



Join the List & Win a Trip to Dreamforce 2026 Sweepstakes

Official Sweepstakes Rules

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

2. AGREEMENT TO OFFICIAL RULES: Participation in the Sweepstakes constitutes entrant's full and unconditional acceptance of these official rules ("Official Rules") and the decisions of the judges, administrators and Sponsor, which are final and binding in all aspects.

3. ENTRY PERIOD: The Join the List & Win a Trip to Dreamforce 2026 Sweepstakes("Sweepstakes") sponsored by Salesforce, Inc. ("Sponsor") begins on February 24, 2026 at 8:00 a.m. and ends on April 13, 2026 at 11:59 p.m. ("Entry Period"). Sponsor's computer will be the official clock for the Sweepstakes. All entries must be received during the Entry Period to be eligible to enter the Sweepstakes or win a prize. All times in these Official Rules are PT.

4. ELIGIBILITY: The Sweepstakes is open to individuals who are (i) legal resident in the 50 United States (including the District of Columbia) or Canada (excluding Quebec) (collectively "Eligibility Area"); and (ii) are 18 years of age or older or who have reached the age of majority in their jurisdiction of residence as of the date of entry. Employees, contractors, consultants, officers, directors and agents (and their immediate families and household members regardless of where they live), or members of the same households, whether related or not, of Sponsor, its parent, divisions, subsidiaries, agents, promotional partners, advertising/promotion agencies, and prize suppliers ("Sweepstakes Entities") are not eligible to participate in the Sweepstakes or win any prize. **Employees or officials of any Government Entity or Government-Owned Entity are not eligible to participate or win a prize.** If you enter this Sweepstakes on behalf of a company, you represent and warrant that you are an authorized agent with the authority to enter on its behalf and bind said company. Failure to meet the eligibility requirements will result in an entry being invalid and forfeiture of any prize. Companies and individuals outside of the Eligibility Area are not eligible to participate or win a prize. Sponsor reserves the right to disqualify any entrant that Sponsor determines could potentially reflect negatively on Sponsor's image. **VOID OUTSIDE OF THE ELIGIBILITY AREA AND WHERE PROHIBITED OR RESTRICTED BY LAW.** Sweepstakes is subject to applicable laws.

5. TO ENTER: During the Entry Period, eligible individuals must submit the Dreamforce Join the List form made available at <https://www.salesforce.com/form/dreamforce/df26-save-the-date/>. Limit of one (1) entry per person during the Entry Period. Entry information becomes the property of Sponsor and will not be acknowledged or returned. Entries will be disqualified if they are late, incomplete and/or in

excess of the stated entry limits. Any entries attempted through the use of agencies or robotic, repetitive, automatic, programmed or similar methods will be void.

6. **PRIZE AND PRIZE VALUE:** One Grand Prize winner will receive the Dreamforce 2026 travel package for one (1) individual. The approximate retail value (“ARV”) of the Grand Prize is \$3850. The Dreamforce 2026 travel package includes the following:

- One (1) full conference pass to Dreamforce 2026
- One (1) standard hotel room accommodation for three (3) nights at a conference hotel selected by Sponsor in San Francisco, CA
- One \$1000 USD gift card for a major airline as determined by Sponsor
- One \$500 USD Visa gift card to be used for ground transportation or other incidental expenses

Five (5) second prize winners will each receive one (1) full conference pass to Dreamforce 2026. The approximate retail value of the second prize is \$4,995. Total ARV of all prizes is \$8,849. All currency listed in these Official Rules is in USD.

7. **PRIZE DETAILS AND CONDITIONS:** All expenses not listed are the sole responsibility of the winners. Grand Prize Winner must have valid identification documents to travel within the US at least seven (7) days prior to travel. Sponsor accepts no responsibility or liability for cancelled, delayed, or rescheduled events (including airline flights) beyond its control. All travel is subject to availability, change and restrictions. If the Grand Prize Winner’s airfare costs exceed the threshold listed, then the balance of the costs is the sole responsibility of such Winner. Grand Prize Winner may be required to provide credit card details at hotel accommodation check-in. Winners agree to comply with third party event rules and regulations including but not limited to policies and procedures related to Covid-19, which may include presentation of valid proof of Covid-19 vaccination. To avoid doubt, if the prize is not proceeding due to unforeseen circumstances, scheduling conflicts, Covid-19 related restrictions, workplace health and safety reasons, Sponsor or event or hospitality venue policies, or if the winner is unable to attend in person (and has provided reasonable advance notice of their inability to attend), Sponsor reserves the right to offer an alternative prize of equivalent value to the winner. Any prize details not specified herein will be determined by Sponsor in its sole discretion. Prizes are not transferable, assignable or refundable and cannot be substituted for cash. Prizes must be accepted as awarded. Sponsor reserves the right to substitute prizes of equal or greater monetary value to the prizes if for any reason any prize cannot be awarded as contemplated in these Official Rules. Gift card(s) are subject to the gift card issuer’s terms and conditions, including without limitation expiration dates and associated fees.

Sponsor is not responsible for lost or stolen prize elements. Prizes may be reported as income to a winner and the winner will be responsible for all taxes associated with the receipt of any prize. Winners may be required to complete required tax forms or other documents requested within the time period stipulated by Sponsor. Winners may be responsible for any costs and expenses not listed herein. Winners will receive their prizes within thirty (30) days of the relevant event registration period opening unless notified otherwise. Sponsor reserves the right to cancel

if the fairness of the Sweepstakes is compromised. Proof of identity, age and/or legal residence may be required to claim the prize. Failure to comply with any of the requirements set forth in the Official Rules may result in disqualification or forfeiture of the prize.

8. **WINNER NOTIFICATION AND ANNOUNCEMENT:** Sponsor will randomly select winners from among all eligible entries received during the Entry Period. The potential winner(s) will be notified on or about April 17, 2026, via email. Sponsor will not be liable for any potential prize notification that is lost, intercepted, or not received by any potential winner for any reason. If a potential winner cannot be contacted within five (5) days after the first attempt to contact the winner, the Sponsor may select an alternate potential winner from the remaining eligible entries. If a potential winner is unable to accept the prize or any portion of the prize for any reason, Sponsor shall have no further obligation to such potential winner. There is a limit of one (1) prize per entrant. You need not be present to win. To win a prize, entrants in Canada must correctly answer a mathematical skill-testing question to be administered in a manner to be determined by Sponsor. **In order to receive a prize, the winner may be required to sign a Declaration of Eligibility, Liability and Publicity Release (unless prohibited by law).**

9. **ODDS OF WINNING:** Odds of winning will depend on the number of valid entries received during the Entry Period.

10. **GENERAL CONDITIONS:** Sweepstakes Entities and Internet/wireless access providers are not responsible for incomplete, late, lost, misdirected or postage-due entries or mail, or for any technical malfunction, human error, lost or delayed data transmission, omission, interruption, deletion, and defect or line failure in connection with any telephone network, computer equipment, software or any combination thereof. Entries are void if unreadable, inaccurate, and incomplete, mutilated, tampered with, forged, mechanically reproduced, irregular in any way or otherwise not in compliance with these Official Rules. Sweepstakes Entities make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize furnished or made available in connection with the Sweepstakes. Although Sponsor attempts to ensure the integrity of the Sweepstakes, Sweepstakes Entities are not responsible for the actions of entrants or other individuals in connection with the Sweepstakes, including entrants' or other individuals' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. Sweepstakes Entities are not responsible for injury or damage to entrant's or to any other person's computer(s), wireless devices, other equipment or person(s), related to or resulting from participation in the Sweepstakes or downloading materials from or using any website. In the event of any conflict between any details contained in these Official Rules and details contained in any Sweepstakes advertising materials, the details of the Sweepstakes as set forth in these Official Rules shall prevail. If, for any reason, the Sweepstakes is not capable of running as planned by reason of an insufficient number of eligible entries, damage by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical limitations or failures, by reason of any acts of God, terrorist acts, earthquake, war, fire, flood, unusually severe weather, strikes or legal disputes (whether legal or illegal), industry conditions,

bankruptcy or liquidation, marketplace demands, applicable law, unforeseen obstacles or any other causes which, in the sole opinion of Sponsor, could corrupt, compromise, undermine or otherwise affect the administration, security, fairness, integrity, viability or proper conduct of the Sweepstakes, Sponsor reserves the right in its sole and absolute discretion to cancel, terminate, modify or suspend all or any part of the Sweepstakes, and to select the prize winner from among the applicable eligible entries received up to the time of such cancellation, termination, modification or suspension, as applicable, or to proceed in such a manner as may be deemed fair and equitable by Sponsor in its sole discretion. Screen shots or any other evidence of entry submission will not be deemed receipt of any such entry. Entry must be made by the entrant and via the means described herein. You are not a winner until your entry has been verified and you have complied with these Official Rules. In the event of a dispute as to any online entry, if any, the authorized account holder of the e-mail address used to enter the Sweepstakes will be deemed to be the entrant. The "authorized account holder" is the natural person who is assigned to an email address by an internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

11. **CONDUCT:** BY ENTERING AND PARTICIPATING IN THIS SWEEPSTAKES, YOU: (A) FULLY AND UNCONDITIONALLY AGREE TO BE BOUND BY THESE OFFICIAL RULES AND BY ALL DECISIONS OF SPONSOR (WHICH DECISIONS SHALL BE FINAL AND BINDING IN ALL RESPECTS), INCLUDING WITHOUT LIMITATION DECISIONS REGARDING ELIGIBILITY, WINNERS AND THE INTERPRETATION OF TERMS USED IN THESE OFFICIAL RULES; (B) REPRESENT AND WARRANT THAT ALL INFORMATION PROVIDED BY YOU IN CONNECTION WITH THE SWEEPSTAKES IS TRUE, ACCURATE AND COMPLETE; AND (C) AGREE TO COMPLY WITH ALL FEDERAL, STATE, LOCAL, TERRITORIAL, AND PROVINCIAL LAWS AND REGULATIONS. SPONSOR RESERVES THE RIGHT, AT ANY TIME AND AT ITS SOLE DISCRETION, TO DISQUALIFY AND/OR DEEM INELIGIBLE TO PARTICIPATE IN THIS SWEEPSTAKES OR ANY FUTURE SPONSOR PROMOTIONS, ANY INDIVIDUAL IT SUSPECTS: (A) TO BE TAMPERING WITH THE ENTRY PROCESS OR THE OPERATION OF THE SWEEPSTAKES OR ANY WEBSITE; (B) TO BE ACTING IN VIOLATION OF THE OFFICIAL RULES OR SPONSOR'S PRIVACY POLICY OR OTHER TERMS, CONDITIONS OR GUIDELINES; (C) TO BE ACTING IN BAD FAITH OR IN A DISRUPTIVE MANNER, OR WITH THE INTENT TO ANNOY, ABUSE, THREATEN OR HARASS ANY OTHER PERSON; (D) TO HAVE FAILED TO AGREE TO THESE OFFICIAL RULES; OR (E) TO BE IN VIOLATION OF THESE OFFICIAL RULES. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY INTERNET SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF THESE OFFICIAL RULES AS WELL AS CRIMINAL AND CIVIL LAWS. SHOULD SPONSOR BELIEVE OR BECOME AWARE THAT SUCH AN ATTEMPT HAS BEEN, IS BEING, OR WILL BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY RESPONSIBLE ENTRANT(S) AND OTHER RESPONSIBLE INDIVIDUAL(S) IN THE ATTEMPTED DAMAGE TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING WITHOUT LIMITATION CRIMINAL PROSECUTION.

12. **RELEASE, LIMITATION OF LIABILITY, AND INDEMNIFICATION:** By participating in the Sweepstakes, you agree to release, indemnify and hold harmless Sponsor, its parent, its subsidiaries, affiliates, and each of their respective officers, directors, employees, and agents from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (i) unauthorized human intervention in the Sweepstakes; (ii) technical errors; (iii) printing errors; (iv) late or undelivered mail; (v) errors in the administration of the Sweepstakes; or (vi) injury or damage to persons or property. You waive the right to claim any attorney's fees and any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Entrant agrees that in any cause of action, the Sweepstakes Entities, and each of their respective officers, directors, employees, representatives, agents, shareholders, successors and assigns liability will be limited to the cost of entering and participating in the sweepstakes.

13. **PRIVACY AND PUBLICITY:** Any information you submit as part of the Sweepstakes will be treated in accordance with Sponsor's [Privacy Statement](https://www.salesforce.com/company/privacy/full_privacy/), currently located at https://www.salesforce.com/company/privacy/full_privacy/. Except where prohibited, each potential winner consents to the use of their respective name, voice, photograph and/or likeness for promotional purposes in any media without further payment or compensation, and may be required to provide a signed release acknowledging such consent.

14. **SEVERABILITY:** If any provision of these Official Rules is found to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these Official Rules and shall not affect the validity and enforceability of any remaining provisions. Headings and captions are used in these Official Rules solely for convenience of reference and shall not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision thereof.

15. **DISPUTES:** Except where prohibited, entrant agrees that any and all disputes, actual or alleged claims, and causes of action at law or in equity, ("Claims") will be resolved individually, without resort to any form of class action. Claims arising out of or relating to this Sweepstakes, including without limitation, the interpretation of the Official rules or any prize awarded will be resolved by applying the laws of California, without regard to conflict of laws. Claims will be solely and exclusively brought in the state or federal courts located in San Francisco, California.

16. **SWEEPSTAKES RESULTS:** To receive the name, city and state of the winner, you can send an email to amy.carlson@salesforce.com with the subject, "Join the List & Win a Trip to Dreamforce 2026 Sweepstakes" Requests must be received within four (4) weeks of the end of the Entry Period.

17. **SPONSOR CONTACT:** Salesforce, Inc., Salesforce Tower, 415 Mission Street, 3rd Floor, San Francisco, CA 94105, United States. All rights reserved.