



**Dreamforce Global Gathering 2009**  
**User and Developer Conference**

Moscone Convention Center  
San Francisco, CA  
November 18-20, 2009

## Dreamforce 2009

### What is Dreamforce?

Dreamforce is a three-day user & developer conference that is focused exclusively on cloud computing. Dreamforce is a highly engaging, innovative event that provides our partners and sponsors with opportunities to engage with the salesforce.com community that is dependent upon salesforce.com's on-demand technology solutions, partner solutions and services.

Dreamforce provides attendees with opportunities for:

- In-depth education
- Practical On-hands training
- Dynamic information exchange

### Date & Venue

Dreamforce 2009 User and Developer Conference  
 Moscone Center South, San Francisco  
 November 18-20, 2009

### Partner Expo Hours

The partner expo is open to attendees:

Tuesday, November 17:	9:00am-9:00pm
Wednesday, November 18:	7:30am-6:00pm
Thursday, November 19:	7:30am-6:00pm
Friday, November 20:	7:30am- 12:00pm

### What are the benefits of being a sponsor?

- As a Dreamforce 2009 sponsor, you can raise the profile of your solution to a targeted audience
- The opportunity to engage directly with salesforce.com teams in a stimulating environment.
- You can drive demand and awareness for your solutions and be recognized as a trusted partner.

### What marketing efforts will promote Dreamforce 2009?

Dreamforce 2009 will be promoted through numerous marketing communication channels including email, on-line advertising, social media, user group communications, sales engagements with our customers, tradeshow, and telemarketing.

### Whom Do I Contact to sign up?

To participate in Dreamforce 2009 please contact your Partner Marketing Team contact or email [partnersuccess@salesforce.com](mailto:partnersuccess@salesforce.com).

#### Partner Marketing Team

<b>Leslie Tom</b>	<b>Senior Director</b>	<b>(415) 298-0269</b>	<a href="mailto:ltom@salesforce.com">ltom@salesforce.com</a>
<b>Chung Nguyen</b>	<b>Partner Mktg Ops Mgr</b>	<b>(650) 653-4546</b>	<a href="mailto:cnguyen@salesforce.com">cnguyen@salesforce.com</a>
<b>Tracy-Ann Palmer</b>	<b>Sr. Partner Mktg Manager</b>	<b>(248) 275-1130</b>	<a href="mailto:tpalmer@salesforce.com">tpalmer@salesforce.com</a>

### Why Participate in Dreamforce 2009?

Your participation in Dreamforce 2009 will provide you with the opportunity to:

- **Connect** with an influential community of 12,000 people
- **Establish** your company as a unique solution provider in today's ecosystem
- **Build** your company brand & awareness as a trusted salesforce.com partner
- **Network** with salesforce.com sales team and executives, press and analysts
- **Create** sales leads & build new relationships with prospective customers
- **Generate** new business for your solutions and services

## Platinum Sponsorship Benefits

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

### Platinum Sponsorship \$250,000

*"Dreamforce platinum sponsorship gave us high visibility and great presence because we were able to differentiate ourselves. As a result we had over 100 leads from the cocktail reception the first night even before the official show began! Dreamforce is one of our premier events to do each year!"*

*- Corinne Sklar, VP of Marketing, Bluewolf*

Exhibit Space	
Booth Size	20' x 20' turnkey booth
Electrical/Internet	(2) Electrical drops and (2) internet drops, (4) monitors
Carpet	Provided
Material Handling/Drayage	Provided
Booth Signage	Custom header and full bleed, color graphic panels
Furniture	Chair (1), wastebasket (1), literature rack (4)
Lead Retrieval	Provided
Message Delivery	
Two (2) Track Sessions	Two (2) track sessions. Participation and branding. Preferred track subject to availability.
Pre-Event Marketing	
Conference Website	Logo with click-through to your website and 100 word description
Invitation Mailings	Logo included in save the date and pre-conference invitation mailings
Press Releases	Mention as a sponsor in select event-related press releases
Promotional Toolkit	Salesforce.com will provide materials to help your company promote its presence pre-event. Includes email template, registration code for discounts to your customers and prospects, conference logo.
On-Site Marketing	
Conference Guide	Logo and 100 word description in conference guide
Conference Bag	Logo on conference bag
Conference Bag Insert	One piece of partner supplied, salesforce.com approved, collateral in conference bag insert
Press Kit	Option to provide press kits in press lounge
Ad in Conference Guide	(1) One page ad
Meeting Room	(1) Dedicated 10' x 20' meeting room
Company Logo	Logo on select conference signage
Conference Registrations	
Full Conference	Six (6) full conference passes includes access to the entire conference and gala event
Booth Staff Passes	Six (6) booth staff passes includes access to the Partner Pavilion only

## Gold Sponsor Benefits

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

### Gold Sponsorship: \$100,000

*"Dreamforce is by far one of the best shows we attend all year, both in terms of qualified leads and ROI from all of the resulting closed deals." – Simon Peel, VP Worldwide Marketing Cast Iron*

#### Exhibit Space

Booth Size	10' x 20' booth space to bring your own custom booth or request turnkey booth
Electrical/Internet	(1) Electrical drop and (1) internet drop, (2) monitors
Carpet	Provided
Material Handling/Drayage	Provided
Booth Signage	One Header w/ company logo and four (4) full bleed, color graphic panels
Furniture	Chair (1), wastebasket (1), literature rack (2)
Lead Retrieval	Provided

#### Message Delivery

Track Session	One (1) track session participation and branding. Preferred track subject to availability.
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#### Pre-Event Marketing

Conference Website	Logo with click-through to your website and 75 word description
Invitation Mailings	Logo included in save the date and pre-conference invitation mailings
Press Releases	Mention as a sponsor in select event-related press releases
Promotional Toolkit	Salesforce.com will provide materials to help your company promote its presence pre-event. Includes email template, registration code for discounts to your customers and prospects, conference logo.

#### On-Site Marketing

Conference Guide	Logo and 75 word description in conference guide
Conference Bag Insert	One piece of partner supplied, salesforce.com approved, collateral in conference bag insert
Press Kit	Option to provide press kits in press lounge
Ad in Conference Guide	(1) ½ page ad
Meeting Room	Shared meeting room

#### Conference Registrations

Full Conference	Four (4) full conference passes includes access to the entire conference and gala event
Booth Staff Passes	Four (4) booth staff passes includes access to the Partner Pavilion only

## Silver Sponsorship Benefits

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

### Silver Sponsorship: \$55,000

*"Salesforce.com Dreamforce is a "who's, who" of business professionals gathered to network and mindshare on a common theme, Salesforce.com. For Hoover's, the Dreamforce event is a premier opportunity for us to network and meet with our target audience." – David Cardiel, Marketing Communications Manager, Hoover's*

#### Exhibit Space

Booth Size	10' x 10' turnkey booth
Electrical/Internet	Electrical drop (1) and internet drop (1)
Carpet	Provided
Material Handling/Drayage	Provided
Booth Signage	One Header w/ company logo and two (2) full bleed, color graphic panels
Furniture	Chair (1), wastebasket (1), literature rack (1)
Lead Retrieval	Provided

#### Pre-Event Marketing

Conference Website	Logo with click-through to your website and 50 word description
Promotional Toolkit	Salesforce.com will provide materials to help your company promote its presence pre-event. Includes email template, registration code for discounts to your customers and prospects, conference logo.

#### On-Site Marketing

Conference Guide	Logo and 50 word description in conference guide
Ad in Conference Guide	(1) ¼ page ad
Meeting Room	Shared meeting room

#### Conference Registrations

Full Conference	Three (3) full conference passes includes access to the entire conference and gala event
Booth Staff Passes	Two (3) booth staff passes includes access to the Partner Pavilion only

## Bronze Sponsorship Package

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

### Bronze Sponsorship: \$25,000

*"With an ROI of 327%, Dreamforce is a home-run investment." - Chris Doran, VP Marketing Manticore*

#### Exhibit Space

Booth Size	6' x 8' turnkey booth
Electrical/Internet	Electrical drop (1) and internet drop (1)
Carpet	Provided
Material Handling/Drayage	Provided
Booth Signage	One (1) Header w/ company logo and One (1) full bleed, color graphic panel
Furniture	Chair (1), wastebasket (1), literature rack (1)
Lead Retrieval	Provided

#### Pre-Event Marketing

Conference Website	Logo
Promotional Toolkit	Salesforce.com will provide materials to help your company promote its presence pre-event. Includes email template, registration code for discounts to your customers and prospects, conference logo.

#### On-Site Marketing

Conference Guide	Logo and URL in conference guide
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#### Conference Registrations

Full Conference	One (1) full conference passes includes access to the entire conference and gala event
Booth Staff Passes	Two (2) booth staff passes includes access to the Partner Pavilion only