Join us at Dreamforce and together we’ll blaze a trail 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 learning, innovation and inspiration.

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, conduct critical meetings and close deals.
- **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 September. 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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<th>Page</th>
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<td>04</td>
<td>Titanium</td>
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Titanium Sponsorship drives major brand awareness, targeted lead generation, huge visibility in the Salesforce ecosystem, and incredible access to Salesforce customers from all over the world. Only six will be invited, and their buzz will resonate throughout the entire Dreamforce campus.
EXECUTIVE SUMMIT PARTICIPATION

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

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 (Not available once Dreamforce sells out)
- 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 (Discount code expires once Dreamforce sells out)
- Access to GPJ Registration & Housing Liaison
- Registration and Housing Report (Upon Request)

CUSTOMER SUCCESS EXPO EXPERIENCE

- 10-Minute Trailhead Mascot Visit to Drive Booth Traffic
- 150-Word Description in Dreamforce Mobile Application
- Logo & URL in Dreamforce Mobile Application
- Logo on Conference Shuttles
- Insert in Conference Bag (Small gift or one-page collateral)
- Inclusion in Expo Map
- Recognition on Partner Spotlight Banners
- 30-Second Content on the Video Wall
- Inclusion in Dreamforce Sponsor List on Twitter
- Promotion on Social Media Outlets Post Event (One post from LinkedIn & two posts from Twitter of the sponsor’s Dreamforce roundup)
- Super 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

SALESFORCE LIVE: REACHING THE VIRTUAL AUDIENCE

- (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-site)
- Commercial Content Between Segments (15–30 second spot during on-site programming)

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
- 150-Word Company Description on Conference Website
- Logo & Link on Conference Website
- Shared Sponsor Feature on Salesforce Blog

POST-CONFERENCE MARKETING

- Promotion on Social Media Outlets Post Event (One post from LinkedIn & two posts from Twitter of the sponsor’s Dreamforce roundup)
- Super 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

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
- 10-Minute Trailhead Mascot Visit to Drive Booth Traffic
- Inclusion in Expo Map
- Promotion on Social Media Outlets During Event (Two Twitter and one LinkedIn post promoting Sponsor’s Super Session and booth location)
- 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

MESSAGE DELIVERY

- NEW (1) 60-Minute Workshop
- (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 Recorded Breakout Session (Subject to approval of all speakers, to be held in room with recording setup)
- Ability to Scan Leads Post Session
- Content Coaching Webinar

EXTEND YOUR IMPACT GLOBALLY

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

SALESFORCE ’18 | SPONSORSHIP PROSPECTUS

TITANIUM SPONSORSHIP

(By invitation only)

$1,250,000 | 6 Available

DREAMFORCE ’18 | SPONSORSHIP PROSPECTUS
“Dreamforce is the granddaddy of them all. We spend our largest budget of the year on this event because we see ROI. All of the big movers in the space are on the floor and around for the week. A not to miss opportunity to set meetings and close business faster.”

G2 Crowd, 2017 Platinum Sponsor
**PLATINUM SPONSORSHIP DETAILS**

**PRE-EVENT MARKETING**
- NEW Shared Sponsor Feature on Salesforce Blog
- Logo & Link on Conference Website
- 100-Word Company Description on Conference Website
- Mid Tier Landing Page Assets (Includes banner, company logo, social media links, company description, videos, session content, downloadable assets, booth location, and sponsor labels)
- (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
- Ability to Issue a Press Release

**CONFERENCE ACCESS EXPERIENCE**
- Ability to Reserve a Hotel Room Block of up to 25 Rooms (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 (Not available once Dreamforce sells out)
- 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 (Discount not valid after Dreamforce sells out)
- Ad hoc Registration and Housing Report - 1 per week

**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 Recorded Breakout Sessions (Subject to approval of all speakers, to be held in room with recording setup)
- NEW (1) 60-Minute Workshop
- Ability to Scan Leads Post 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
- 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

**SALESFORCE LIVE: REACHING THE VIRTUAL AUDIENCE**
- 2-Minute In-Booth Executive Interview (Pre-recorded on-site)
- Commercial Content Between Segments (15-30 second spot during on-site programming)

**CUSTOMER SUCCESS EXPO EXPERIENCE**
- CUSTOM
  - 20x20 Space
  - Ability to Rig a Rotating Hanging Banner (Limitations apply)
  - (4) Lead Retrieval Devices
- TURNKEY
  - 20x20 Turnkey Booth Space
  - Ability to Rig a Hanging Banner (Limitations apply)
  - Secure 5 GHz Wireless
  - (4) Lead Retrieval 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

**POST-CONFERENCE MARKETING**
- Slide and Voice Breakout Session Recording Posted to Official Dreamforce Channel (Speaker release required)

**PLATINUM SPONSORSHIP**
(By invitation only)
- $1,000,000 | 14 Available
“If you invest in one event in 2018, make it Dreamforce! There is no better opportunity to connect with users, partners and Salesforce themselves!”

OwnBackup, 2017 Gold Sponsor
GOLD SPONSORSHIP DETAILS

PRE-EVENT MARKETING
- Logo & Link on Conference Website
- Logo & Link 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
- Ability to Issue a Press Release

CONFERENCE ACCESS EXPERIENCE
- Ability to Reserve a Hotel Room Block of up to 15 Rooms with Management Assistance (Inventory and properties to be confirmed)
- 10 Full Conference Passes (Includes Dreamfest access)
- Discount on Additional Full Conference Passes (Not available once Dreamforce sells out)
- 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 (Discount not available once Dreamforce sells out)
- Ad-Hoc Registration and Housing Report - 1 per week

MESSAGE DELIVERY
- (1) 40-Minute Recorded Break Session (Subject to approval of all speakers, to be held in room with recording setup)
- Ability to Scan Leads Post Session
- Content Coaching Webinar
- (1) 20-Minute Partner Theater Session

ON-SITE MARKETING
- **NEW** Ancillary Branding Opportunity
- 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

CUSTOMER SUCCESS EXPO EXPERIENCE

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

TURNKEY
- 10x20 Turnkey Booth Space
- (2) Lead Retrieval 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 Stools & (2) Wastebaskets
- Evening Cleaning and Porter Service

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

GOLD SPONSORSHIP
- **$350,000** | **25 Available**

BACK HOME
Silver Sponsorship

$150,000 | 45 AVAILABLE

“As a new AppExchange vendor, Dreamforce set us up for success in every aspect, from lead gen to brand awareness. All the right stakeholders and decision makers are here - it’s the must attend event if you’re in the ecosystem!”

Data Dwell, 2017 Silver Sponsor
“The quantity and quality of leads we received was fantastic. Attendees were actively engaged and interested in learning about our product and how it could benefit them.”

Showpad, 2017 Silver Sponsor
“Dreamforce is an awesome amalgamation of trade show, music/entertainment, and learning event. Bracket Labs values the partnership of Salesforce and the opportunity to reach more people through Dreamforce.”

Bracket Labs, the makers of TaskRay, 2017 Bronze Sponsor
"Dreamforce is a no brainer for us...we get to meet our Customers, Prospects and Partners all in one place. Plus have fun in doing so.”

*Improved Apps, 2017 Bronze Sponsor*

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### 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

### 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
- Ability to Issue a Press Release

### 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 (Not available once Dreamforce sells out)
- 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 (Discount not valid after Dreamforce sells out)
- Ad-hoc Registration and Housing Report - 1 report every 2 weeks
EXHIBITOR SPONSORSHIP

$25,000 | 80 AVAILABLE

“Dreamforce is the perfect launch pad for every new ISV on the market.”

Mapadore, 2017 Exhibitor Sponsor
CUSTOMER SUCCESS EXPO EXPERIENCE

- Turnkey Kiosk
- (1) Lead Retrieval 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

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
- Ability to Issue a Press Release

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 (Not available once Dreamforce sells out)
- 3 Booth Staff Passes (Does not include access to Dreamfest)
- Opportunity to Purchase Additional Booth Staff Passes
- NEW 3 Dreamfest Passes
- Registration Discount Code for Customers and Prospects (Discount not valid after Dreamforce sells out)
- Ad-hoc Registration and Housing Report - 1 report every 2 weeks

MESSAGE DELIVERY

- Content Coaching Webinar

EXHIBITOR SPONSORSHIP DETAILS

EXHIBITOR SPONSORSHIP

$25,000 | 80 Available

“Dreamforce gave us an opportunity to have valuable conversations with forward thinking individuals, looking for what’s next.”

Enthusem, 2017 Exhibitor Sponsor
Meet your marketing objectives. Dreamforce 2018 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

<table>
<thead>
<tr>
<th><strong>CONFERENCE PEN</strong></th>
<th>$70,000</th>
<th>Sponsorships Available: 1</th>
</tr>
</thead>
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<tr>
<td>An exclusive opportunity to keep your company in the hands of potential customers with a co-branded pen placed in the conference bag. A high-quality pen is perfect for jotting down big ideas and looks great on anyone’s desk.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>HAND SANITIZER</strong></th>
<th>$50,000</th>
<th>Sponsorships Available: 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
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</table>

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<thead>
<tr>
<th><strong>WATER BOTTLE</strong></th>
<th>$125,000</th>
<th>Sponsorships Available: 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
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</table>
## SIGNAGE AND PROMOTION

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Cost</th>
<th>Sponsorships Available</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ARCH BANNERS</strong></td>
<td>$125,000</td>
<td>Multiple</td>
</tr>
<tr>
<td><strong>BRANDED AMBASSADOR SHIRTS</strong></td>
<td>$175,000</td>
<td>1</td>
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<tr>
<td><strong>BRANDING PACKAGE</strong></td>
<td>$80,000</td>
<td>3</td>
</tr>
<tr>
<td><strong>COLUMN WRAP</strong></td>
<td>$22,000</td>
<td>Multiple</td>
</tr>
<tr>
<td><strong>DJ STATIONS</strong></td>
<td>$20,000</td>
<td>3</td>
</tr>
<tr>
<td><strong>ESCALATOR GRAPHIC</strong></td>
<td>$75,000</td>
<td>2</td>
</tr>
</tbody>
</table>

**ARCH BANNERS**: 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 one, one-sided banner to put on the arch.

**BRANDED AMBASSADOR SHIRTS**: 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. Subject to approval.

**BRANDING PACKAGE**: Take advantage of this branding bundle package which includes (1) Expo Banner, (1) Pedi Cab package, and (1) Graphic Cube. This is THE ultimate way to expand your footprint throughout the campus with a package deal.

**COLUMN WRAP**: 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**: 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**: 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. Subject to approval.
## A LA CARTE OPPORTUNITIES

### SIGNAGE AND PROMOTION CONTINUED

<table>
<thead>
<tr>
<th>EXPO BAG</th>
<th>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. Subject to approval.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200,000</td>
<td>Sponsorships Available: 1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPO BANNER</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30,000</td>
<td>Sponsorships Available: Multiple</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FLOOR GRAPHIC</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$20,000</td>
<td>Sponsorships Available: Multiple</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GRAPHIC CUBES</th>
<th>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 structure per sponsorship.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$18,000</td>
<td>Sponsorships Available: Multiple</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOGO ON FRONT OF CONFERENCE BAG</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact for pricing.</td>
<td></td>
</tr>
<tr>
<td>Sponsorships Available: 1</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PEDICAB</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$45,000</td>
<td>Sponsorships Available: Multiple</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TUNNEL GRAPHICS</th>
<th>Showcase your brand as attendees walk down the secondary tunnel entrance to the Customer Success Expo. Opportunity includes co-branded graphics in the tunnel.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150,000</td>
<td>Sponsorships Available: 1</td>
</tr>
</tbody>
</table>
**MEETING ROOMS**

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Sponsorship Cost</th>
<th>Sponsorships Available</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>10X10 STANDARD MEETING ROOM</strong></td>
<td>$15,000</td>
<td>Multiple</td>
</tr>
<tr>
<td><strong>10X10 UPGRADED MEETING ROOM</strong></td>
<td>$25,000</td>
<td>Multiple</td>
</tr>
<tr>
<td><strong>10X10 PREMIUM MEETING ROOM</strong></td>
<td>$40,000</td>
<td>Multiple</td>
</tr>
<tr>
<td><strong>10X20 STANDARD MEETING ROOM</strong></td>
<td>$35,000</td>
<td>Multiple</td>
</tr>
</tbody>
</table>

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 meeting room per sponsorship.

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, one-sided banner to put on the arch. Meeting rooms are available for use during Customer Success Expo hours only. One meeting room per sponsorship.

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. Meeting rooms are available for use during Customer Success Expo hours only. One meeting room per sponsorship.

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 meeting room per sponsorship.
## Meeting Rooms Continued

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Cost</th>
<th>Sponsorships Available</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>10X20 Upgraded Meeting Room</strong></td>
<td>$50,000</td>
<td>Multiple</td>
<td>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. Meeting rooms are available for use during Customer Success Expo hours only. One meeting room per sponsorship.</td>
</tr>
<tr>
<td><strong>10X20 Premium Meeting Room</strong></td>
<td>$75,000</td>
<td>Multiple</td>
<td>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. Meeting rooms are available for use during Customer Success Expo hours only. One meeting room per sponsorship.</td>
</tr>
<tr>
<td><strong>Hotel Meeting Rooms</strong></td>
<td>$150,000</td>
<td>Multiple</td>
<td>Purchase an executive-style off-site hotel meeting room where you can host meetings and close business in an intimate setting. The meeting room, located in a Dreamforce Campus Hotel, includes the room for the duration of the event.</td>
</tr>
</tbody>
</table>
## CONTENT AND INTERACTION

| NEW | 40-MINUTE CONTENT SESSION | 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. |
| NEW | BLAZING TRAILS PODCAST | 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, and Sponsor recognition at the 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. |
| NEW | CONTENT PACKAGE | Take advantage of this content bundle package which includes (1) 40-min content session and (4) 20-min partner theater sessions. This is THE ultimate way to expand your message throughout the campus with a package deal. (6) full conference passes included for speakers. |
| NEW | PARTNER THEATER SESSION | Host a 20-minute speaking session in the Partner Theater, located in the Customer Success Expo. Sponsorship includes promotion in Agenda Builder, your logo on session signage, and (1) full conference pass for the speaker. One partner theater session per sponsorship. |
## CONTENT AND INTERACTION CONTINUED

### QUEST SPONSOR

**$15,000**  
Sponsorships Available: 6

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. Choose from the following LOBs (Sales, Service, Marketing, Commerce, IT, Developer & Admin).

### WORKSHOP SESSIONS

**$25,000**  
Sponsorships Available: 3

Host a 60-minute workshop session in a dedicated room, located on the Dreamforce campus. Sponsorship includes promotion in Agenda Builder.
<table>
<thead>
<tr>
<th>EXPERIENCES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUTTON CHALLENGE</strong></td>
</tr>
<tr>
<td>$20,000</td>
</tr>
<tr>
<td>Sponsorships Available: 1</td>
</tr>
<tr>
<td>Who has the button? You do! It was buttonmania at Dreamforce 2017 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.</td>
</tr>
<tr>
<td><strong>CAMPUS MARKETING EXPERIENCE</strong></td>
</tr>
<tr>
<td>$5,000</td>
</tr>
<tr>
<td>Sponsorships Available: 6</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td><strong>DREAMFEST EXPERIENCE</strong></td>
</tr>
<tr>
<td>Contact for Pricing</td>
</tr>
<tr>
<td>Sponsorships Available: 1</td>
</tr>
<tr>
<td>Be a part of Dreamfest attendee’s memories. Interact with guests through special experience-driven opportunities promoting your company at Dreamfest as it happens. Bring your creative ideas and explore with us!</td>
</tr>
<tr>
<td><strong>EQUALITY PROGRAM – PRESENTING SPONSOR</strong></td>
</tr>
<tr>
<td>$350,000</td>
</tr>
<tr>
<td>Sponsorships Available: 1</td>
</tr>
<tr>
<td>An exclusive opportunity to reach current and future female leaders, their allies, 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.</td>
</tr>
<tr>
<td><strong>EXPERIENCE PACKAGE</strong></td>
</tr>
<tr>
<td>$80,000</td>
</tr>
<tr>
<td>Sponsorships Available: 3</td>
</tr>
<tr>
<td>Take advantage of this experience bundle package which includes (1) 10x20 raw expansion space in the Customer Success Expo, (1) pop-up food cart, (1) campus marketing experience. This is THE ultimate way to expand your brand and offerings throughout the campus with a package deal.</td>
</tr>
<tr>
<td>Experience</td>
</tr>
<tr>
<td>---------------------------------</td>
</tr>
<tr>
<td><strong>MASSAGE LOUNGE</strong></td>
</tr>
<tr>
<td><strong>POP-UP FOOD CART</strong></td>
</tr>
<tr>
<td><strong>PRE-KEYNOTE PRESENTATION</strong></td>
</tr>
<tr>
<td><strong>SALESFORCE LIVE</strong></td>
</tr>
<tr>
<td><strong>SOCIAL MEDIA VENDING MACHINES</strong></td>
</tr>
</tbody>
</table>
### EXPERIENCES CONTINUED

<table>
<thead>
<tr>
<th>SPONSORED TRAILHEAD MASCOT VISIT</th>
<th>Drive traffic to your booth with a Trailhead mascot. Have the Trailhead mascots visit your booth and watch them pull in attendees, and turn your space into a selfie stop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75,000 Sponsorships Available: Multiple</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SURPRISE AND DELIGHT-MORNING TREATS ON SHUTTLES</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$80,000 Sponsorships Available: 3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TAPSNAP</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000 Sponsorships Available: 1</td>
<td></td>
</tr>
</tbody>
</table>
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 ‘18 turnkey booth, plus upgrades that enable you to scan leads, run demos, and spread your brand in the Customer Success Expo.

<table>
<thead>
<tr>
<th>TURNKEY BOOTH</th>
<th>10X20</th>
<th>10X10</th>
<th>6X8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$85,000</td>
<td>$65,000</td>
<td>$25,000</td>
</tr>
<tr>
<td>Inventory</td>
<td>Multiple</td>
<td>Multiple</td>
<td>Multiple</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CUSTOMER SUCCESS EXPO PRESENCE</th>
<th>10X20</th>
<th>10X10</th>
<th>6X8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electrical</td>
<td>(2) Drops</td>
<td>(1) Drop</td>
<td>(1) Drop</td>
</tr>
<tr>
<td>Internet</td>
<td>(2) Drops</td>
<td>(1) Drop</td>
<td>(1) Drop</td>
</tr>
<tr>
<td>Monitor</td>
<td>(2) Monitors</td>
<td>(1) Monitor</td>
<td>(1) Monitor</td>
</tr>
<tr>
<td>Carpet</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Materials Handling (Must ship to advance warehouse)</td>
<td>300 lbs</td>
<td>100 lbs</td>
<td>100 lbs</td>
</tr>
<tr>
<td>Booth Graphics Panels</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Lead Retrieval</td>
<td>(2) Lead Retrieval Devices</td>
<td>(1) Lead Retrieval Device</td>
<td>(1) Lead Retrieval Device</td>
</tr>
<tr>
<td>Evening Cleaning and Porter Service</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CONFERENCE ACCESS DETAILS</th>
<th>10X20</th>
<th>10X10</th>
<th>6X8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth Staff Passes</td>
<td>7</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ON-SITE MARKETING</th>
<th>10X20</th>
<th>10X10</th>
<th>6X8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion in Expo Map</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>On-Site Meeting Room</td>
<td>10x10</td>
<td>10x10</td>
<td></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>RAW SPACE</th>
<th>10x20</th>
<th>10x10</th>
<th>6x8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$60,000</td>
<td>$30,000</td>
<td>$18,000</td>
</tr>
<tr>
<td>Inventory</td>
<td>Multiple</td>
<td>Multiple</td>
<td>Multiple</td>
</tr>
</tbody>
</table>

**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.
Interested in other Dreamforce campus sponsorships? Check out these two Zone/Lodges available now! We will continue to release other Zone/Lodge sponsorships throughout the year, so be sure to check back often!

<table>
<thead>
<tr>
<th>PRICE</th>
<th>FEATURES</th>
</tr>
</thead>
</table>
| $18,000 | - Turnkey Booth in the Salesforce.org Lodge  
- Recognition on the Salesforce.org Dreamforce website and Salesforce.org’s Dreamforce-related email communications  
- Access to the Dreamforce Promotion Kit  
- Two full conference passes and one booth-staff pass (booth-staff pass does not have access to Dreamfest)  
- One Lead retrieval device |

| Varies | Click [here](#) to download the Trailhead Area prospectus for a complete list of offerings. |

Trailhead Area Sponsorships
WE'RE HERE TO HELP YOU SUCCEED AT DREAMFORCE!

**WEEKLY OFFICE HOURS**

An open forum to ask questions held Tuesdays at 9am beginning on January 16.

GoToMeeting
Access code: 160-779-984

**SUBMIT YOUR CONTRACT**

We begin accepting sponsorship agreements on January 8 at 9am PST.

You may email your completed contract to partnersuccess@salesforce.com, or e-sign the agreement here.

**BOOTH QUEUE**

Consumer Success Expo booth selection is dependent on your standing in the Booth Queue.

- Placement is determined by when you commit and how much you spend
- The Booth Queue will lock earlier this year than ever before on March 31, 2018
- It will then lock every two weeks after that on April 15, April 30, May 15, May 31, June 15, June 30, July 15, July 31, August 15 and August 31
- Any commitments made in September will be on a first come first served basis

**GET IN TOUCH**

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

---

**JANUARY 8**

Start accepting sponsorship agreements at 9:00 a.m. PST

**MARCH**

Exhibitor Resource Center launches

**MARCH 31**

Booth Queue locks

**APRIL**

Sponsor support call #1

**MAY**

Booth selection begins

**JULY**

Sponsor support call #2

**SEPTEMBER**

Sponsor support call #3

**SEPTEMBER 25-28**

dreamforce®

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BACK HOME
MAHALO!
This Salesforce Events Master Sponsorship Agreement is between Salesforce, as defined below and the company named above. This Salesforce Events Master Sponsorship Agreement governs your sponsorship of the Events, as defined below. Execution of this Salesforce Events Master Sponsorship Agreement by company named above constitutes the acceptance of this agreement on behalf of the company named above and its parent and affiliate companies. This Agreement is effective as of the Effective Date. The parties agree as follows:

1. **DEFINITIONS.** The defined terms used in this Agreement with initial letters capitalized have the meanings given below, or as set out elsewhere in this Agreement:

"Affiliate" means any entity that directly or indirectly controls, is controlled by, or is under common control with the subject entity. "Control," for purposes of this definition, means direct or indirect ownership or control of more than 50% of the voting interests of the subject entity.

“Agreement means” this Salesforce Events Master Sponsorship Agreement, that incorporates by reference, the Salesforce Events Code of Conduct, the Salesforce Partner Branding and Logo Usage Policies and Guidelines and any additional terms incorporated by reference and additional terms as mutually agreed in writing by the parties and attached from time to time as Exhibit B.

“Code of Conduct” means the Salesforce Events Code of Conduct located at https://success.salesforce.com/Ev_SiteCOC.

“Confirmation Email” means an email from Salesforce to Sponsor confirming sponsorship of an Event at a specified Sponsorship Level.

“Effective Date” means the date of the Confirmation Email in connection with the first Order subject to this Agreement.

“Event” means the following events organized by Salesforce: Dreamforce 2018, World Tour 2018 in the United States and Canada, World Tour 2018 EMEA, Salesforce Basecamp 2018 in the United States, Sales Kickoff 2018 in the United States, Trailhead Live 2018 in the United States and TrailheaDX 2018 in the United States, or other events as added by Salesforce from time to time pursuant to an Order.

“Order” means, collectively, the Event Sponsorship Application and Order originated by Salesforce, substantially in the form attached to this Agreement as Exhibit A. By entering into an Order hereunder, an Affiliate agrees to be bound by the terms of this Agreement as if it were an original party hereto.

“Prospectus” means the Event sponsorship prospectus, as described in the applicable Order.
“Salesforce” means the company described in section Who You Are Contracting With, Governing Law and Jurisdiction.


“Sponsor” means the party sponsoring an Event, as described in the applicable Order and confirmed by Salesforce via a Confirmation Email.

“Sponsorship Benefits” means the benefits Sponsors will receive, as described in the applicable Event Prospectus.

“Sponsorship Fee” means the fee for sponsorship and the benefits as described in the applicable Order.

“Sponsorship Level” means the sponsorship level for Sponsor has been confirmed to participate at an Event via a Confirmation Email.

“You or “Your” means the company named above together with its Affiliates which have signed Orders.

2. Event Sponsorship Application and Orders. From time to time, You may execute and submit an Order to request sponsorship (“Sponsorship”) of an Event. Each Order incorporates the terms of this Agreement, except to the extent stated otherwise in the Order. To the extent of any conflict between this Agreement and any Order, the terms of this Agreement will govern. Upon confirmation of Sponsorship of an Event by a Confirmation Email from Salesforce to You, the Order You executed will be deemed an agreement between You and Salesforce in relation to the Event described in the Order. You understand and agree that You are not a Sponsor unless Salesforce sends You a Confirmation Email. Salesforce will have no obligations to You, if You are not selected as Sponsor of an Event. By submitting an Order for an Event and by requesting to be considered for Sponsorship at a specific Sponsorship Level, You agree that You are obligated to participate at the highest Sponsorship Level that You have selected and that Salesforce has confirmed acceptance of via a Confirmation Email. For example, if You request to be considered at the Platinum Level for an Event and Salesforce confirms Sponsorship at the Platinum Level for such Event, You are obligated to sponsor the Event at such Platinum Sponsorship Level. By executing this Agreement, neither party nor their Affiliates are obliged to enter into any Order.

3. Term and Termination.

a. Term. The Term of this Agreement will commence on the Effective Date and will end on the later of December 31, 2018 or the completion of the latest executory Order, unless earlier terminated by either party in accordance with the terms of this Agreement. Each Order begins on the date the Confirmation Email is sent from Salesforce and continues until all obligations under the Order have been performed.

b. Termination of an Order by Sponsor. Sponsorship fees are non-refundable regardless of the reason for termination by Sponsor. If Sponsor wishes to terminate an Order, Sponsor must send notice of termination in writing to the Salesforce notice contact specified in the applicable Order. Termination notice must be via certified mail, return receipt requested, with a copy to attention: General Counsel, Salesforce.com, inc., The Landmark @ One Market, Suite 300, San Francisco, California, 94105, U.S.A. Sponsor will be liable for 100% of the Sponsorship Fees. Sponsor’s failure to occupy the Space (as defined below) at the commencement of an Event will constitute termination of the Event Sponsorship by Sponsor, for which Sponsor will be liable for 100% of the Sponsorship Fee.

c. Termination of Agreement by Salesforce. Salesforce may immediately upon written notice terminate this Agreement, in whole or in part, with or without cause. Upon termination of the Agreement for cause,
Salesforce may terminate all existing Orders governed under this Agreement, Sponsors will pay all unpaid Sponsorship Fees of all Orders in effect as of the date of termination. For purposes of clarity, in no event, will termination of the Agreement for cause, relieve any Sponsor of its obligations to pay any Sponsorship Fees payable to Salesforce. All such Sponsorship Fees will be paid no later than thirty (30) days after the date of notice of termination. In the event of termination of the Agreement by Salesforce for convenience, Salesforce’s sole liability and exclusive remedy to any of the parties under this Agreement will be a refund of the Sponsorship Fee prepaid fees for any Orders terminated by Salesforce in the notice of termination. Upon termination of this Agreement the parties will not be able to enter into further Orders pursuant to this Agreement, and Salesforce reserves the right to terminate any Orders governed by this Agreement.

d. Cancellation of an Event or Termination of an Order by Salesforce. Salesforce reserves the right to cancel an Event or terminate an Order, or any portion thereof, for any reason at any time upon written notice to Sponsor. Upon cancellation of an Event or termination of an Order by Salesforce for cause, including but not limited to, Sponsor’s breach of the 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 Fees paid as of the date of cancellation or termination. In no event will cancellation or termination relieve Sponsor of its obligations to pay any Sponsorship Fees payable to Salesforce. In the event of a cancellation of an Event or termination of an Order without cause, Salesforce’s sole liability to Sponsor, and Sponsor’s exclusive remedy, will be a refund of the Sponsorship Fee prepaid prior to notice of such cancellation or termination.

Sponsor understands and agrees that, if during an Event, Sponsor engages in, hosts or sponsors a Prohibited Activity (as defined below) Salesforce may in its sole discretion terminate the Agreement as it pertains to Sponsor or any of its Affiliates and exclude Sponsor and its Affiliates from the Event and any other Events without a refund to any Sponsor or Affiliate. Prohibited Activities include, but are not limited to: (i) sharing of Event badges, (ii) Sponsor hosting a meeting or function (including, without limitation, formal sessions and food/entertainment events that: (x) conflict with the Event’s daily schedule, (y) target Event attendees or (z) which Sponsor charges Event attendees to attend or participate. Any violation of the foregoing, including use of Salesforce Marks, Event messaging or otherwise in connection with the Prohibited Activities shall constitute a material breach by Sponsor.

4. Sponsorship Fees and Payment Terms.

a. Event Payment Terms: For all Events, except Dreamforce 2018 or as otherwise agreed to in writing by Salesforce, Sponsor will pay the Sponsorship Fee for the sponsorship and benefits as described in the applicable Order within thirty (30) days of the invoice date, which invoice may be provided by a third party vendor of Salesforce. In the event that You are confirmed as a Sponsor of an Event less than thirty (30) days before the Event start date, the invoice will be due upon receipt.

b. Dreamforce Payment Terms: With respect to all Dreamforce sponsorships other than “A La Carte Sponsorships,” Sponsor agrees to pay the Dreamforce Sponsorship Fee in accordance with the following payment schedule: If Salesforce accepts the Sponsor’s Dreamforce Order on or before March 31, 2018, Salesforce will send Sponsor two invoices, one in approximately April 2018 and the other in approximately July 2018. 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 Sponsor’s Dreamforce Order between April 1, 2018 and August 15, 2018, Salesforce will send Sponsor one invoice in August 2018, which will be due and payable in full within thirty (30) days of the invoice date. If Salesforce accepts the Sponsor’s Dreamforce Order between August 16, 2018 and September 15, 2018, Salesforce will send the Sponsor one invoice that will be due and payable in full immediately upon receipt but in no event
later than five (5) days after the date of the invoice. If Salesforce accepts the Sponsor’s Dreamforce Order on or after September 16, 2018, Salesforce will send the Sponsor one invoice that will be due and payable in full immediately upon receipt before the Event. For Dreamforce A La Carte Sponsorships Only: Sponsor agrees to pay the full Sponsorship Fees to Salesforce, within thirty (30) days of the invoice date for any Dreamforce A La Carte Sponsorship Orders confirmed by Salesforce by a Confirmation Email at least thirty-one (31) days before the Event. For Dreamforce A La Carte Sponsorship Orders confirmed by Salesforce by a Confirmation Email within thirty (30) days of the Event, Sponsorship Fees will be due and payable in full immediately upon receipt of invoice before the Event.

If Sponsor has not paid the Sponsorship Fee in full in accordance with the terms set forth above, Sponsor may not participate in the Event, unless otherwise agreed by Salesforce in writing or email, and remains liable to Salesforce for the full Sponsorship Fee. Only the following forms of payment will be accepted: direct debit, by check, or bank transfer payable to Salesforce (the company described in section Who You Are Contracting With, Governing Law and Jurisdiction). No credit card payments will be accepted. PLEASE NOTE: You are responsible for paying the Sponsorship Fees set forth in the Order, regardless of whether it reflects any agreed modifications. Therefore, please make sure to enter only the final amounts agreed to with Salesforce.

5. **Event Location and Time.** An Event is scheduled for the location, date and time specified in the applicable Order. Sponsor acknowledges and agrees that Salesforce may, at any time, reschedule the location, date, time, and/or logistics of an 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. If Sponsor wishes to cancel its Sponsorship of such Event, Salesforce will have no obligation to refund to Sponsor any portion of the Sponsorship Fee prepaid 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 Sponsor is otherwise notified by Salesforce.

6. **Exhibit Space Allocation.** If applicable, Salesforce will assign 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 Sponsorship Fees committed by the Sponsor and when the Sponsor’s Order was confirmed by a Confirmation Email. If Sponsor selects booth space and cancels any portion of their sponsorship investment, Sponsor will forfeit the 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, and arrangement and display restrictions of the Space. Sponsor purchases only the right to exhibit and market within the confines of the Space. Distribution of marketing materials outside the 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 Salesforce’s prior review and written approval. Parties understand and agree that Salesforce’s review or approval of any such materials does not limit the Indemnified Parties (as defined below) right to indemnification.

7. **Sponsor’s Use of Exhibit Space.** Salesforce’s provision of the Space includes only the items set forth in the applicable Prospectus. Sponsor is responsible, including any costs or expenses, for any goods or services that are not listed in the Prospectus. Sponsor agrees to abide by the Code of Conduct.

8. **Use of Salesforce Marks.** Sponsor agrees not to use any trademarks, trade names, logos, slogans or other intellectual property owned by Salesforce, its Affiliates or subsidiary companies (“Salesforce Marks”), except as permitted in advance by Salesforce in writing. If such permission is granted, Sponsor will comply with the Salesforce Partner Branding and Logo Usage Policies and Guidelines, which Sponsor hereby acknowledges receiving. 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 Sponsorship of the Event, without the prior written consent of Salesforce.**

9. **No Endorsement.** Sponsor will not state or imply that its products or services are endorsed by Salesforce or its Affiliates or subsidiary companies and no approval by Salesforce of any of Sponsor’s content or participation in the Event will be deemed an endorsement.

10. **Authorization of Sponsor’s Participation.** Sponsor authorizes Salesforce to record Sponsor’s participation in the Events (e.g., presentations), including participation by Sponsor’s personnel, agents or representatives, and create transcriptions and derivative works therefrom in any medium. Sponsor authorizes Salesforce to use, reproduce, excerpt, copyright, translate, distribute, transmit, and publicly perform any such recordings, transcriptions or derivative works in connection with the Events.

11. **Representations and Warranties.** You represent and warrant that: (i) You have the authority to enter into this Agreement and to bind Your Parent and Affiliate companies to the terms of this Agreement; (ii) Your participation in the Event will not violate any other agreement or understanding between You and a third party; (iii) 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 Event location owner (“Location Owner”), or any of their employees or contractors in connection with the Event; (iv) that no materials provided by Sponsor in connection with the Event will infringe or misappropriate any third party’s rights; (v) You will not, at any time, directly or indirectly, offer anything of value to a government official and (vi) that You will comply with all applicable laws, including but not limited to, Foreign Corrupt Practices Act and the United Kingdom Bribery Act.

12. **Indemnification.** You will indemnify and hold harmless Salesforce, its parent, Affiliates 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: (i) any damages to real or personal property, or personal injury to any person, directly or indirectly caused by Your or Your employees, representatives, or contractors in connection with the Event; (ii) any failure to comply with any applicable laws, ordinances, rules, directives and regulations; and (iii) the Indemnified Parties use of any content provided by You. This provision will survive the termination or expiry of this Agreement.

13. **Sponsorship Benefits.** The Sponsorship Benefits associated with each Sponsorship Level are specified in the applicable Event Prospectus, attached or incorporated by reference into an Order, which Sponsor hereby acknowledges receiving and which is incorporated by reference into this Agreement. Only the relevant Sponsor under the applicable Order will receive the Sponsorship Benefits and only such Sponsor may enforce rights arising under the applicable Order. If Salesforce decides in its sole discretion to provide Sponsor with any Event attendee, personal or registrant information (“Attendee Information”), Sponsor agrees it 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.

14. **Limitation of Liability.** **NEITHER PARTY NOR THE EVENT LOCATION OWNER (“LOCATION OWNER”) SHALL BE LIABLE TO THE OTHER PARTY FOR INCIDENTAL, INDIRECT, CONSEQUENTIAL, SPECIAL OR PUNITIVE DAMAGES OF ANY KIND OR NATURE, INCLUDING WITHOUT LIMITATION LOST REVENUES OR PROFITS, WHETHER SUCH LIABILITY IS ASSERTED ON THE BASIS OF CONTRACT (INCLUDING, WITHOUT LIMITATION, THE BREACH OF THIS CONTRACT OR ANY TERMINATION OF THIS CONTRACT), TORT (INCLUDING NEGLIGENCE OR STRICT LIABILITY), OR OTHERWISE, EVEN IF THE OTHER PARTY OR THE
LOCATION OWNER HAS BEEN WARNED OF THE POSSIBILITY OF ANY SUCH LOSS OR DAMAGE IN ADVANCE. IN NO EVENT, WILL SALESFORCE'S LIABILITY FOR ANY DAMAGES OR CLAIMS ARISING OUT OF THIS AGREEMENT EXCEED $25,000 USD.

15. **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.

16. **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.

17. **Permission to use Materials.** You grant Salesforce and its employees, agents, contractors, subcontractors or representatives permission to use, reproduce, combine with other works, and publish worldwide, 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.

18. **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.

<table>
<thead>
<tr>
<th>Event Location:</th>
<th>You are contracting with:</th>
<th>The governing law is:</th>
<th>The courts having exclusive jurisdiction are located in:</th>
</tr>
</thead>
<tbody>
<tr>
<td>The United States of America,</td>
<td>Salesforce.com, inc., a Delaware corporation</td>
<td>California</td>
<td>San Francisco, California</td>
</tr>
<tr>
<td>Australia</td>
<td>Salesforce.com Singapore Pte. Ltd, a Singapore private limited company</td>
<td>New South Wales, Australia</td>
<td>New South Wales, Australia</td>
</tr>
<tr>
<td>Canada</td>
<td>Salesforce.com Canada corporation, a Nova Scotia corporation</td>
<td>Ontario</td>
<td>Toronto, Ontario, Canada</td>
</tr>
<tr>
<td>Country</td>
<td>Company Name</td>
<td>Country</td>
<td>City</td>
</tr>
<tr>
<td>-----------</td>
<td>-------------------------------</td>
<td>---------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Germany</td>
<td>Salesforce.com Germany GmbH</td>
<td>England</td>
<td>London, England</td>
</tr>
<tr>
<td>Italy</td>
<td>Salesforce.com Italy S.R.L</td>
<td>England</td>
<td>London, England</td>
</tr>
<tr>
<td>Netherlands</td>
<td>SFDC Netherlands B.V.</td>
<td>England</td>
<td>London, England</td>
</tr>
<tr>
<td>Japan</td>
<td>Kabushiki Kaisha corporation</td>
<td>Japan</td>
<td>Tokyo, Japan</td>
</tr>
</tbody>
</table>

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.

19. **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 Salesforce. 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.

20. **Confidentiality and Authorization.** This Agreement, the Orders 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 or the Orders 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.

21. **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.

22. **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.

23. **Notices.** All notices required or permitted to be given under this Agreement will be in writing, reference this Agreement, and be delivered by hand, or dispatched by prepaid air courier or by registered or certified airmail, postage prepaid, addressed to the notice contact specified in an Order and any notices to Salesforce will include a copy to General Counsel at the address specified in Section 3.

24. **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.

By signing below, I agree to the terms of this Salesforce Events Master Sponsorship Agreement. I represent that I have
the authority to bind the company named above and its parent and affiliate companies to the terms of this Agreement. Furthermore, I agree and understand that the company is not the sponsor of an Event unless Salesforce sends a Confirmation Email. If you do not have such authority, or if you do not agree with these terms, you must not sign this Agreement and may not participate as a sponsor of an Event.

<table>
<thead>
<tr>
<th>Signature:</th>
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</thead>
<tbody>
<tr>
<td>Name (please print):</td>
</tr>
<tr>
<td>Company Name:</td>
</tr>
<tr>
<td>Title:</td>
</tr>
<tr>
<td>Date:</td>
</tr>
<tr>
<td>Email:</td>
</tr>
</tbody>
</table>
Exhibit A
Event Sponsorship Application and Order

Your execution of this Salesforce Event Sponsorship Application and Order confirms Your acceptance of the Salesforce Events Master Sponsorship Agreement. This Event Sponsorship Application and Order is governed by the Salesforce Events Master Sponsorship Agreement. All capitalized terms not defined in this Order have the respective meanings set forth in the Salesforce Events Master Sponsorship Agreement.

<table>
<thead>
<tr>
<th>Name of Event</th>
<th>Dreamforce 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location of Event</td>
<td>San Francisco, CA</td>
</tr>
<tr>
<td>Event Date</td>
<td>September 25-28, 2018</td>
</tr>
<tr>
<td>Prospectus (Hyperlink)</td>
<td><a href="#">Dreamforce 2018 Prospectus</a></td>
</tr>
</tbody>
</table>

**Sponsorship Level & Fees**

**A La Carte Item & Fee (if applicable)**

**Total Sponsorship Fees**

**Purchase Order (if applicable)**

**Company**
(full legal name indicating entity type)

**Company Address**
(principal place of business)

**Company Contact for Billing Notices**
(first and last name and email address)

**Company Address for Legal Notices**
(if different from above)

**Company Contact For Event Logistics**
(first and last name and email address)

**Salesforce Notice Contact**
partnersuccess@salesforce.com

**Additional Terms**

By signing below, I agree to the terms of this Order and the Salesforce Events Master Sponsorship Agreement. I represent that I have the authority to bind the company set forth in the Order to the terms of this Order and the Salesforce Events Master Sponsorship Agreement. Furthermore, I agree and understand that the company is not the sponsor of the Event unless Salesforce sends a Confirmation Email. Salesforce will have no obligations under this Order, if the company set forth above is not selected as a Sponsor of the Event.

<table>
<thead>
<tr>
<th>Signature:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Name (please print):</td>
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<td>Company Name:</td>
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<td>Date:</td>
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