10	5	3	1
Booth Staff Passes (Does not include access to Dreamfest)	30	22	15	8	5	3
Dreamfest Passes	15	12	10	6	4	2
Registration Discount Code for Customers and Prospects	X	X	X	X	X	X
EXECUTIVE SUMMIT PARTICIPATION						
CXO Invitations to Executive Program (Includes full conference access)	4	2				
Inclusion in Executive Summit Expo Materials (Format to be finalized with program)	X	X				
EXTEND YOUR IMPACT GLOBALLY						
Take Your Brand Global with the Salesforce World Tour (Discount in addition to any bulk pricing offered)	10%	5%				

DREAMFORCE ‘16

SPONSORSHIP PACKAGES (4 of 6)

	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
Price	\$1,500,000	\$1,000,000	\$325,000	\$150,000	\$50,000	\$25,000
Availability	6	13	25	65	170	90
MESSAGE DELIVERY						
Video Recorded Super Session (To be held in theater or breakout room with theater capability and capacity)	(1) 60-Minute Session					
Collateral Distribution in Super Session	X					
2 Unique CXO Rollup Banners in Super Session	X					
40-Minute Video Recorded Breakout Session (Subject to approval of all speakers, to be held in room with recording setup)	(1) 40-Minute Session	(1) 40-Minute Session	(1) 40-Minute Session			
40-Minute Breakout Session (Non-Recorded)	(3) 40-Minute Sessions	(2) 40-Minute Session				
Partner Theater Session			(1) 20-Minute Session	(1) 20-Minute Session		
Ability to Scan Leads in Session and Collect New Leads From Attendees After Session	X	X	X	X		
Content Coaching Webinar	X	X	X	X	X	X

DREAMFORCE ‘16

SPONSORSHIP PACKAGES (5 of 6)

	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
Price	\$1,500,000	\$1,000,000	\$325,000	\$150,000	\$50,000	\$25,000
Availability	6	13	25	65	170	90
ON-SITE MARKETING CONT.						
Exclusive High Profile Branding Opportunity	X					
High Profile Branding Opportunity		X				
Logo Inclusion on Conference Bag (Subject to change)	X					
Insert in Conference Bag (Small gift or 1 page collateral)	X					
Logo on Conference Shuttles	X	X				
Logo, URL, and Company Description in Dreamforce Mobile Application	150 Words	100 Words	75 Words	50 Words	25 Words	25 Words
Advertisement in Daily Dreamforce Newspapers	1 Column, 1/2 Page Ad	1 Column, 1/4 Page Ad				
SaaSy Visit to Drive Booth Traffic	10 Minutes	10 Minutes				
Feature in “4 Perfect Days” Section in the Journey Asset (Ability to choose Industries/Roles)	Mention in 1 Industry/ Role					
Sponsor Specific Journey Template (Ability to create company specific journey on Salesforce template to distribute to company employees)	X					
Inclusion in Expo Map	X	X	X	X	X	X
Promotion on Social Media Outlets During Event (1 Twitter post regarding Sponsor’s Super Session and booth location, 1 retweet of Sponsor’s post)	X					
Recognition on Partner Spotlight Banner	X	X				
Content on the Video Wall (15 second segments preferred, subject to approval)	30 Seconds	15 Seconds	Gold Group Logo Presence			
General Session Room Branding	X	X				
Plasma Screen Branding			X	X		
Onsite Meeting Room	(1) 10x20 Sound-Proof Room	10x20	10x10			

DREAMFORCE ‘16

SPONSORSHIP PACKAGES (6 of 6)

	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
Price	\$1,500,000	\$1,000,000	\$325,000	\$150,000	\$50,000	\$25,000
Availability	6	13	25	65	170	90
SALESFORCE LIVE - REACHING THE VIRTUAL AUDIENCE						
Brand Awareness on Road to Dreamforce Programming (Pre-event broadcast)	X					
Content Segment (Live onsite in studio)	(1) 15 Minute Segment					
Segment Prior to Keynote (Live during pre-show onsite)	2 Minutes					
In Booth Executive Interview (Pre-recorded on Monday onsite)	3 Minutes	2 Minutes				
Commercial Content Between Segments (15-30 second spot during onsite programming)	X	X				
POST-CONFERENCE MARKETING						
Promotion on Social Media Outlets Post Event (1 post from LinkedIn & Twitter of the sponsor's Dreamforce roundup)	X					
Super Session Video Recording Posted to Official Dreamforce Channel (Speaker release required)	X					
Breakout Session Video Recording Posted to Official Dreamforce Channel (Speaker release required)	X	X	X			
Slide and Voice Breakout Session Recording Posted to Official Dreamforce Channel (Speaker release required)	X	X	X			
Description Included in Post-Event Thank You Email	50 Words					

À LA CARTE OPPORTUNITIES

MORE OPPORTUNITIES
TO MAKE AN IMPACT


dreamforce



“It’s great leveraging Dreamforce À La Carte options each year because they allow us to significantly expand our presence and co-branded footprint with Salesforce throughout the week.”

FinancialForce.com, 2015 Titanium Sponsor

À LA CARTE OPPORTUNITIES

GIVEAWAYS



CONFERENCE PEN

\$70,000

Quantity: 1

Keep your company in the hands of potential customers with a co-branded pen that is included in the conference bag. High-quality pen is included in price and is perfect for signing purchase orders and contracts.



CONFERENCE WATER BOTTLE

\$90,000

Quantity: 1

Help Dreamforce attendees stay hydrated and refreshed with a co-branded reusable water bottle that is sure to be used long after Dreamforce ends. Every attendee will receive a water bottle in their conference bag.



ROAMING GIVEAWAY

\$15,000

Quantity: 6

Have your brand ambassadors distribute giveaways to attendees in a pre-approved, high-traffic location. Great for provoking viral interaction, driving traffic, and providing a delightful brand experience. Approval form must be completed by sponsor—giveaway and activity subject to approval.

SIGNAGE & PROMOTION



COLUMN WRAP

\$18,000

Quantity: Multiple

Showcase your brand on a column wrap in the Cloud Expo, a central part of the Dreamforce campus. Sponsors may create custom artwork to specifications provided by Salesforce.



EXPO BANNER

\$18,000

Quantity: Multiple

Get eyes on your brand and messaging with an oversized, co-branded banner in the Cloud Expo. Sponsors may create custom artwork to specifications provided by Salesforce.

À LA CARTE OPPORTUNITIES

SIGNAGE & PROMOTION (Cont.)



FLOOR GRAPHIC

\$45,000

Quantity: Multiple

Maximize exposure for your brand with branded Floor Graphics in high traffic areas. Sponsors may create custom artwork to specifications provided by Salesforce.

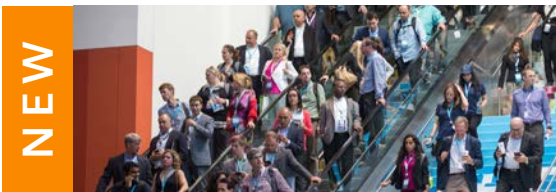


PEDICAB

\$45,000

Quantity: 5

Send your brand traveling around town. With this opportunity, you receive prime branding on Pedicabs driving around the Moscone area during Dreamforce. Drivers wear your company t-shirt (sponsor to provide) and you have the option of offering a giveaway to their passengers. 5 Pedicabs are included with each sponsorship.



ESCALATOR GRAPHIC

\$75,000

Quantity: Multiple

Showcase your brand to Dreamforce attendees in a big way with co-branded escalator graphics.



RAIN PONCHOS

\$20,000

Quantity: 1

San Francisco weather is unpredictable. Keep attendees dry with branded ponchos. Ambassadors will deliver your branded ponchos, rain or shine.



EXPO BAG

(Subject to approval)

\$175,000

Quantity: 1

Promote your brand in the Cloud Expo and on the arms of Dreamforce attendees with Expo bags. Sponsorship includes branded expo bags, distributed at Cloud Expo entrances.

À LA CARTE OPPORTUNITIES

CONTENT & INTERACTION



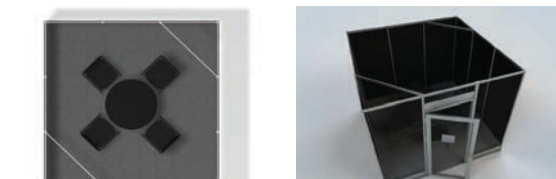
40 MINUTE CONTENT SESSION
\$35,000
Quantity: Multiple

Highlight your best customer stories in a dedicated breakout session. Present their success and your expertise to an audience with a demonstrated interest in your topic. Sponsorship includes promotion in Agenda Builder, the ability to scan leads following the session, and (up to) 2 full conference passes for the customer speakers.



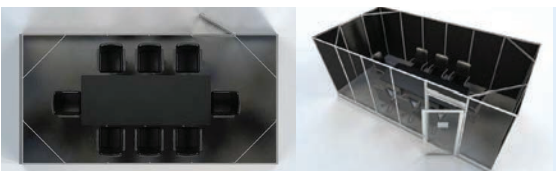
PARTNER THEATER SESSION
\$6,000
Quantity: Multiple

Host a 20-minute speaking session in the Partner Theater, located in the Cloud Expo. Sponsorship includes promotion in Agenda Builder and onsite signage.



10x10 STANDARD MEETING ROOM
\$15,000
Quantity: Multiple

Provide your staff a place to work and host meetings with prospects. Each room is furnished with 1 table, 4 chairs, a power drop, and door sign. Meeting rooms are available for use during Cloud Expo hours.



10x20 STANDARD MEETING ROOM
\$35,000
Quantity: Multiple

Host meetings onsite at Dreamforce in a private space. Each room is furnished with 1 table, 6 chairs, a power drop, and a door sign. Meeting rooms are available for use during Cloud Expo Hours.



10x20 PREMIUM MEETING ROOM (EXPO FLOOR)
\$75,000
Quantity: 3

Purchase a private meeting room where you can host meetings and close business in an intimate setting. This executive-style meeting room will be located in the Cloud Expo, featuring soundproof walls and ceiling, upgraded amenities and branding, both inside and outside of the room.

À LA CARTE OPPORTUNITIES

EXPERIENCES



DJ STATIONS

\$20,000

Quantity: 3

Great music is a key part of the Dreamforce experience—align your brand with the upbeat atmosphere. Sponsorship includes branding, DJ shout outs, and ability to have a member of your staff distribute collateral alongside the DJ in a high traffic area of the Dreamforce campus.



DREAMPARK STAGE

\$50,000

Quantity: 4

Sponsor a performance stage in the Dreampark and provide the incredible talent that keeps attendees happy and entertained throughout Dreamforce. Sponsorship includes promotion on a large screen on stage, shout outs of the sponsorship, branding on digital signage, and promotion via Salesforce social media channels.



MASSAGE LOUNGE ON CAMPUS

\$50,000

Quantity: 1

Treat attendees to complimentary massages throughout the week of Dreamforce. Sponsorship includes a sponsor branded all-day massage lounge with (5) masseuses on campus. Sponsorship includes the option to provide masseuses with branded t-shirts and a giveaway for participants.



SOCIAL MEDIA VENDING MACHINES

\$50,000

Quantity: 5

Your co-branded vending machine will be placed in a high-traffic area, where attendees can Tweet to receive a branded gift dispensed from the machine, provided by your company. Sponsorship includes the option to place a staff member at machine locations with a lead scanning device.



APPBASH



\$20,000

Quantity: 8

The AppBash sponsorship drives traffic to your booth throughout the week with an interactive attendee game, and culminates with a wildly popular co-hosted party. Sponsorship includes branding throughout the venue and activations at the party, VIP passes, and inclusion in the Cloud Expo Passport game.

À LA CARTE OPPORTUNITIES

EXPERIENCES (Cont.)

NEW		MARQUEE APPBASH \$50,000 Quantity: 1	Elevate your AppBash experience with the exclusive Marquee Sponsorship. In addition to all the the AppBash sponsorship inclusions, your company will be featured as the presenting sponsor. Sponsorship includes signage on the dance floor, signature cocktail, DJ booth sponsorship, branding of the photo activations, and sponsorship of the VIP section.
NEW		TAPSNAP® PHOTO EXPERIENCE \$50,000 Quantity: 1	TapSnap's photo capture experience engages attendees in an interactive and fun way. Sponsorship includes branding of the photo experience and photo backdrops. Sponsor receives the option to place a staff member at machine locations with a lead scanning device.

EXPANSION PACKAGES

TURNKEY BOOTH

Purchase a Turnkey Booth Expansion Package to increase interaction with Dreamforce attendees. This package includes everything that comes with the standard Dreamforce '16 turnkey booth. Everything you need to engage prospects is included in this straight-forward, no-hassle expansion package. You'll be able to scan leads, run demos, and spread your brand in the Cloud Expo.

TURNKEY BOOTH	10X20	10X10	6X8
Price	\$85,000	\$65,000	\$25,000
Inventory	Multiple	Multiple	Multiple
CLOUD EXPO PRESENCE			
Electrical	(2) Drops	(1) Drop	(1) Drop
Internet	(2) Drops	(1) Drop	(1) Drop
Monitor	(2) Monitors	(1) Monitor	(1) Monitor
Carpet	X	X	X
Materials Handling <small>(Must ship to advance warehouse)</small>	300 lbs	100 lbs	100 lbs
Booth Graphics Panels	X	X	X
Furniture	(2) Demo Stools, (2) Wastebaskets, (2) Literature Racks	(1) Demo Stool, (1) Wastebasket, (1) Literature Rack	(1) Demo Stool, (1) Wastebasket, (1) Literature Rack
Lead Retrieval	(2) Devices	(1) Device	(1) Device
Evening Cleaning and Porter Service	X	X	X
CONFERENCE ACCESS DETAILS			
Booth Staff Passes	7	4	2
ON-SITE MARKETING			
Inclusion in Expo Map	X	X	X
On-Site Meeting Room	10x10	10x10	

Please note your expansion package booth cannot be larger than your primary sponsorship booth space. If space permits, you may select an expansion space next to your primary booth space, however the spaces must remain separate and consist of two separate booth structures. Any customizations to the Turnkey Expansion booth will be at the sponsor's expense. Expo rules and regulations also apply.

EXPANSION PACKAGES RAW SPACE

Increase your presence in the Dreamforce Cloud Expo with a Raw Space Expansion Package. This opportunity includes space on the expo floor that can be customized into an innovative area to interact with attendees.

RAW SPACE	10X20	10X10	6X8
Price	\$60,000	\$30,000	\$18,000
Inventory	Multiple	Multiple	Multiple
CLOUD EXPO PRESENCE			
Evening Cleaning and Porter Service	X	X	X
CONFERENCE ACCESS DETAILS			
Booth Staff Passes	7	4	2
ON-SITE MARKETING			
Inclusion in Expo Map	X	X	X

Please note your expansion package booth cannot be larger than your primary sponsorship booth space. If space permits, you may select an expansion space next to your primary booth space, however the spaces must remain separate and consist of two separate booth structures. Any customizations to the booth will be at the sponsor's expense. All ideas must be approved by conference management. Expo rules and regulations also apply. Pop-up booths are not permitted.

THE COUNTDOWN TO DREAMFORCE ‘16

JANUARY 12

Weekly office hours begin

JANUARY 21

Begin accepting Sponsorship agreements

MID APRIL

Exhibitor Resource Center launches

MAY 31

Booth Queue locks

MID MAY

Sponsor Support Call #1

JUNE

Booth selection begins

MID JULY

Sponsor Support Call #2

LATE SEPTEMBER

Sponsor Support Call #3

OCTOBER 4-7

dreamforce®



Leslie Tom
VP



Everett Jacobs
Director



Lauren Applegate
Manager



Kacey Burr
Manager



Lauren Clark
Manager



Justin Donaca
Manager



Michael Goeckner
Manager



Larissa Prairie
Manager



Laura Wilensky
Senior Manager



Natalie Moore
Associate Manager

Get Involved:

WEEKLY OFFICE HOURS

Held Tuesdays at 9 a.m., beginning on January 12, office hours are an open forum for your questions.

[GoToMeeting](#)

Access code: 160-779-984

SUBMIT YOUR CONTRACT

Email your sponsorship agreement to partnersuccess@salesforce.com, or e-sign the agreement [here](#).

We begin accepting sponsorship agreements January 21 at 9 a.m. PST.

GET IN TOUCH

Email partnersuccess@salesforce.com to connect with the sponsorship team.

THE CONCERT FOR UCSF BENIOFF CHILDREN’S HOSPITALS

Join us to advance children’s health in our community and worldwide



SPONSORSHIPS

All sponsorships include entry to dreamfest concert, cocktail reception, and after party

INNOVATION \$1,000,000

THE CONCERT FOR UCSF BENIOFF CHILDREN’S HOSPITALS

- Includes 50 Tickets
- Premier Branding Opportunity
- Sponsorship of Cocktail Reception
- Sponsorship of VIP Cocktail Reception & VIP Platform at Concert
- Exclusive Viewing Area for Concert
- Private Lounge for Cocktail Reception & After Party
- Full Page Ad in Commemorative Program
- VIP Transportation

COURAGE \$500,000

THE CONCERT FOR UCSF BENIOFF CHILDREN’S HOSPITALS

- Includes 40 Tickets
- High Profile Branding Opportunity
- Sponsorship of Presentation of Colin Powell Courage Award
- Sponsorship of Executive Summit Cocktail Lounge at Event
- Exclusive Viewing Area for Concert
- Private Lounge for Cocktail Reception & After Party
- Full Page Ad in Commemorative Program
- VIP Transportation

BREAKTHROUGH \$250,000

THE CONCERT FOR UCSF BENIOFF CHILDREN’S HOSPITALS

- Includes 30 Tickets
- Exclusive Viewing Area for Concert
- Private Lounge for Cocktail Reception & After Party
- Logo on Digital and Print Event Signage
- Full Page Ad in Commemorative Program
- VIP Transportation

DREAMFORCE

- Sponsorship of Onsite Volunteer Activities at Dreamforce
- Recognition as a Dreamforce Salesforce.org sponsor including event signage, booth signage and printed guides
- Children's Health Hero

DREAMFORCE

- Sponsorship of Onsite Volunteer Activities at Dreamforce
- Recognition as a Dreamforce Salesforce.org sponsor including event signage, booth signage and printed guides
- Children's Health Hero

DREAMFORCE

- Sponsorship of Onsite Volunteer Activity at Dreamforce
- Recognition as a Dreamforce Salesforce.org sponsor including event signage, booth signage and printed guides
- Children's Health Hero

RESEARCH \$100,000

THE CONCERT FOR UCSF BENIOFF CHILDREN'S HOSPITALS

- Includes 20 Tickets
- Exclusive Viewing Area for Concert
- Logo on Digital and Print Event Signage
- Full Page Ad in Commemorative Program

DREAMFORCE

- Recognition as a Dreamforce Salesforce.org sponsor including event signage, booth signage and printed guides
- Children's Health Hero

IMPACT \$10,000

THE CONCERT FOR UCSF BENIOFF CHILDREN'S HOSPITALS

- Includes 4 Tickets
- Reserved Viewing Area for Concert
- Logo on Digital and Print Event Signage
- Quarter Page Ad in Commemorative Program

DREAMFORCE

- Recognition as a Dreamforce Salesforce.org sponsor including event signage, booth signage and printed guides
- Children's Health Hero

HOPE \$50,000

THE CONCERT FOR UCSF BENIOFF CHILDREN'S HOSPITALS

- Includes 16 Tickets
- Premium Viewing Area for Concert
- Logo on Digital and Print Event Signage
- Full Page Ad in Commemorative Program

DREAMFORCE

- Recognition as a Dreamforce Salesforce.org sponsor including event signage, booth signage and printed guides
- Children's Health Hero

FUTURE \$25,000

THE CONCERT FOR UCSF BENIOFF CHILDREN'S HOSPITALS

- Includes 8 Tickets
- Premium Viewing Area for Concert
- Logo on Digital and Print Event Signage
- Half Page Ad in Commemorative Program

DREAMFORCE

- Recognition as a Dreamforce Salesforce.org sponsor including event signage, booth signage and printed guides
- Children's Health Hero

BE PART OF DREAMFORCE GIVING

Dreamforce offers a huge opportunity for our customers, partners, and employees to give back to the community. We're proud to support UCSF Benioff Children's Hospitals through our amazing benefit concert held in conjunction with Dreamfest. We're also proud to feature meaningful volunteer activities every day of the conference, so everyone at Dreamforce gets a chance to give back. Align your brand with our high impact philanthropy efforts and the buzz will resonate throughout Dreamforce.

UCSF Benioff Children's Hospitals treat kids locally while training future medical leaders and discovering cures that will treat kids globally. Each day, children from around the world get a chance to experience a healthy, joyful, and hopeful life, thanks to UCSF Benioff Children's Hospitals.



FUN FACT: OVER 5 YEARS WE'VE RAISED 37 M

salesforce

MAHALO!





Sponsorship Application

Choose from the following sponsorship opportunities:

- ☐ **Titanium** - \$1,500,000
- ☐ **Platinum** - \$1,000,000[] Custom [] Turnkey
- ☐ **Gold** - \$325,000[] Custom [] Turnkey
- ☐ **Silver** - \$150,000
- ☐ **Bronze** - \$50,000
- ☐ **Exhibitor** (first Dreamforce only) - \$25,000
- ☐ **A La Carte Sponsorship:** (Item and Price)

Total Sponsorship ("Sponsorship Fee"):

Company Information ("Sponsor") - Company name for use in Dreamforce '16 marketing materials

Company Name:

Address:

City: State: ZIP Code: Country:

Payment Method (All Fields Required)

Billing Contact Name:

Billing Contact Email:

Company Name:

Billing Address (if different from above):

City: State: ZIP Code: Country:

☐ PO #

☐ No PO # (My company does not issue and/or require a PO # for this purchase)

Primary Logistics Contact

Contact Name: Phone:

Email:

Secondary Contact

Contact Name: Phone:

Email:

By signing below I certify that I am authorized to sign on behalf of Sponsor (named above) and if selected as a Sponsor of the Event, I agree on its behalf to all terms and conditions set forth below in the Terms and Conditions of Event Sponsorship*

Name: Company:

Email:

Signature: X Date:

To complete your Sponsorship Application, scan and email completed form to partnersuccess@salesforce.com. Please contact partnersuccess@salesforce.com with any Dreamforce '16 sponsorship questions.

***TERMS AND CONDITIONS OF EVENT SPONSORSHIP**

If your Sponsorship Application for the Event is accepted by salesforce.com, inc. ("Salesforce"), Sponsor's participation is subject to the following terms and conditions ("Agreement"). The benefits associated with each Sponsorship Level are specified in the Event's sponsorship prospectus ("Prospectus"), which Sponsor hereby acknowledges receiving and which are incorporated by reference into this Agreement. Subject to acceptance by Salesforce, this Agreement is between Salesforce, a Delaware corporation with its principal place of business at The Landmark at One Market, Suite 300, San Francisco, California 94105 and the Sponsor named in the Sponsorship Application ("Sponsor" or "You" or "Your") as of the date accepted by Salesforce in a confirmation email ("Effective Date"), subject to which Salesforce and Sponsor shall each be a "Party" and collectively, the "Parties" to this Agreement. By submitting the preceding Sponsorship Application, You are agreeing to be considered by Salesforce for Sponsorship in the Event. If You are selected for Sponsorship, Salesforce will notify You via email, confirming Your selection and Your Sponsorship Level. Note that You are not an Event Sponsor unless and until Salesforce sends You a confirmation email.

TERM: The Term of this Agreement will commence on the Effective Date and end on completion of all obligations by the parties, unless earlier terminated per the terms of this Agreement.

PAYMENT: With respect to all sponsorships other than "A La Carte Sponsorships," Sponsor agrees to pay the Sponsorship Fee in accordance with the following payment schedule: If Salesforce accepts the Agreement prior to May 31, 2016, Salesforce will send Sponsor two invoices, one in approximately early June 2016 and the other in approximate late August 2016. Payment for each invoice, each of which will reflect fifty percent (50%) of the total Sponsorship Fee will be due and payable within thirty (30) days of the invoice date. If Salesforce accepts the Agreement between June 1, 2016 and August 15, 2016, Salesforce will send Sponsor one invoice in late August 2016, which will be due and payable in full within thirty (30) days of the invoice date. If Salesforce accepts the Agreement on or after August 16, 2016, Salesforce will send the Sponsor one invoice that will be due and payable in full immediately upon receipt but in no event later than September 25, 2016 ("Final Due Date"). With respect to A La Carte Sponsorships only, Sponsor agrees to pay the full Sponsorship Fee to Salesforce, within thirty (30) days of the invoice date, but in no event later than September 25, 2016 ("Final Due Date"). For all sponsorships, if the Sponsor has not paid the Sponsorship Fee in full by the Final Due Date, Sponsor may not participate in the Event. Only the following forms of payment will be accepted: US dollars by direct debit, by check, or bank transfer payable to "salesforce.com, inc." No credit card payments will be accepted. PLEASE NOTE: You are responsible for paying the Sponsorship Fee set forth on the Sponsorship Application, regardless of whether it reflects any agreed modifications. Therefore, please make sure to enter only the final amounts agreed with Salesforce.

EVENT LOCATION AND TIME: The Event is scheduled for the location, date and time specified in the Sponsorship Application. Sponsor acknowledges and agrees that Salesforce may, at any time, reschedule the location, date, time, and/or logistics of the Event. Salesforce will attempt to notify Sponsor of any such changes as far in advance as possible, provided that no such scheduling change will be deemed a cancellation by Salesforce and therefore, if Sponsor wishes to cancel its Sponsorship, Salesforce will have no obligation to refund to Sponsor any portion of the Sponsorship Fee pre-paid by Sponsor prior to Sponsor's cancellation of its Sponsorship. Salesforce will notify Sponsor, in advance of the Event, the dates, times and logistics for load-in, set up, breakdown and load out, to which Sponsor will adhere, unless otherwise notified by Salesforce to Sponsor.

EXHIBIT SPACE ALLOCATION: Salesforce will assign to Sponsor an exhibit space ("Space") according to Salesforce's internal booth queue policies, which, among other things, may include, in Salesforce's sole discretion and without limitation, such factors as the amount of the fees committed by the sponsor and when the sponsor committed. If Sponsor selects booth space and cancels any portion of their sponsorship investment, they will forfeit their selected space and move to the bottom of the booth queue. Salesforce reserves the right, in its sole discretion, to change the location, size, layout, arrangement and display restrictions of the Sponsor's space limits. Distribution of marketing materials outside Your exhibit space is strictly prohibited. Sponsor also agrees to abide by any terms or requirements of the venue or exhibit space.

EXHIBIT SPACE: Salesforce's provision of the Space includes only the items set forth in the Prospectus. Sponsor is responsible, including any costs and expenses, for any goods or services that are not listed in the Prospectus.

EVENT SPACE RULES/RESTRICTIONS: Sponsor agrees to abide by any venue rules and regulations, Salesforce's [Partner Brand Protection Policies and Guidelines](#), the [Salesforce Dreamforce Experience Rules and Regulations](#) and the [Code of Conduct](#), which Sponsor hereby acknowledges receiving and which are incorporated by reference into this Agreement.

USE OF SALESFORCE MARKS: Sponsor agrees not to use any trademarks, trade names, logos, slogans or other intellectual property owned by Salesforce or its affiliated or subsidiary companies ("Salesforce Marks"), except as permitted in, and in accordance with, Salesforce's [Partner Brand Protection Policies and Guidelines](#), which Sponsor hereby acknowledges receiving, and which are incorporated into this Agreement by reference. In its sole discretion, Salesforce may withhold or

withdraw permission to display items or distribute souvenirs, advertising or any other material containing the Salesforce Marks. Sponsor may not issue any announcement or press release regarding the Event, or Sponsor's participation in the Event, without the prior written consent of Salesforce.

NO ENDORSEMENT: Sponsor will not state or imply that its products or services are endorsed by Salesforce or Salesforce's affiliated or subsidiary companies and no approval by Salesforce or any of its affiliated or subsidiary companies of any of Sponsor's content or participation in the Event will be deemed an endorsement.

CANCELLATION BY SPONSOR: Sponsorship Fees are non-refundable regardless of the reason. If Sponsor wishes to cancel all or part of this Agreement, Sponsor must send notice of cancellation in writing to Salesforce, Attention: Dreamforce Sponsorship, 50 Fremont Street, Suite 300, San Francisco, CA 94105 via certified mail, return receipt requested. If Sponsor cancels before May 31, 2016 at 5pm PST, Sponsor will be liable for 50% of the Sponsorship Fee. If Sponsor cancels after May 31, 2016 at 5pm PST, Sponsor will be liable for 100% of the Sponsorship Fee. Sponsor's failure to occupy the Space at the commencement of the Event will constitute cancellation by Sponsor, for which Sponsor will be liable for 100% of the Sponsorship Fee.

CANCELLATION OR TERMINATION BY SALESFORCE: Salesforce reserves the right to cancel the Event, or any portion thereof, for any reason at any time upon written notice to Sponsor. Salesforce may immediately upon written notice to Sponsor terminate this Agreement, in whole or in part, including Sponsor's Sponsorship, with or without cause. Upon cancellation of the Event or termination by Salesforce for cause, including, without limitation, Sponsor's breach of this Agreement or Sponsor's failure to pay the Sponsorship Fee in full, Sponsor will not be entitled to, and Salesforce will not pay Sponsor, any refund of any Sponsorship Fee. In the event of any termination by Salesforce without cause, Salesforce's sole liability to Sponsor, and Sponsor's exclusive remedy, will be a refund of the Sponsorship Fee pre-paid prior to notice of such termination.

WARRANTY: Sponsor warrants that it has the authority to enter into this Agreement; that its participation in the Event will not violate any other agreement or understanding between Sponsor and a third party; that Sponsor will reimburse Salesforce for any losses Salesforce incurs resulting from any damage to the personal property of, or any personal injury to, Salesforce, the Location Owner, or any of their employees or contractors in connection with the Event; that no materials provided by Sponsor in connection with the Event will infringe or misappropriate any third party's rights; and that Sponsor will comply with all applicable federal, state and local laws and regulations in connection with its obligations under this Agreement and its conduct in connection with the Event.

INDEMNITY: Sponsor will indemnify and hold Salesforce, its parent, affiliated and subsidiary companies (the "Indemnified Parties") harmless for and from any alleged or actual claim for any costs, losses, or fines, penalties, or expenses (including reasonable attorneys fees) arising from or related to: (1) any damages to real or personal property, or personal injury to any person, directly or indirectly caused by Sponsor or Sponsor's employee or contractor in connection with the Event; (2) any failure to comply with any applicable federal, state, and local laws and regulations related to the collection, use, sharing, disclosure and storage of personal information; and (3) any claim that the Indemnified Parties' use of any content provided by Sponsor for the Event infringes or misappropriates any third party's intellectual property, publicity, privacy, confidentiality or other right, provided that in no event will the Indemnified Parties' approval or use of Sponsor's Products or any other materials provided by Sponsor for the Event, or the Indemnified Parties' approval of Sponsor's use of Event marks, affect the Indemnified Parties' right of indemnification as described in this paragraph. This provision will survive the termination or expiry of this Agreement.

SPONSORSHIP BENEFITS: If Salesforce decides in its sole discretion to provide Sponsor with any attendee or registrant information ("Attendee Information"), Sponsor will not sell, rent, transfer, assign, lease or share the Attendee Information. Sponsor will treat the Attendee Information as confidential information and will comply with all applicable laws, rules, regulations and ordinances in use of the Attendee Information. Furthermore, Sponsor will indemnify Salesforce for any third party claims that may result from Sponsor's use of the Attendee Information. Furthermore, Sponsor will not sell, rent, transfer, assign, lease or share any sponsorship benefits, including but not limited to, access to galas, dinners or concerts without Salesforce prior written approval.

LIMITATION OF LIABILITY: Neither Salesforce, nor the owners of the Event location ("Location Owner") will be liable for any indirect, incidental, special or consequential damages, or damages for loss of profits, revenue, data, or use, nor any punitive damages, incurred by Sponsor, whether in an action in contract or tort, even if Salesforce or the Location Owner have been advised of the possibility of such damages. Salesforce's liability for damages under this Agreement will in no event exceed the amount of Sponsorship Fees paid by Sponsor under this Agreement.

NO PARTNERSHIP OR AGENCY: Nothing in this agreement is intended to, or will be deemed to, establish any partnership or joint venture between any of the Parties, constitute any Party the agent of another Party, nor authorize any Party to make or enter into any commitments for or on behalf of any other Party.

SUCCESSORS AND ASSIGNS: Salesforce may assign or delegate its rights and obligations under this Agreement in its sole discretion. Sponsor may not assign or delegate its rights and responsibilities under this Agreement to any person or entity without Salesforce's written permission other than to a wholly-owned affiliate or subsidiary that is not a direct competitor of Salesforce.

PERMISSION TO USE MATERIALS: Sponsor grants Salesforce and its employees, agents, contractors or representatives permission to use, reproduce, combine with other works, and publish worldwide, during the Term of this Agreement, in all media, Sponsor's trademarks, product names or descriptions and logo(s) and any materials Sponsor provides for the purpose of or as result of Sponsor's participation in Event, including, without limitation, posting on web-sites, or publishing in other print or electronic media, brochures, newsletters, advertisements, and magazines. Salesforce may edit materials only as necessary to conform them to a given media, e.g., changing the size of an image, but will not modify Sponsor's trademarks or logos in any other way without Sponsor's prior written consent.

MISCELLANEOUS: This Agreement will be governed exclusively by the internal laws of the State of California, without regard to its conflicts of laws rules or the United Nations Convention on the International Sale of Goods. Each Party hereby consents to the exclusive jurisdiction of the state and federal courts located in San Francisco County, California to adjudicate any dispute arising out of or relating to this Agreement. No waiver of any provision by either party will constitute a waiver of any other provision nor will any waiver be enforceable unless it is in writing signed by the parties. It is the intent of the parties that if a court finds any provision of this Agreement to be unenforceable, all other provisions will remain enforceable.

CONFIDENTIALITY AND AUTHORIZATION: This Agreement, its terms and the Event are each confidential until publicly announced by Salesforce. You may not disclose the existence of this Agreement or the terms of this Agreement to any third party without Salesforce's prior written consent. You hereby authorize Salesforce to provide Sponsor's contact information including address, phone number, fax number and Primary Contact person information to the Salesforce events and marketing team, and any Salesforce vendor contracted to conduct work for this Event, as well as to the Location Owner and its employees, agents and contractors.

ENTIRE AGREEMENT: This Agreement constitutes the complete agreement between the parties and supersedes all prior or contemporaneous agreements or representations, written or oral, concerning the subject matter hereof. This Agreement may not be modified or amended except in a writing signed by a duly authorized representative of each party.

X (Initial) _____