



Dreamin' in Data

Dreamin' in Data 2026

Sponsorship Prospectus

Chicago, IL May 19-20, 2026

www.dreaminindata.org

Why Sponsor Dreamin' in Data



May 19-20, 2026, Chicago, IL

Dreamin' in Data convenes ~250 Salesforce data leaders - **customers & consultants** - actively **shaping data strategy**, platform architecture, and delivery decisions across Salesforce CRM, Data 360 Portfolio (Tableau, MuleSoft, Informatica), Agentforce, and Slack.

As a sponsor, you will gain **direct access to practitioners and executives** who influence product and partner selection, as well as seasoned professionals who may be your next hire.

Designed as a **high-engagement community conference**, Dreamin' in Data prioritizes depth of conversation.

Sponsors can engage attendees through their **booths**, **Circles of Success roundtables**, or the **live Demo Jam contest**, and further benefit from post-event visibility through content recap and continued social network engagements.

These experiences **create lasting connections beyond the event**.

Questions or ready to commit? Please email sponsors@dreaminindata.org



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Sponsorship Levels

Benefits	Founding Sponsor \$20K - 1 Available	Platinum \$15K - 2 Available	Gold \$10K - 5 Available	Silver* \$5K - 20 Available
Company Logo on Website	Prominent placement Recognition for the next five years	Prominent placement, by commitment order and level	Standard placement, by commitment order and level	Standard placement, by commitment order and level
Website Recognition	Logo and 200 word description for the next five years	Logo and 100 word description for one year	Logo + 50 word description for one year	Logo + 50 word description for one year
Event Template Recognition	Logo/ name for five years on Founding & Platinum slide	Logo/ name on Founding & Platinum slide	Logo/ name on Sponsor thank you slide	Logo and name on Sponsor thank you slide
Conference Passes	8 passes for employees or customers	6 passes for employees	4 passes for employees	3 passes for employees
Event Benefits	5 minutes to introduce company during main keynote			
Demo Jam	One option included (By commitment order)	One option included (By commitment order)	Paid add-on	Paid add-on
Host a Circle of Success			Paid add-on	Paid add-on
Hands-on Workshop			Paid add-on	Paid add-on
Exhibit Space	Extra-large table, premium location	Large table, preferred location	Medium table, standard location	Medium table, standard location
Power, Wi-Fi, Monitor	✓	✓	✓	✓
Lead Retrieval App	✓	✓	✓	✓

**SMB or New Partner Discount: \$2500 off Silver sponsorship for partners with < \$5M 2025 SI or ISV revenue*

Deep Engagement Opportunities



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\$1K Add-on – Limited Slots – Must be a Sponsor

Host a Circle of Success Session
or a Hands on Workshop (10
available)

- A 45-min session, held in a boardroom with up to 18 participants
- SIs, position your team as trusted experts
- ISVs, teach practitioners how to tackle challenges with your products
- Topics are exclusive to a single partner, locked in at contract signing.
- Session included on event agenda schedule and on sponsor slide

Compete in the Demo Jam
in front of all attendees
(10 available)

- A 3 min live-demo spot to showcase your solution and win over the audience
- All participants listed on event website
- Two trophies based on audience vote:
 - Best Overall Demo
 - Most Likely Solution to Try
- Lasting brand recall: higher sponsor engagement during and post conference
- DiD team will promote winners on the website and LinkedIn after the event



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A la Carte/ Add-On Sponsorship Options

Does not include an expo table

Opening Reception Sponsor: \$5,000 (4 available)

- Company Name and logo prominently displayed by Reception bars
- Logo and 125 word description on event website
- Two conference passes
- Exclusive sponsorship available for \$20,000 with eight conference passes and company introduction

Meal Sponsor: \$5,000 (8 available)

- Company Name and logo prominently displayed by Reception bars
- Logo and 125 word description on event website
- Two conference passes
- Exclusive sponsorship of 2 Breakfasts or 2 Lunches available for \$20,000 with eight conference passes and company introduction

Coffee & Beverage Sponsor: \$3,000 (2 available)

- Company Name and logo prominently displayed by beverage stations
- Company Name and Logo on event website
- Two conference passes

*** Add-on small expo table
with any of these for \$1000**

Snack Sponsor: \$2,000 (2 available)

- Company Name and logo prominently displayed by snack stations
- Company Name and Logo on event website
- One conference pass



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A la Carte/ Add-On Sponsorship Options

Does not include an expo table

Lanyard Sponsor: \$2,500 plus production of items (1 available)

- Branded Lanyard with Company name/logo
- Sponsor to produce & provide 300 lanyards, subject to Dreamin' in Data's design approval
- One conference pass

*** Add-on small expo table
with any of these for \$1000**

Conference Bag: \$2,000 plus production of items (1 available)

- Branded Swag Bag with Company name/logo (Sponsor to produce and provide 300 bags, subject to Dreamin' in Data's design approval)
- One conference pass

Coat/Bag Check Sponsor: \$1,500 (1 available)

- Company Name and logo prominently displayed at the coat/bag check room
- Company Name and Logo on event website
- One conference pass

Don't see an option that suits your budget or needs? Drop us a note at sponsors@dreaminindata.org and let's discuss!

Stats about attendees- Job Titles

Based on our inaugural 2024 event in St. Louis

Category	% of attendees
Founders & CEOs	15.24%
Executives (C-level, VPs, Directors, GM/Head)	21.95%
Sales Professionals	7.32%
Salesforce Roles (Admins / Consultants / Architects / CRM)	21.34%
Data & Analytics Roles	9.76%
IT / Technology	4.88%
Marketing & Growth	3.66%
Program / Operations / Nonprofit	6.10%
Product & Engineering	4.27%
Misc / Unique Titles	5.49%

Our Goal: Event *and* Sponsor Success



Achieve Measurable Value as an SI or ISV

Dreamin' in Data sponsorships are structured to support your growth.

- **Grow pipeline** by engaging practitioners and executives actively evaluating data, AI, platform initiatives.
- **Access to decision influencers** shaping product selection, partner strategy, and delivery architecture.
- **Credibility through participation**, positioning your team as trusted experts—not just another vendor.
- **Network for hiring**, connecting with experienced practitioners and future team members.
- **Accelerate brand recognition**, especially for newer players building visibility in the Salesforce ecosystem.



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Thank You

We can't do this without your support



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Appendix

Detailed Descriptions of Top Sponsor Levels



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Dreamin' in Data 2026 Sponsorship Packages

Founding Sponsor: \$20,000 (1 Available)

- Founding Sponsor Designation on all materials, for all future events where sponsorship is continued
- Up to 5 minutes during opening Keynote to introduce your company
- Company logo and name on all session & keynote presentations
- Page on website with logo and unlimited words indicating sponsorship
- Lead Retrieval App
- Extra-large exhibit space in a prominent location including table, electricity, Wi-Fi, monitor
- Circle of Success session
- Eight conference or workshop passes for use by your expo table staff
- Participation in Demo Jam Session* (3 Minute Presentation)
- Demo Jam indicator by Company Name and Logo on event website



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Dreamin' in Data 2026 Sponsorship Packages

Platinum: \$15,000 (2 Available)

- Company logo and name on all session & keynote presentations
- Representation on website with logo and unlimited words indicating sponsorship
- Lead Retrieval App
- Extra-large exhibit space in a prominent location including table, electricity, Wi-Fi, monitor
- Six conference passes for use by your expo table staff
- Participation in Demo Jam Session* (3 Minute Presentation)
- Demo Jam indicator by Company Name and Logo on event website

Gold: \$10,000 (5 Available)

- Company logo and name on all session & keynote presentations
- Logo and 250-word description on event website
- Lead retrieval app.
- Large exhibit space in a choice location including table, electricity, Wi-Fi, monitor
- Four conference passes for use by your expo table staff



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Dreamin' in Data 2026 Sponsorship Packages

Silver: \$5,000 (20 Available)*

- Logo and 50-word description on event website;
- Lead Retrieval App;
- Medium exhibit space including table, electricity, Wi-Fi access, monitor;
- Three conference passes for use by your expo table staff;

***SMB or New Partner Discount**

- Available to small businesses or new partners with less than \$5M annual license or business revenue.
- \$2500 off silver sponsorship

Demo Jam Participant: \$1,000 (10 Available)

- Must be a Gold or Silver sponsor
- Demo Jam indicator by Company Name and Logo on event website
- Participation in Demo Jam Session (3 Minute Presentation)**
- One additional conference pass for use by your expo table staff