



Dreamforce '17

Sponsorship Prospectus

November 6-9, 2017 | San Francisco, CA

Welcome Trailblazers!

We're Salesforce.

We help you connect with your customers in a whole new way. Join us at Dreamforce and together we'll blaze a path to customer success.

Dreamforce is an experience like no other. It is where our Salesforce Ohana (Hawaiian for family) of customers, partners, employees and thought leaders come together for a week of inspiration, imagination, and innovation.

Dreamforce draws a global audience across key industries and core lines of business. It is a powerful opportunity for sponsors to position themselves as leaders in the world's largest and most innovative cloud partner ecosystem, and to blaze a trail forward for their businesses.

As a Dreamforce sponsor, we look forward to helping you:

- **Grow Your Business:** Discover new markets, drive demand, capture leads, find new customers and exciting ways to help generate revenue.
- **Accelerate Results:** Leverage the momentum of Dreamforce to announce new products, expand brand awareness, and gain instant traction throughout the entire ecosystem.
- **Evangelize Customer Success:** Share the innovative ways Customer Trailblazers use your solutions and services with the Customer Success Platform.

Thank you to those that previously sponsored Dreamforce, it could not be what it is without your continued support. For those considering sponsoring for the first time, welcome to our Ohana, we look forward to working with you and seeing you succeed.

Mahalo,

Your Salesforce Sponsorship Team

Get ready for a transformational week this November. Secure your sponsorship today. To learn more about the most important week of your year, reach out to partnersuccess@salesforce.com.

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ATTENDEE TYPE



97% FULL CONFERENCE
02% SPONSOR

JOB LEVEL



26% INDIVIDUAL CONTRIBUTOR
26% MANAGER
21% DIRECTOR
09% VP
08% C-LEVEL
08% EXECUTIVE MANAGEMENT
02% BOARD LEVEL

DEPARTMENT



17% IT PROFESSIONAL
13% ADMINISTRATOR
10% SALES OPERATIONS
10% EXECUTIVE
08% MARKETING PROFESSIONAL
06% SALES PROFESSIONAL
05% DEVELOPER
05% CONSULTANT
04% OPERATIONS
04% ARCHITECT
18% OTHER

COMPANY SIZE



35% 3501+ EMPLOYEES
22% 501-3500 EMPLOYEES
20% 101-500 EMPLOYEES
15% 21-100 EMPLOYEES
08% 1-20 EMPLOYEES

TOP REPRESENTED U.S. CITIES



INDUSTRIES



30% HIGH TECH
20% OTHER
12% PROFESSIONAL SERVICES
11% FINANCIAL SERVICES
07% NONPROFIT
07% HEALTHCARE
05% MANUFACTURING
04% EDUCATION
04% COMMUNICATIONS



183,000 SOCIAL MENTIONS



 83 COUNTRIES REPRESENTED

\$3M
TO HELP
(RED)
END
AIDS

170,000 REGISTRANTS

15 MILLION
Salesforce Live Viewers
25+
KEYNOTES

3,225
BREAKOUT
SESSIONS



Who you'll meet at Dreamforce

With tens of thousands of registered attendees descending upon Dreamforce, you'll connect with buyers looking for your latest solutions. Secure your booth now to convert these connections into leads. Here are some of the attendee segments walking the show floor, and how to build a trusted relationship with them.

CEO



WHAT THEY WANT

- Build relationships with other C-Level executives
- Meet C-Level Salesforce employees
- Understand what their teams need to grow their business

WHERE YOU CAN FIND THEM

- Presenting on stage
- Networking in the 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 Customer Success Expo meeting rooms or at an offsite property

SALES LEADER



WHAT THEY WANT

- Learn how to sell faster, smarter, and from anywhere
- Looking for solutions to increase sales productivity
- Insights that help increase sales

WHERE YOU CAN FIND THEM

- Attending the Sales Cloud keynote
- Collaborating at one of the many networking receptions
- Visiting the Sales Cloud area of the Product Showcase

HOW TO CONNECT

- Attend networking receptions
- Join the Dreamforce for Sales group in 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 road map 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

- Participating in a customer-service-focused breakout session
- Attending the Service Cloud keynote
- Visiting the Service Cloud area in the Product Showcase

HOW TO CONNECT

- Become part of the Salesforce Success Community
- Join the Dreamforce for Sales group in the Dreamforce Community
- Network with other customer service leaders

DEVELOPER



WHAT THEY WANT

- Discover 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

- Exploring the DevZone – with the developer community surpassing 2.1 million, it's easy to connect with them
- Attending the developer keynote or in line for one of the developer-focused sessions

HOW TO CONNECT

- Join the Dreamforce for Developers group in 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

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

SALESFORCE 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
- Capture 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
- Attending the Admin keynote

HOW TO CONNECT

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

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Dreamforce '17 | Sponsorship Prospectus



Titanium Sponsorship

(By invitation only)

\$1,250,000 | 6 Available



“Our Titanium sponsorship gave us the visibility to attract and engage with customers and prospects, and gave us the opportunity to demonstrate the power of CallidusCloud’s Lead to Money suite in a setting that helped illustrate our market-leading position. The awareness that sponsorship provided our brand drove home how we help our customers make more money, faster.” ”

CallidusCloud, 2016 Titanium Sponsor



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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
- » Top Tier Landing Page Assets (Includes banner, company logo, social media links, company description, videos, session content, downloadable assets, success stories, CTAs, booth location, and sponsor labels)
- » Promotion on Social Media Outlets Pre-Event (One Facebook, LinkedIn & Twitter post promoting 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 2 Weeks Prior to Event

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 Four 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
- » Access to GPJ Registration & Housing Liaison

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 (5% 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-level capacity and video recording capabilities)
- » Collateral Distribution in Super Session
- » 2 Unique CXO Rollup Banners in Super Session
- » (4) 40-Minute Video Recorded Breakout Session (Subject to approval of all speakers, to be held in room with recording setup)
- » 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 one-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 Dreamforce Conference & Expo Guide
- » 10-Minute Trailhead Mascot Visit to Drive Booth Traffic
- » Inclusion in Expo Map
- » Promotion on Social Media Outlets During Event (One Twitter post promoting Sponsor's Super Session and booth location; one retweet of Sponsor's post)
- » Recognition on Partner Spotlight Banners
- » 30-Second Content on the Video Wall (Prefer 15-second segments; subject to approval)
- » General Session Room Branding
- » (1) 10x20 Executive Style Soundproof On-site Meeting Room

CUSTOMER SUCCESS EXPO EXPERIENCE

- » 30x30 Customizable Booth Space
- » Ability to Rig a Hanging Banner (Limitations apply)
- » Secure 5 GHz Wireless
- » Lead Retrieval on (6) Devices
- » Kiosk Inclusion in All Applicable Zones (Subject to approval and alignment with Salesforce stakeholders)

SALESFORCE LIVE: REACHING THE VIRTUAL AUDIENCE

- » Brand Awareness on Road to Dreamforce Programming (Pre-event broadcast)
- » (1) 15-Minute Content Segment (Live on-site in studio)
- » 2-Minute Segment Prior to Keynote (Live during pre-show on-site)
- » 3-Minute In Booth Executive Interview (Pre-recorded on Monday on-site)
- » Commercial Content Between Segments (15-30 second spot during on-site 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
- » Post Show Benefit Metrics
- » Post Dreamforce Email Template

**Titanium
Sponsorship**
(By invitation only)

\$1,250,000 | 6 Available



Platinum Sponsorship

(By invitation only)

\$1,000,000 | 13 Available



“As a Global Strategic Partner of Salesforce, NTT Group has been a major sponsor of Dreamforce for the last four years. The sheer number of high quality attendees affords us a unique opportunity to share our cutting-edge innovations in the industry, create deeper connections with existing clients and educate prospects on our depth and breadth of cloud solutions. The added value benefits such as the Executive Summit track coupled with our exclusive client events have proven to be extremely beneficial in helping guide our clients through their digital journey.”

NTT Group, 2016 Platinum Sponsor



PRE-EVENT MARKETING

- » Logo & Link on Conference Website
- » 100-Word Company Description on Conference Website
- » Mid Tier Landing Page Assets (Includes company logo, social media links, company description, downloadable assets, booth location, and sponsor labels)
- » 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 2 Weeks Prior to Event

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 one 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)

MESSAGE DELIVERY

- » (3) 40-Minute Video Recording of Breakout Session (Subject to approval of all speakers, to be held in room with recording setup)
- » 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 Dreamforce Conference & Expo Guide
- » 10-Minute Trailhead Mascot Visit to Drive Booth Traffic
- » Inclusion in Expo Map
- » Recognition on Partner Spotlight Banners
- » 15-Second Content on the Video Wall (Subject to approval)
- » General Session Room Branding
- » (1) 10x20 On-site Meeting Room

SALESFORCE LIVE: REACHING THE VIRTUAL AUDIENCE

- » 2-Minute In-Booth Executive Interview (Pre-recorded on Tuesday on-site)
- » Commercial Content Between Segments (15-30 second spot during on-site 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)
- » Post Dreamforce Email Template

CUSTOMER SUCCESS EXPO EXPERIENCE

CUSTOM

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

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 Services

**Platinum
Sponsorship**
(By invitation only)

\$1,000,000 | 13 Available



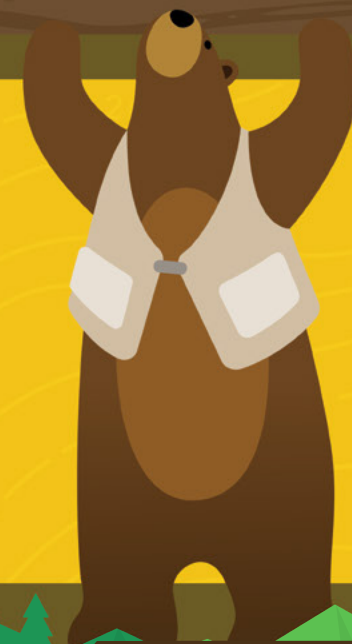
Gold Sponsorship

\$325,000 | 25 Available



“Dreamforce brings the entire ecosystem together. Meaningful conversations with our customers and partners happen face-to-face, relationships are solidified and opportunities are accelerated.”

Stantix, 2016 Gold Sponsor



PRE-EVENT MARKETING

- » Logo & Link on Conference Website
- » 75-Word Company Description on Conference Website
- » Mid Tier Landing Page Assets (Includes company logo, social media links, company description, downloadable assets, booth location, and sponsor labels)
- » 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 2 Weeks Prior to Event

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 On-site 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)
- » Post Dreamforce Email Template

CUSTOMER SUCCESS EXPO EXPERIENCE

CUSTOM

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

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



Gold
Sponsorship

\$325,000 | 25 Available



Silver Sponsorship

\$150,000 | 65 Available



“Dreamforce is one of the best conferences anywhere – providing the rare mix of insight, inspiration, hands-on access and energy that powers the entire cloud ecosystem. Dreamforce is a must-do in our marketing plan every year.”

Simpplr, 2016 Silver Sponsor



PRE-EVENT MARKETING

- » Logo & Link on Conference Website
- » 50-Word Company Description on Conference Website
- » Mid Tier Landing Page Assets (Includes company logo, social media links, company description, downloadable assets, booth location, and sponsor labels)
- » Inclusion in Dreamforce Sponsor List on Twitter
- » Access to Dreamforce Promotional Kit
- » Access to the Press List 2 Weeks Prior to Event

CUSTOMER SUCCESS 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

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

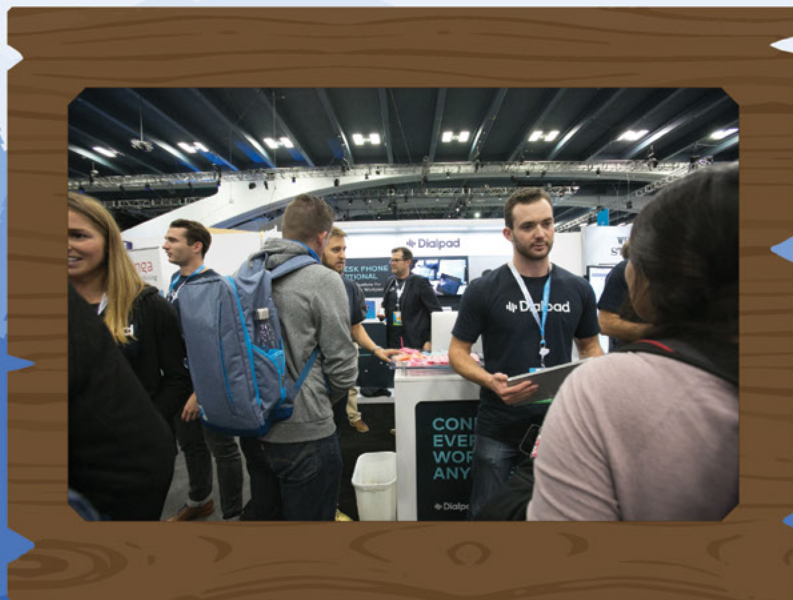
- » Logo & URL in Dreamforce Mobile Application
- » 50-Word Description in Dreamforce Mobile Application
- » Inclusion in Expo Map
- » Plasma Screen Branding

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

POST-EVENT MARKETING

- » Post Dreamforce Email Template



“Dreamforce 2016 was the technology conference of the decade – the innovation, trailhead activations, sessions, speakers, and end-to-end experience was light years beyond any event we have ever participated.”

Dialpad, 2016 Silver Sponsor

Silver Sponsorship

\$150,000 | 65 Available



Bronze Sponsorship

\$50,000 | 170 Available



“The Dreamforce experience is essential for any emerging or start-up partner. It gives you access to thousands of customers that you cannot easily obtain via just listing your app on the AppExchange. Get the inside edge and sponsor at Dreamforce as soon as possible.”

Passage Technology, 2016 Bronze Sponsor



PRE-EVENT MARKETING

- » Logo & Link on Conference Website
- » Standard Landing Page Assets (Includes company logo, social media links, company description, booth location, and sponsor labels)
- » Inclusion in Dreamforce Sponsor List on Twitter
- » Access to Dreamforce Promotional Kit
- » Access to the Press List 2 Weeks Prior to Event

CUSTOMER SUCCESS 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

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

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

POST-EVENT MARKETING

- » Post Dreamforce Email Template



“The Cloud Expo is like the Disney World of the tech space, brimming with innovation and energy. Each year it gets better and better. There’s nothing like it.”
Datto, 2016 Bronze Sponsor

Bronze
Sponsorship

\$50,000 | 170 Available



Exhibitor Sponsorship

\$25,000 | 90 Available



“Being a Dreamforce Exhibitor for the first time boosted our brand visibility and sales pipeline. It was the best way ever to have direct validation from the market, and create amazing business opportunities.”

SharinPix, 2016 Exhibitor Sponsor



PRE-EVENT MARKETING

- » Logo & Link on Conference Website
- » Standard Landing Page Assets (Includes company logo, social media links, company description, booth location, and sponsor labels)
- » Inclusion in Dreamforce Sponsor List on Twitter
- » Access to Dreamforce Promotional Kit
- » Access to the Press List 2 Weeks Prior to Event

CUSTOMER SUCCESS 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

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

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

POST-EVENT MARKETING

- » Post Dreamforce Email Template



“Dreamforce has been a very powerful way to drive awareness and build the LearnCore brand. It’s a unique environment to be surrounded by so many clients, prospects, decision makers, and thought leaders.”

LearnCore, 2016 Exhibitor Sponsor

Exhibitor
Sponsorship

\$25,000 | 90 Available

	Titanium	Platinum	Gold	Silver	Bronze	Exhibitor
Price	\$1,250,000	\$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 & Link Included in Attendee Acquisition Emails	X					
Sponsor Feature on Salesforce Blog (Sponsor to provide content in Salesforce template)	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	(1) Page	(1) Page	(1) Page	(1) Page	(1) Page	(1) Page
Top Tier Landing Page Assets (Banner, Company Logo, Social Media Links, Company Description, Videos, Sessions Content, Downloadable Assets, Success Stories, CTAs, Booth Location, Sponsor Labels)	X					
Mid Tier Landing Page Assets (Company Logo, Social Media Links, Company Description, Booth Location, Sponsor Labels, Downloadable Sponsor Assets)		X	X	X		
Standard Landing Page Assets (Company Logo, Social Media Links, Company Description, Booth Location, Sponsor Labels)					X	X
Promotion on Social Media Outlets Pre-Event (One Facebook, LinkedIn & Twitter post promoting sponsor's super session & booth location. Sponsor to provide context and a social image.)	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	2 Weeks Prior to Event	2 Weeks Prior to Event	2 Weeks Prior to Event	2 Weeks Prior to Event	2 Weeks Prior to Event	2 Weeks Prior to Event

	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
Price	\$1,250,000	\$1,000,000	\$325,000	\$150,000	\$50,000	\$25,000
Availability	6	13	25	65	170	90
CUSTOMER SUCCESS 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 Custom Only	(4) Drops (Turnkey Only)	(2) Drops (Turnkey Only)	(1) Drop	(1) Drop	(1) Drop
Electrical	N/A Custom Only	(4) Drops (Turnkey Only)	(2) Drops (Turnkey Only)	(1) Drop	(1) Drop	(1) Drop
Monitor	N/A Custom Only	(4) Monitors (Turnkey Only)	(2) Monitors (Turnkey Only)	(1) Monitor	(1) Monitor	(1) Monitor
Carpet	N/A Custom Only	Turnkey Only	Turnkey Only	X	X	X
Carpet Padding	N/A Custom Only	Turnkey Only	Turnkey Only	X		
Material Handling (Must ship to advance warehouse)	N/A Custom Only	400 lbs (Turnkey Only)	300 lbs (Turnkey Only)	100 lbs	100 lbs	100 lbs
Booth Graphic Panels (Including all back-wall panels)	N/A Custom Only	Turnkey Only	Turnkey Only	X	X	X
Furniture	N/A Custom Only	(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 Custom Only	Turnkey Only	Turnkey Only	X	X	X
Kiosk Inclusion in All Applicable Zones (Subject to approval and alignment with Salesforce stakeholders)	X					



	Titanium	Platinum	Gold	Silver	Bronze	Exhibitor
Price	\$1,250,000	\$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 <small>(Inventory and properties to be confirmed)</small>	Up to 40 Rooms	Up to 25 Rooms	Up to 15 Rooms			
Ability to Reserve Meeting Rooms at Conference Hotel <small>(Inventory and properties to be confirmed)</small>	1 Room x 4 Days	1 Room x 1 Day				
Full Conference Passes with the Ability to Purchase Additional Passes at a Discounted Rate <small>(Includes access to Dreamfest)</small>	20	15	10	5	3	1
Booth Staff Passes with the Ability to Purchase Additional Passes <small>(Does not include access to Dreamfest)</small>	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
Access to GPJ Registration & Housing Liaison	X					
EXECUTIVE SUMMIT PARTICIPATION						
CXO Invitations to Executive Program <small>(Includes full conference access)</small>	4	2				
Inclusion in Executive Summit Materials <small>(Format to be finalized with program)</small>	X	X				
EXTEND YOUR IMPACT GLOBALLY						
Take Your Brand Global with the Salesforce World Tour <small>(May not be combined with any other discount; Discount applied to 2017 events scheduled after signed Dreamforce contract is submitted)</small>	5%					
MESSAGE DELIVERY						
Video Recorded Super Session <small>(To be held in a Theatre or breakout room with theatre setup and capacity)</small>	(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 <small>(Subject to approval by all speakers. Session to be held in room with video recording capabilities)</small>	(4) 40-Minute Sessions	(3) 40-Minute Session	(1) 40-Minute Session			
Partner Theater Session			(1) 20-Minute Session	(1) 20-Minute Session		
Ability to Scan Leads in Session <small>(Sponsor to bring lead retrieval device, and to scan post-session to allow attendees to opt-in)</small>	X	X	X	X		
Content Coaching Webinar	X	X	X	X	X	X









	Titanium	Platinum	Gold	Silver	Bronze	Exhibitor
Price	\$1,250,000	\$1,000,000	\$325,000	\$150,000	\$50,000	\$25,000
Availability	6	13	25	65	170	90
ON-SITE MARKETING						
Exclusive High-Profile Branding Opportunity	X					
High-Profile Branding Opportunity		X				
Logo Inclusion on Conference Bag <small>(Subject to change)</small>	X					
Insert in Conference Bag <small>(Small gift or 1 page collateral. Subject to change.)</small>	X					
Logo on Conference Shuttles	X	X				
Logo, URL & Company Description in Dreamforce Mobile Application	150-Words	100-Words	75-Words	50-Words	25-Words	25-Words
Advertisement in Dreamforce Conference & Expo Guide	1 Column, 1/2 Page Ad (7.9" H x 3.25" W)	1 Column, 1/4 Page Ad (3.9" H x 3.25" W)				
Trailhead Mascot Visit to Drive Booth Traffic	10-Minutes	10-Minutes				
Inclusion in Expo Map	X	X	X	X	X	X
Promotion on Social Media Outlets During Event <small>(1 Twitter post regarding Sponsor's Super Session and booth location; 1 retweet of Sponsor's post)</small>	X					
Recognition on Partner Spotlight Banners	X	X				
Content on the Video Wall <small>(Prefer 15-Second segments; subject to approval)</small>	30-Seconds	15-Seconds	Gold Group Logo Presence			
General Session Room Branding	X	X				
Plasma Screen Branding			X	X		
On-site Meeting Room	(1) 10x20 EBC Style Room	10x20	10x10			

	Titanium	Platinum	Gold	Silver	Bronze	Exhibitor
Price	\$1,250,000	\$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 <small>(Pre-event broadcast)</small>	X					
Content Segment <small>(Live on-site)</small>	(1) 15-Minute Segment					
Segment Prior to Keynote <small>(Live during pre-show on-site)</small>	2-Minutes					
In Booth Executive Interview <small>(On-site)</small>	3-Minutes	2-Minutes				
Commercial Content Between Segments <small>(15 - 30 second spot during on-site programming)</small>	X	X				
POST-CONFERENCE MARKETING						
Promotion on Social Media Outlets Post Event <small>(1 post from LinkedIn & Twitter of the sponsor's Dreamforce roundup)</small>	X					
Super Session Video Recording Posted to Official Dreamforce Channel <small>(Speaker release required)</small>	X					
Breakout Session Video Recording Posted to Official Dreamforce Channel <small>(Speaker release required)</small>	X	X	X			
Description Included in Post-Event Thank You Email	50-Words					
Post Show Benefit Metrics	X					
Post DF Email Template	X	X	X	X	X	X

Meet your marketing objectives. Dreamforce 2017 sponsors have exclusive access to a list of exciting à la carte options to complement and customize their sponsorship package. The following choices are designed to increase your brand’s impact, drive meaningful demand, and to connect your company with decision makers and key influencers. À la cartes are updated throughout Dreamforce planning, so check back often for fresh additions.

GIVEAWAYS

<div>NEW</div> 		COMPUTER SLEEVE Contact for Pricing Sponsorships Available: 1	Increase your exposure at Dreamforce with a branded computer sleeve, which will be included in the conference backpack. The sleeve is an open-top laptop case with custom fabric and your logo on the front. This great sponsorship opportunity keeps your brand top-of-mind at, and after, Dreamforce.
		CONFERENCE PEN \$70,000 Sponsorships Available: 1	An exclusive opportunity to keep your company in the hands of potential customers with a co-branded pen placed in the conference bag. High-quality pen is perfect for jotting down big ideas and looks great on anyone’s desk.
		CONFERENCE WATER BOTTLE \$110,000 SOLD OUT	Help Dreamforce attendees stay hydrated and refreshed with a co-branded reusable water bottle that is sure to be used long after Dreamforce ends. All full conference attendees will receive a water bottle in his or her conference bag.
		HAND SANITIZER \$50,000 Sponsorships Available: 1	Help Dreamforce attendees stay at the top of their game all week with a co-branded container of hand sanitizer. All full conference attendees will receive hand sanitizer in his or her conference bag.
		RAIN PONCHO \$40,000 Sponsorships Available: 1	San Francisco weather is unpredictable. Keep attendees dry in the event of rain with a co-branded poncho. Ambassadors will hand out branded ponchos, rain or shine.

SIGNAGE & PROMOTION



ARCH BANNERS
\$100,000
Sponsorships Available: Multiple

Go big and bold with a unique, oversized, co-branded arch banner in the Customer Success Expo. Sponsor’s artwork must meet specifications provided by Salesforce. Sponsorship includes two, one-sided banners to put on both sides of an arch.



BRANDED AMBASSADOR SHIRTS
\$100,000
Sponsorships Available: 1

An exclusive opportunity to expand your company’s exposure across the entire Dreamforce campus. Place your logo on one sleeve of shirts worn by over 1,000 Brand Ambassadors. Attendees will see your brand multiple times a day, every day, raising your brand awareness and linking you directly to Dreamforce in a way that sets you apart.



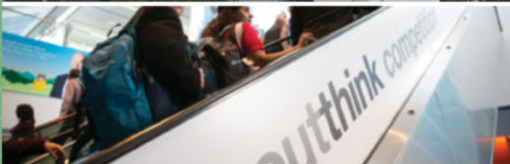
COLUMN WRAP
\$20,000
Sponsorships Available: 4

Showcase your brand on a co-branded column wrap in the Customer Success Expo, a central part of the Dreamforce campus. Sponsor’s artwork must meet specifications provided by Salesforce. One column wrap per sponsorship.



DJ STATIONS
\$25,000
Sponsorships Available: 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. One DJ station included per sponsorship.



ESCALATOR GRAPHIC
\$75,000
Sponsorships Available: 1

Showcase your brand in a big way with co-branded escalator graphics. Sponsor’s artwork must meet specifications provided by Salesforce. One escalator graphic included with sponsorship.

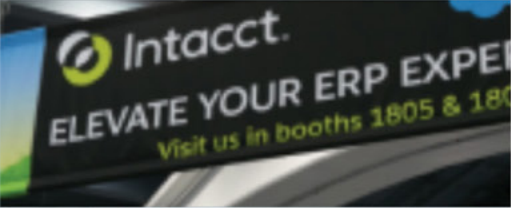


EXPO BAG
\$200,000
SOLD OUT

Promote your brand in the Customer Success Expo and on the arms of Dreamforce attendees with branded expo bags. All bags have your logo on the front of the bag and will be distributed at Customer Success Expo entrances.



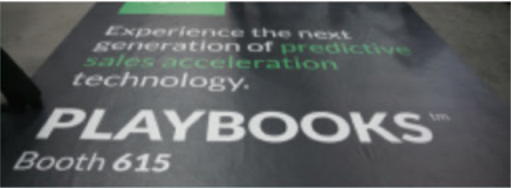
SIGNAGE & PROMOTION CONTINUED



EXPO BANNER

\$22,000
Sponsorships Available: Multiple
SOLD OUT

Get eyes on your brand and messaging with an oversized, co-branded banner in the Customer Success Expo. Sponsor's artwork must meet specifications provided by Salesforce. One expo banner per sponsorship.



FLOOR GRAPHIC

\$20,000
Sponsorships Available: Multiple

Maximize exposure for your business with branded floor graphics in high-traffic areas. Sponsor's artwork must meet specifications provided by Salesforce. One floor graphic per sponsorship.



GRAPHIC CUBES

\$18,000
Sponsorships Available: Multiple

Call attention to your brand on these co-branded graphic cubes located throughout the Customer Success Expo, a central part of the Dreamforce campus. Sponsor's artwork must meet specifications provided by Salesforce. One column wrap per sponsorship.



LOGO ON FRONT OF CONFERENCE BAG

Contact for pricing.
Sponsorships Available: 1

Put your logo on the front of the most coveted piece of SWAG on and off campus – the Dreamforce backpack. All full conference attendees will receive a backpack. Sponsor subject to approval. Contact Sponsorship Team for more information.



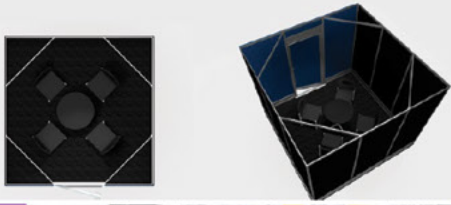
PEDICAB

\$45,000
Sponsorships Available: 5

Send your brand traveling around town. 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 passengers. Five pedicabs are included with each sponsorship.



MEETING ROOMS



10x10 STANDARD MEETING ROOM

\$15,000

Sponsorships Available: 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 Customer Success Expo hours. One 10x10 standard meeting room per sponsorship.

NEW



10x10 UPGRADED MEETING ROOM

\$25,000

Sponsorships Available: Multiple

It's easy to conduct business with customers and prospects at Dreamforce when you have an office near your booth. Located on the Customer Success Expo floor, these meeting rooms have a ceiling and sound dampening for privacy, furniture, and your logo on your room's door. One meeting room per sponsorship.

NEW

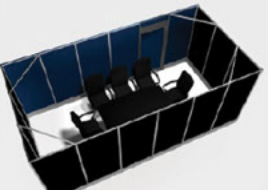


10x10 PREMIUM MEETING ROOM

\$40,000

Sponsorships Available: Multiple

Hold information-sensitive meetings in one of these premium soundproof rooms. These private rooms are located on the Customer Success Expo floor, making it easy to conduct business in confidence. Each meeting room has soundproof walls and ceiling, furniture, and your logo on the door. One meeting room per sponsorship.



10x20 STANDARD MEETING ROOM

\$35,000

Sponsorships Available: Multiple

Host meetings at Dreamforce in a private space. Each room is furnished with (1) table, (8) chairs, a power drop, and a door sign. Meeting rooms are available for use during Customer Success Expo hours. One 10x20 standard meeting room per sponsorship.

NEW



10x20 UPGRADED MEETING ROOM

\$50,000

Sponsorships Available: Multiple

Planning on holding big meetings? Get a room that can handle them. These 10x20 meeting rooms give you extra space to present your latest solutions. Located on the Customer Success Expo floor, these large rooms have a ceiling and sound dampening for privacy, furniture, and your logo on your room's door. One meeting room per sponsorship.



10x20 PREMIUM MEETING ROOM

\$75,000

Sponsorships Available: Multiple

Purchase an executive-style meeting room where you can host meetings and close business in an intimate setting. The meeting room, located in the Customer Success Expo, features soundproof walls and ceiling, upgraded amenities inside of the room, and branding outside of the room.

CONTENT & INTERACTION



40-MINUTE CONTENT SESSION

\$35,000

Sponsorships Available: 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. One 40-minute content session per sponsorship.



PARTNER THEATER SESSION

\$6,000

Sponsorships Available: Multiple

Host a 20-minute speaking session in the Partner Theater, located in the Customer Success Expo. Sponsorship includes promotion in Agenda Builder and your logo on session signage. One partner theater session per sponsorship.



PRE-KEYNOTE PRESENTATION

\$150,000

Sponsorships Available: Multiple

Join Salesforce onstage for a pre-keynote presentation of your solution. An unrivaled opportunity to demonstrate your connection to Salesforce and how your brand helps customers win! Sponsor and content subject to approval. One presentation per sponsorship.






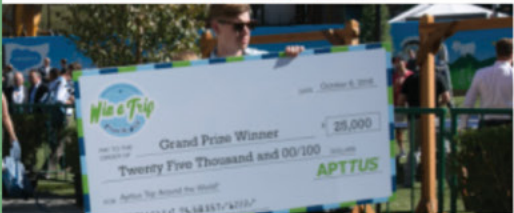

SALESFORCE LIVE

\$75,000

Sponsorships Available: Multiple

Salesforce Live is the source for streaming show content viewed by hundreds of thousands of people around the world. Share your message online with attendees and viewers pre-, during and post-event who log on to watch the keynotes and special sessions. Please contact the Sponsorship Team to learn about all that's included with this sponsorship.

EXPERIENCES

NEW		BONUS HOTEL ROOM BLOCK \$16,000 for block of 5 rooms \$38,000 for block of 15 rooms Sponsorships Available: (3) 5 room blocks, or (1) 15 room block	Make sure you have enough rooms during Dreamforce. Area hotels sell out months in advance – securing rooms now enables you to invite more of your customers or top team members to the experience. Sponsorship does not include the price of the hotel rooms.
NEW		BOOK SIGNING ON CAMPUS \$50,000 Sponsorships Available: 1	Show you're a thought leader by hosting a book signing on the Dreamforce campus. Held in a highly-visible location, book signings draw the attention of attendees throughout the week. Sponsor is responsible for securing author to sign up to 225 books. Books will be available for purchase in the Dreamforce bookstore.
NEW		BUTTON CHALLENGE \$16,000 Sponsorships Available: 1	Who's got the button? You do! It was buttonmania at Dreamforce 2016 with attendees eagerly visiting the booths of sponsors who were handing out buttons. Be part of the frenzy this year. Increase your booth traffic by giving out co-branded buttons. A fun way to raise brand awareness around campus. Sponsorship includes 15,000 buttons.
		CAMPUS MARKETING EXPERIENCE \$5,000 Sponsorships Available: 6	Have your brand ambassadors distribute giveaways to attendees in a pre-approved, high-traffic location. Great for provoking viral interaction, driving booth traffic, and providing a positive brand experience. Sponsor must complete and submit an approval form. Giveaway and activity subject to approval.
		DREAMFEST ARRIVAL & EXIT EXPERIENCE \$125,000 Sponsorships Available: 1	Be one of the first and last things attendees see at the amazing Dreamfest concert. Sponsorship includes branded distribution of snack item to all guests upon arrival and departure of venue, branded DJ entertainment pre-show, and your logo on the Dreamfest landing page of the Dreamforce website. Contact the Sponsorship Team for information on unique upgrade opportunities.

EXPERIENCES CONTINUED



DREAMFEST EXPERIENCE

\$75,000

Sponsorships Available: 1

Be a part of Dreamfest attendees’ memories. Interact with guests through special experience-driven branding and social media platforms promoting Dreamfest as it happens. Sponsorship includes on-site photo booth activation, co-branded Snapchat activation, and your logo on the Dreamfest landing page of the Dreamforce website and on-site signage.



EQUALITY PROGRAM – PRESENTING SPONSOR

\$300,000

SOLD OUT

An exclusive opportunity to reach current and future female leaders, their advocates, and millions online. Demonstrate your company’s commitment to equality with this unique sponsorship. Package includes “presenting sponsor” branding, opportunity to speak during key content session, branding on Salesforce Live broadcast of Women’s Leadership keynote, and more. Please contact the Sponsorship Team for more details.



EQUALITY PROGRAM – GOLD SPONSORSHIP

\$100,000

Sponsorships Available: 1

An exclusive opportunity to reach current and future equality leaders and millions online. Demonstrate your company’s commitment to equality with this unique sponsorship. Package includes one lead retrieval device, branding throughout the summit, and tickets to the summit keynote. Please contact the Sponsorship Team to learn about all that’s included with this sponsorship.



LIVE NATION – SPONSOR PARTY

Contact for pricing.

Sponsorships Available: 1

Get top billing at the biggest party at Dreamforce. This turnkey custom event enables you to free up resources and enjoy the celebration as you mix and mingle with up to 3,000 movers and shakers at the iconic Masonic, atop Nob Hill in San Francisco. The event experts at Live Nation will produce this very special party. Contact the Sponsorship Team for more details.








LIVE NATION – COMEDY NIGHT

Contact for pricing.

Sponsorships Available: 1

Did you hear the one about the brand who made everyone laugh on purpose? Make sure it’s you, as the sponsor of the Dreamforce Comedy Night. The event experts at Live Nation will produce this very special party for 300 guests – all you have to do is laugh at the punch lines. The fun takes place at Cobb’s Comedy Club, San Francisco. Contact the Sponsorship Team for more details.

EXPERIENCES CONTINUED

NEW		MASSAGE LOUNGE \$50,000 Sponsorships Available: 1	Treat attendees to a little R&R with complimentary massages at Dreamforce. Opportunity includes a sponsor-branded all-day massage lounge with (5) masseuses. Sponsorship includes the option to provide masseuses with branded t-shirts and a giveaway for your very relaxed guests.
NEW		POP-UP FOOD CARTS \$45,000 Sponsorships Available: Multiple	Be the brand host with the most with a pop-up food cart. Surprise and delight 1,000 attendees on the Dreamforce campus with a tasty snack.
NEW		RECOVERY KIT Contact for pricing. Sponsorships Available: 1	Everyone needs a little TLC after a long night of celebrating! All attendees receive this much-appreciated recovery kit to help them feel and look better the morning after Dreamfest. Your logo will be printed on the bag and additional kit items. Kit inclusions: sunglasses, mints, energy shot, Tums® and Emergen-C®.
NEW		SOCIAL MEDIA VENDING MACHINES \$50,000 Sponsorships Available: 5	Encourage attendees to tweet about your brand with a co-branded vending machine. Here's how they work. Attendees tweet about you, then a branded gift, supplied by your company, is dispensed from one of these next-gen vending machines. Enhance your message and capture data by adding a staff member with a lead scanning device at your machine location. One vending machine per sponsorship.
		SPONSORED TRAILHEAD MASCOT VISIT \$75,000 Sponsorships Available: Multiple	Drive traffic to your booth with a Trailhead mascot. Have the Trailhead mascots visit your booth and watch them pull in attendees, and turn you space into a selfie stop.

EXPERIENCES CONTINUED



**SURPRISE AND DELIGHT
- MORNING TREATS ON
SHUTTLES**

\$80,000
Sponsorships Available: 3

Start attendees’ day with a smile by providing morning treats for approximately 5,000 Dreamforce shuttle riders. Sponsorship includes an on-the-go breakfast given out by staff in branded wear and “Brought to you by…” messaging on each shuttle. One sponsorship per day during Dreamforce.



TAPSNAP

\$50,000
Sponsorships Available: 1

Make sure your brand is part of an attendee’s Dreamforce memory with this fun, interactive, fully customizable touchscreen photo kiosk. Sponsorship includes co-branding of the photo experience and photo backdrops. Position a staff member (optional) with a lead scanning device at kiosk to capture vital customer data. Smile and say leads.

A Turnkey Booth Expansion Package helps make it easy to exhibit at Dreamforce, ensures you have a professional appearance at the event, and makes capturing leads effortless. This package includes everything that comes with the standard Dreamforce '17 turnkey booth, plus upgrades that enable you to scan leads, run demos, and spread your brand in the Customer Success Expo.

TURNKEY BOOTH	10X20	10X10	6X8
Price	\$85,000	\$65,000	\$25,000
Inventory	Multiple	Multiple	Multiple
CUSTOMER SUCCESS 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 (Must ship to advance warehouse)	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.



Increase your presence in the Dreamforce Customer Success 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
CUSTOMER SUCCESS 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.

Dreamfest Sponsorship Opportunities

salesforce



Public House at Dreamfest

\$250,000 - SOLD OUT



Take over the Public House at AT&T Park to host your own private pre-Dreamfest event.

Package Includes:

- Pre-event party for 150 guests at Public House
- Full venue buyout
- \$30,000 food and beverage package included
- Private entrance into the stadium via Public House (for guests with Dreamfest access)
- Dedicated Event Manager to oversee party
- Dedicated security and 8 Dreamfest ambassadors
- 25 additional Dreamfest passes



Back Home



Opening Act at The Yard

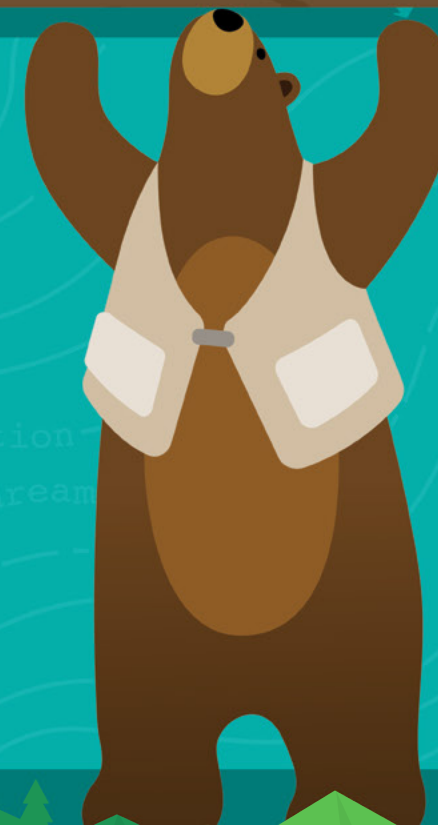
\$250,000



Host your customers at The Yard before Dreamfest begins!

Package Includes:

- Full venue buyout of The Yard to host up to 600 guests
- \$55,000 food (Belcampo BBQ) & beverage (beer/wine only) package included
- Dedicated Event Manager to oversee party
- Dedicated security and 8 Dreamfest ambassadors
- 35 additional Dreamfest passes



Back Home



Taking it to the Streets #1

\$150,000



Welcome guests at Pete's Tavern for a warm-up before the headliner takes the stage!

Package Includes:

- Full venue buyout of Pete's Tavern for pre-Dreamfest reception for up to 350 guests
- Partial food & beverage included
- Dedicated Event Manager to oversee party
- 4 dedicated Dreamfest ambassadors
- 10 additional Dreamfest passes





Taking it to the Streets #2

\$150,000



Welcome guests at MoMo's for a warm-up before the headliner takes the stage!

Package Includes:

- Full venue buyout of MoMo's for pre-Dreamfest reception for up to 350 guests
- Partial food & beverage included
- Dedicated Event Manager to oversee party
- 4 dedicated Dreamfest ambassadors
- 10 additional Dreamfest passes



Back Home

Dreamfest A La Carte Sponsorship Opportunities

salesforce



DREAMFEST A LA CARTE



FESTIVAL HAIR

\$15,000
Sponsorships Available: 1

Help attendees get Dreamfest ready, especially if they didn't have time to make it back to their hotel. Cosmetologists will be on hand to provide free festival hair styles including braids, updos, fresh flowers and more. Sponsorship includes sponsor branding of the stations and branded apparel for the staff.



EYELASH BAR

\$10,000
Sponsorships Available: 1

Pamper attendees with a visit to a Lash Bar at Dreamfest. Artists will provide a variety of fun and funky lashes for attendees to choose from. Sponsorship includes sponsor branding of station and branded apparel for staff.



HONOR OF OHANA

\$15,000
Sponsorships Available: 1

In honor of the Salesforce Ohana, treat Dreamfest attendees to a lei making station where they can create a full lei, flower crown, or wristlet to wear throughout the evening. Sponsorship includes sponsor branding of station and branded apparel for staff.

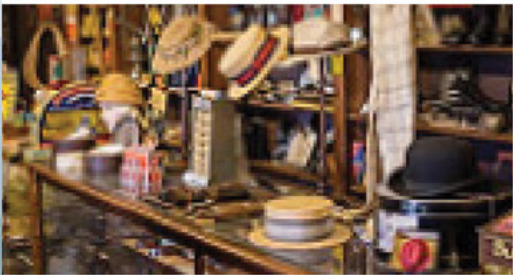


FESTIVAL FACE & BODY DESIGN

\$65,000
Sponsorships Available: 1

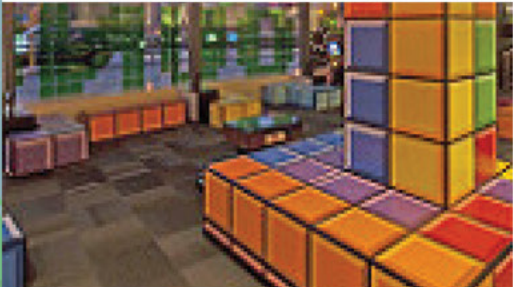
Put your logo right on the bodies of Dreamfest attendees by sponsoring the face & body design station. Artists will provide body paint, temporary tattoos, face paint, and custom glitter tattoos to attendees during Dreamfest. Sponsorship includes sponsor branding of station, your logo as a glitter tattoo offered to attendees, and branded apparel for the staff.

DREAMFEST A LA CARTE CONTINUED



DREAMFEST STORE
\$250,000
Sponsorships Available: 1

The Dreamfest Store will provide a variety of items like hand warmers and snack packs that attendees might need to get them through the evening. Sponsorship includes co-branding of items, branding of the store, and branded apparel for staff.



OVERSIZED GAME LOUNGE
\$25,000
Sponsorships Available: 1

The sponsored game lounge will be a relaxing haven for attendees. Sponsorship includes sponsor branding of games and of the lounge.



GIANT FRAME PHOTO OP
\$20,000
Sponsorships Available: 1

Attendees will be lining up to get their photo taken with this giant co-branded Dreamfest / Sponsor frame. Photos will be shared on social channels and on screens throughout Dreamfest.



CHARGE UP STATIONS
\$110,000
Sponsorships Available: 1

When Dreamfest attendees are running low on battery - be the sponsor that gets them re-charged. Sponsorship includes sponsor branding on charging stations and on signage in the area.

DREAMFEST A LA CARTE CONTINUED



GIANT CHAIR PHOTO OP
\$20,000
Sponsorships Available: 1

This giant chair co-branded with your logo will serve as a fun photo opportunity at Dreamfest. Photos will be shared on social channels and on screens throughout Dreamfest.



BEER GARDEN
\$225,000
Sponsorships Available: 1

This co-branded beer garden will be the only location at Dreamfest to serve certain specialty beers. Sponsorship includes sponsor branding on signage, cups, and napkins in the beer garden.



SPONSORED DREAMFEST LOUNGE
Starting at \$100,000
Sponsorships Available: Multiple

Treat Dreamfest attendees to a space to escape the crowds in this open to the public sponsor branded lounge. Sponsorship includes a branded 20x20 space on the field level, bar access, and an allowance towards furniture and decor. Options for overhead coverage are available at an additional cost.



PRIVATE SPONSOR LOUNGE GETAWAY
Starting at \$125,000
Sponsorships Available: Multiple

Invite your team and special guests to your private lounge at Dreamfest. Sponsorship includes a branded 20x20 space on the field level, bar access, an allowance towards furniture and decor, and security with an access perimeter. Options for overhead coverage are available at an additional cost. Sponsor is responsible for invitations and providing show management with an access list.

Trailhead Quest Sponsorship Opportunities

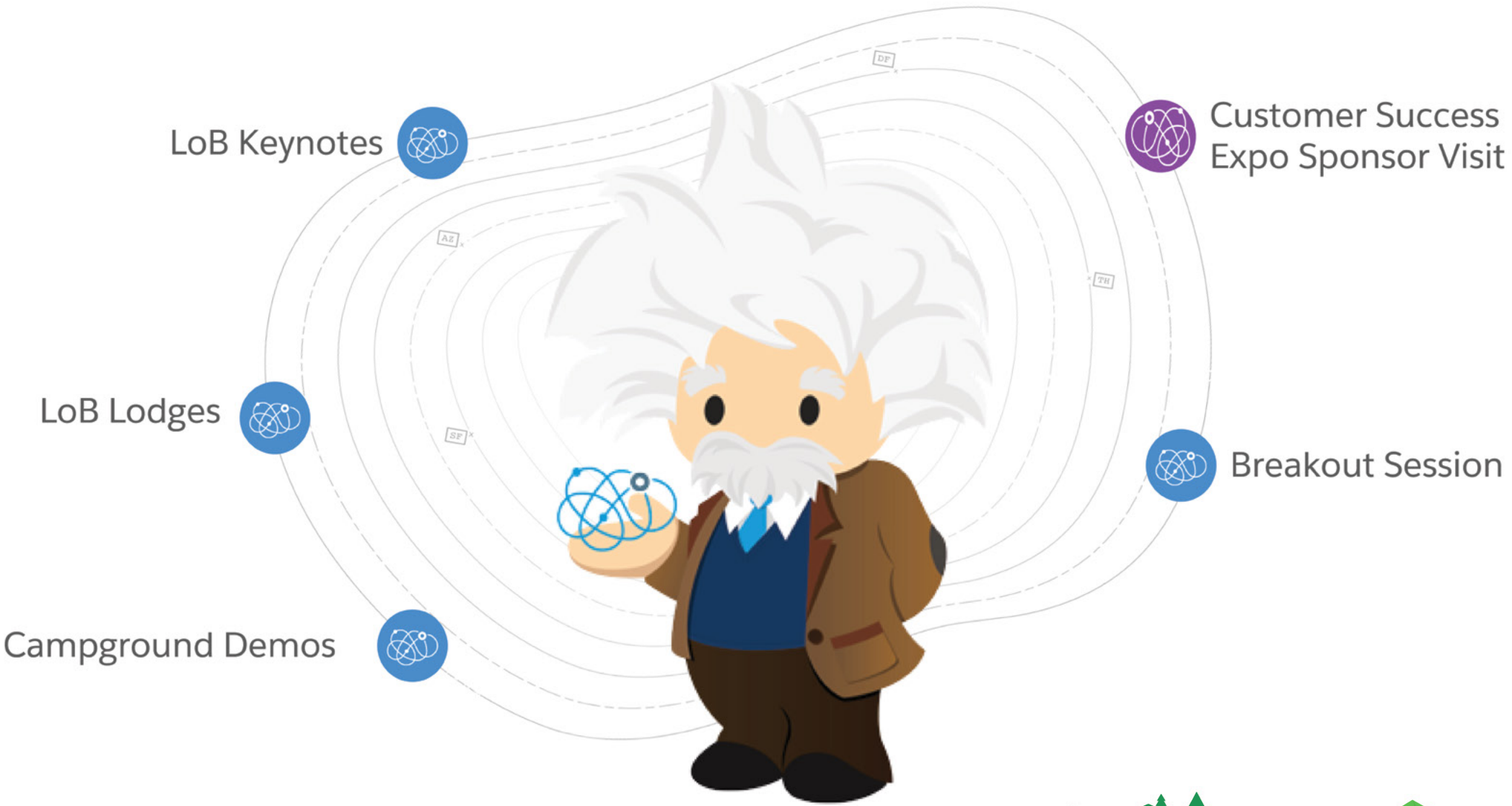
salesforce

Trailhead Quest: The New Dreamforce Journey

Trailhead Quest is an event gaming system that encourages attendees to complete a highly personalized, AI-powered journey at Dreamforce. Attendees will complete tasks including: sessions, keynotes, sponsor visits, and interactions at Dreamforce experiences. Each time an activity is completed their badge is scanned and their Quest is updated with that stop marked as completed. When all stops are completed the Quest is finished and the attendee receives a prize. Take advantage of this unique opportunity to be featured as a recommended Sponsor to visit in the Trailhead Quest game.



5 Stops in any order to complete the quest.



Quests are unique but
come in 21 core identifiers:
Choose from any of the 21
roles outlined here.

ROLES
Consultant
Developer
E-Commerce
Entrepreneur
Executive
Finance & Accounting
Human Resources
IT
Marketing
Merchandising
New Customer
Operations
Partner, Consulting
Partner, ISV
Product Management
Purchasing & Procurement
Sales
Salesforce Administrator
Service & Support
Technical Architect
Other





Trailhead Quest Sponsorship

\$25,000 | Quantity: 21

- Recommended Sponsor to visit on Customer Success Expo Stop*
- Logo visible in App and on Quest Stations
- Opportunity to select preferred Line of Business/Role Identifier

• *In 2016, approx. 32K attendees played the game and 7K attendees completed all stops.
(Results for Dreamforce 2017 not guaranteed)



Blazing Trails Podcast Sponsorship Opportunity

salesforce



Blaze New Trails on the Road to Dreamforce

We are launching Blazing Trails, a Salesforce podcast. Subscribers will learn how to blaze new trails and map their path to the future through inspirational world-class speakers, conversations around game-changing innovations, and learning experiences that help them be their best.

As we gear up for Dreamforce, we are including bonus episodes providing tactical knowledge, big announcements and more! We are taking The Road to Dreamforce videos and extending them to include additional information in podcast format to help our attendees get the most out of the event

These new Blazing Trails Podcast a la carte offerings provide an opportunity to be the official Blazing Trails podcast sponsor for a week of programming!





Blazing Trails Podcast Sponsorship

\$5,000 | Quantity: Multiple

Official Blazing Trails Podcast Sponsor for 1 week of Dreamforce specific programming

- Includes 3-6 podcasts per week

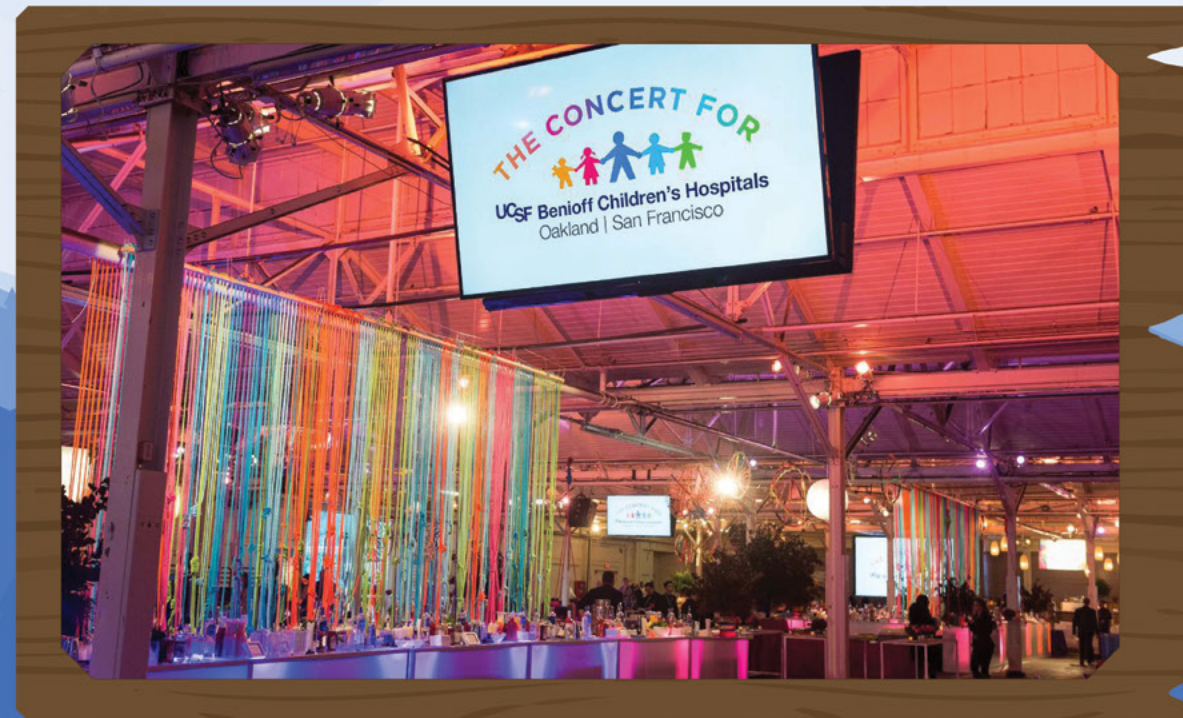
Company website and brief description listed in show notes

Sponsor recognition at beginning and end of podcast

- “This podcast is brought to you by our friends at xxx, who yyy. Learn more at www.zzz.com”

Opportunity to select specific week of programming from available schedule





Be part of Dreamforce giving and treat your customers and teams to the ultimate VIP experience at AT&T Park. We're proud to support UCSF Benioff Children's Hospitals through our amazing benefit concert held in conjunction with Dreamfest.

Sponsorships for The Concert for UCSF Benioff Children's Hospitals Include:

- VIP Cocktail Reception on Club Level
- Reserved seating or private viewing suite
- Private VIP entrance into stadium
- After Party at Pier 48 featuring [will.i.am](#) and MC Hammer



SPONSORSHIPS

ALL SPONSORSHIPS INCLUDE ENTRY TO DREAMFEST CONCERT, COCKTAIL RECEPTION, THE AFTER PARTY @ PIER 48 AND VALET PARKING

INNOVATION \$1,000,000

- ★ Includes 50 Tickets
- ★ Exclusive Viewing Suites
- ★ Access to Field Level Viewing Platform
- ★ 50 Tickets to *The After Party @ Pier 48* featuring will.i.am & MC Hammer
- ★ VIP Lounge at *The After Party @ Pier 48*
- ★ Premier Branding Opportunity
- ★ Logo Featured on Digital and Print Event Signage
- ★ Full Page Ad in Commemorative Program
- ★ VIP Transportation
- ★ Sponsorship of Onsite Volunteer Activities at Dreamforce

COURAGE \$500,000

- ★ Includes 40 Tickets
- ★ Exclusive Viewing Suites
- ★ Access to Field Level Viewing Platform
- ★ 40 Tickets to *The After Party @ Pier 48* featuring will.i.am & MC Hammer
- ★ VIP Lounge at *The After Party @ Pier 48*
- ★ High Profile Branding Opportunity
- ★ Logo Featured on Digital and Print Event Signage
- ★ Full Page Ad in Commemorative Program
- ★ VIP Transportation
- ★ Sponsorship of Onsite Volunteer Activities at Dreamforce

BREAKTHROUGH \$250,000

- ★ Includes 30 Tickets
- ★ Exclusive Viewing Suites
- ★ Access to Field Level Viewing Platform
- ★ 30 Tickets to *The After Party @ Pier 48* featuring will.i.am & MC Hammer
- ★ VIP Lounge at *The After Party @ Pier 48*
- ★ Logo Featured on Digital and Print Event Signage
- ★ Full Page Ad in Commemorative Program
- ★ VIP Transportation
- ★ Sponsorship of Onsite Volunteer Activities at Dreamforce

RESEARCH \$100,000

- ★ Includes 20 Tickets
- ★ Exclusive Viewing Suite
- ★ Access to Field Level Viewing Platform
- ★ 20 Tickets to *The After Party @ Pier 48* featuring will.i.am & MC Hammer
- ★ Logo Featured on Digital and Print Event Signage
- ★ Full Page Ad in Commemorative Program

HOPE \$50,000

- ★ Includes 16 Tickets
- ★ Exclusive Viewing Suite
- ★ Access to Field Level Viewing Platform
- ★ 16 Tickets to *The After Party @ Pier 48* featuring will.i.am & MC Hammer
- ★ Logo Featured on Digital and Print Event Signage
- ★ Full Page Ad in Commemorative Program

FUTURE \$25,000

- ★ Includes 8 Tickets
- ★ Premium Club Level Seating
- ★ 8 Tickets to *The After Party @ Pier 48* featuring will.i.am & MC Hammer
- ★ Logo Featured on Digital and Print Event Signage
- ★ Half Page Ad in Commemorative Program

IMPACT \$10,000

- ★ Includes 4 Tickets
- ★ Premium Club Level Seating
- ★ 4 Tickets to *The After Party @ Pier 48* featuring will.i.am & MC Hammer
- ★ Logo Featured on Digital and Print Event Signage
- ★ Quarter Page Ad in Commemorative Program

CARE \$5,000

- ★ Includes 2 Tickets
- ★ Premium Club Level Seating
- ★ 2 Tickets to *The After Party @ Pier 48* featuring will.i.am & MC Hammer



TUESDAY, NOVEMBER 7, 2017
AT&T PARK | SAN FRANCISCO

Presented by
SALESFORCE.ORG

SPONSORSHIPS

ALL SPONSORSHIPS INCLUDE ENTRY TO DREAMFEST CONCERT, COCKTAIL RECEPTION, THE AFTER PARTY @ PIER 48 AND VALET PARKING

- | | | |
|---|---|--|
| <input type="checkbox"/> INNOVATION \$1,000,000 | <input type="checkbox"/> RESEARCH \$100,000 | <input type="checkbox"/> IMPACT \$10,000 |
| <input type="checkbox"/> COURAGE \$500,000 | <input type="checkbox"/> HOPE \$50,000 | <input type="checkbox"/> CARE \$5,000 |
| <input type="checkbox"/> BREAKTHROUGH \$250,000 | <input type="checkbox"/> FUTURE \$25,000 | |

- ☐ Regrettably, I am unable to attend, but enclosed is my contribution for UCSF Benioff Children's Hospitals of \$ _____

YES, I WOULD BE DELIGHTED TO ATTEND

PLEASE CHECK ONE: ☐ Corporate Gift ☐ Individual Gift

Name _____ Company Name _____
(Please print name)

Billing Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

PAYMENT METHODS:

☐ Credit Card Number: _____ CVV Code: _____ Exp.: _____

☐ Check made payable to Concert for the UCSF Benioff Children's Hospitals

Enclosed please find my total payment of \$ _____

MAILING ADDRESS FOR TICKETS *(if different from billing address)*

Name _____ Company Name _____

Address _____ City _____ State _____ Zip _____

PLEASE REPLY BY OCTOBER 23

Payments should be mailed to:

The Concert for UCSF Benioff Children's Hospitals | University of California, San Francisco | Lockbox 45339 | San Francisco, CA 94145-0339

For FedEx, UPS, or courier send to:

Lockbox Operations | MUFG Union Bank, N.A. | 1751 Harborbay Parkway, Suite 100 | Alameda, CA 94502 | For Lockbox 45339 | University of California, San Francisco

For payment through a Donor Advised Fund please call (415) 476-6400

Contributions are tax-deductible less \$200 per ticket | For additional information, please email foundation@salesforce.com or call 415-476-6400

The UCSF Foundation is a California nonprofit public benefit corporation organized and operated exclusively for the charitable purposes of the University of California, San Francisco. It is the policy of the University of California, San Francisco that a portion of every restricted gift be used to help pay for the facilities, infrastructure, and core administrative costs required to carry out the purpose of the gift.

If you wish to be removed from patient-related fundraising communications, contact UCSF at HIPAAOptOut@ucsf.edu, 1-888-804-4722, or UCSF Box 0248, San Francisco, CA 94143-0248. To change how you receive our materials, contact giving@ucsf.edu or 1-888-804-4722.

We're Here to Help You Succeed at Dreamforce!

WEEKLY OFFICE HOURS

Held Tuesdays at 9 a.m., beginning on January 24.
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 February 6 at 9 a.m. PST.

GET IN TOUCH

Email partnersuccess@salesforce.com to connect with the Sponsorship Team.



Adrienne Shimmel,
Senior Director



Laura Wilensky,
Senior Manager



Lauren Clark,
Senior Manager



Kacey Burr,
Manager



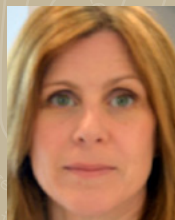
Natalie Moore,
Manager



Ashley Snyder,
Associate Manager



Caroline Gutierrez,
Manager



Morna Towers,
Manager





CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY



MAHALO!



Dreamforce '17

November 6-9, 2017

San Francisco, CA



Sponsorship Application

Choose from the following sponsorship opportunities:

- ☐ Titanium - \$1,250,000
- ☐ Platinum - \$1,000,000
- ☐ Gold - \$325,000
- ☐ Silver - \$150,000
- ☐ Bronze - \$50,000
- ☐ Exhibitor - \$25,000
- ☐ A La Carte Sponsorship: _____ (Item and Price)

Total Sponsorship Fee: _____

Company Information			
Company Name:			
Address:		City:	
State:	Zip:		

Payment Details			
Billing Contact Name:			
Billing Contact Email:		Billing Contact Phone:	
Billing Address:		City:	
State:	Zip:	Country:	
<input type="checkbox"/> Purchase Order:		<input type="checkbox"/> No Purchase Order (Company does not issue and/or require a PO# for this purchase)	

Logistics Contacts			
Primary Logistics Contact Name:			
Email:		Phone:	
Secondary Logistics Contact Name:			
Email:		Phone:	

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 Condition of Event Sponsorship.

Signature:	
Name (please print):	
Company Name:	Title:
Date:	Email:

Please scan completed Sponsorship Application and email to partnersuccess@salesforce.com

*** TERMS AND CONDITIONS OF EVENT SPONSORSHIP**

If Your Sponsorship Application for the Event is accepted by Salesforce (the company described in section Who You Are Contracting With, Governing Law and Jurisdiction), Sponsor's participation is subject to the following terms and conditions ("Agreement"). The benefits associated with each Sponsorship Level are specified in the Event sponsorship prospectus ("Prospectus"), which Sponsor hereby acknowledges receiving and which is incorporated by reference into this Agreement. Subject to acceptance by Salesforce, this Agreement is between Salesforce and the Sponsor named in the Sponsorship Application ("Sponsor" or "You" or "Your") as of the date accepted by Salesforce ("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 of the Event ("Sponsorship"). 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. The Sponsorship Application is incorporated by reference into this Agreement.

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 TERMS: 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 June 30, 2017, Salesforce will send Sponsor two invoices, one in approximately early July 2017 and the other in approximate late September 2017. 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 July 1, 2017 and September 15, 2017, Salesforce will send Sponsor one invoice in late September 2017, which will be due and payable in full within thirty (30) days of the invoice date. If Salesforce accepts the Agreement on or after September 16, 2017, Salesforce will send the Sponsor one invoice that will be due and payable in full immediately upon receipt but in no event later than October 25, 2017 ("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 October 25, 2017 ("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.

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 June 30, 2017 at 5pm PST, Sponsor will be liable for 50% of the Sponsorship Fee. If Sponsor cancels after June 30, 2017 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.

Sponsor understands and agrees that, if during the Event, Sponsor wishes to host an event, session or any other activity, certain activities under the terms of the Agreement will result in immediate termination of Sponsor's sponsorship of the Event and the Agreement ("Prohibited Activities). Such Prohibited Activities include ones (i) that conflict with the Event's daily schedule and/or (ii) in which Sponsor charges Event attendees to attend or participate. For clarification, Sponsor's use any of Salesforce Marks, Event messaging, or otherwise, in connection with the Prohibited Activity, is a further material breach of the Agreement.

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. Sponsor purchases only the right to exhibit and market within the confines of the Space. Distribution of marketing materials outside Your Space is strictly prohibited. Sponsor also agrees to abide by any terms or requirements of the venue or exhibit space. Salesforce reserves the right, but not the obligation to review and approve all Sponsor materials to be displayed, distributed or used by Sponsor in connection with its Sponsorship of the Event ("Sponsor Materials"). Upon request, Sponsor agrees to provide any such Sponsor Materials for SFDC's review and written approval. Parties understand and agree that SFDC's review or approval of any such materials does not limit the Indemnified Parties right to indemnification as agreed to in the Indemnification section.

EXHIBIT SPACE: Salesforce's provision of the Space includes only the items set forth in the Prospectus. Sponsor is responsible, including any costs or 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. If such permission is granted, Sponsor will comply with the *Salesforce Partner Branding and Logo Usage 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 its affiliated or subsidiary companies and no approval by Salesforce of any of Sponsor's content or participation in the Event will be deemed an endorsement.

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 Laws (as defined below) in connection with its obligations under this Agreement and its conduct in connection with the Event.

INDEMNIFICATION: Sponsor will indemnify and hold harmless Salesforce, its parent, affiliated and subsidiary companies (the "Indemnified Parties") 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 laws, ordinances, rules, directives and regulations (collectively "Laws") and (3) any claim that the Indemnified Parties use of any content provided by Sponsor infringes or misappropriates any third party's intellectual property, publicity, privacy, confidentiality or other right. Parties understand and agree that under no event will SFDCs approval or use of Sponsor's Materials or will limit the Indemnified Parties right to indemnification. 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, personal 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 in use of the Attendee Information.

Furthermore, Sponsor will indemnify the Indemnified Parties for any third party claims that may result from Sponsor's use of the Attendee Information. 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. Under no event, will SFDC's liability for any damages or claims arising out of this Agreement exceed the Sponsorship Fees paid by Sponsor under this Agreement.

NO PARTNERSHIP OR AGENCY: Nothing in this agreement is intended to, nor will be deemed to, establish any partnership, joint venture, or agency relationship between any of the parties, 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 sponsorship of the 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.

WHO YOU ARE CONTRACTING WITH, GOVERNING LAW AND JURISDICTION: Who You are contracting with under this Agreement, what law will apply in any dispute or lawsuit arising out of or in connection with this Agreement, and which courts have jurisdiction over any such dispute or lawsuit, depend on the terms set forth directly below.

Event Location:	You are contracting with:	The governing law is:	The courts having exclusive jurisdiction are located in:
The United States of America,	Salesforce.com, inc., a Delaware corporation	California	San Francisco, California

Each party agrees to the applicable governing law above without regard to choice or conflicts of law rules or the United Nations Convention on the International Sale of Goods and to the exclusive jurisdiction of the applicable courts above.

INSURANCE: Sponsor agrees to maintain, at its sole cost and expense, the following insurance coverages and shall cause each of its agents, independent contractors and subcontractors attending the Event to maintain the same coverage from an insurer with A.M Best rating of at least A- VII (or local equivalent): (a) Workers' Compensation (or locally applicable social scheme) as required by law where Sponsor employs. Employer's Liability insurance of not less than US\$1,000,000 per employee and per accident; (b) Commercial General (or Public) Liability coverage of not less than US\$1,000,000 per occurrence and US\$2,000,000 in the aggregate.

Where permitted by law, such policies shall contain a waiver of subrogation in favor of SFDC. The insurance coverage described in this section shall not limit Sponsor's liability under the Agreement or by law. Upon request, Sponsor will provide certificates of insurance.

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 Logistics Contact person information to the Salesforce events and marketing team, and any Salesforce vendor contracted to conduct work for the Event, as well as to the Location Owner and its employees, agents and contractors.

FORCE MAJEURE: Salesforce will not be liable in any manner whatsoever for acts of God, fires, strikes, accidents or other occurrences beyond its reasonable control, including but not limited to equipment failure (whether like or unlike any of those enumerated herein) that prevent Salesforce from partially or completely performing its obligations hereunder.

MISCELLANEOUS: 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.

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.

(Initial) _____