



# SPONSORSHIP PROSPECTUS

**We Dreamin'**

IRVING, TEXAS, USA | APRIL 9-11, 2024

[WWW.COLLABSUMMIT.ORG](http://WWW.COLLABSUMMIT.ORG)

A photograph of a modern building interior. In the foreground, a red carpeted staircase with metal railings leads up. A water dispenser is visible on the right side of the stairs. The background shows a large glass and steel structure, likely a lobby or atrium, with a balcony level visible. The lighting is bright, suggesting a well-lit indoor space.

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# OVERVIEW

From our humble beginnings as a developer-focused user group in North Dallas, we have been striving to deliver quality educational content and networking experiences to the Trailblazer community of North Texas for nearly a decade.

Now it's time for the next step in our evolution. A chance to be bigger, bolder, and better than ever as we join forces with local community leaders, MVP's, evangelists, and other Salesforce enthusiasts to create a Texas-sized conference experience.

**We Dreamin' 2024**

**Where the Future Takes Shape**



Better Together!

1,000 Attendees  
80 Speakers  
50 Sponsors

110 Breakouts  
12 Tutorials  
2 Keynotes

14 Countries  
4 Clouds  
1 Community



## EVENT DETAILS

Irving Convention Center

500 W. Las Colinas Blvd., Irving, Texas, 75039, USA

April 9 – 11, 2024



# WHY SPONSOR?

Our content covers the gamut of Salesforce technologies, from basic administration to enterprise architecture, development, and even artificial intelligence across multiple product areas including Sales Cloud, Data Cloud, Marketing Cloud, Service Cloud - even Heroku and Snowflake. This translates into more opportunities to engage with prospects, influencers, and decision makers, putting your company in front of an entirely new audience.

But that's not all. We are joining forces with the [North American Cloud & Collaboration Summit](#), [InnoTech](#), and the [Women in Tech Summit](#) for a combined event with a potential audience of more than [1,000 attendees](#).



## EXPOSURE

Promote your company to executives, business leaders, subject matter experts, and technology enthusiasts



## ENGAGEMENT

Present your brand, showcase your products & services, amplify your message



## LEAD GENERATION

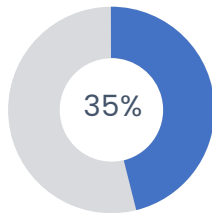
Network with key decision makers and potential clients, communicate your knowledge & experience.

Historically, our attendees have been focused on a single cloud stack. But times change, and as many companies are adopting multi-cloud strategies, we want to be the go-to event for the best content from the most knowledgeable speakers in the most popular cloud technologies.

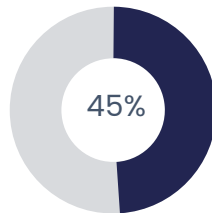
Our audience will now include decision makers, influencers, executives, and practitioners of [Microsoft](#), [Salesforce](#), [Google Cloud](#), [Amazon Web Services](#), and more.

If it's happening in the cloud, we will be covering it at the **We Dreamin' + NACS + InnoTech + Women In Tech.**

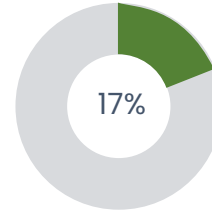
## AUDIENCE PROFILE



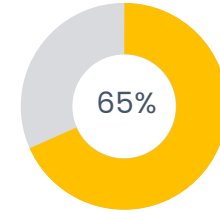
**DECISION MAKERS**



**INFLUENCERS**



**EXECUTIVES**



**PRACTITIONERS**

# VENUE

Centrally located in the heart of the Dallas/Ft. Worth metroplex

Upscale hotels, pubs, and restaurants within short walking distance

Minutes from DFW International Airport with connections to every major US city

Spacious interiors and outdoor terraces for customer/prospect conversations

Convenient access to Dallas Area Rapid Transit (DART) light rail services

Attached parking and easily accessible loading docks

Surrounded by beautiful views and a thriving entertainment district

On-site car rental, café, mail, and shipping services

<https://www.irvingtexas.com/convention-center>



# EXHIBITION PACKAGES

**\$25,000**

**DIAMOND**

Official summit sponsor  
Prime media placement  
Badge branding  
Prime booth location  
T-shirt branding  
All attendee contacts  
Daily giveaways  
Keynote presentation

**1**

**\$10,000**

**PLATINUM**

Premium booth location  
Premium media placement  
Swag branding  
Attendee contact info  
Daily giveaways

**5**

**\$5,000**

**GOLD**

Preferred booth selection  
Preferred media placement  
Lead collection  
Daily giveaways

**10**

**\$2,500**

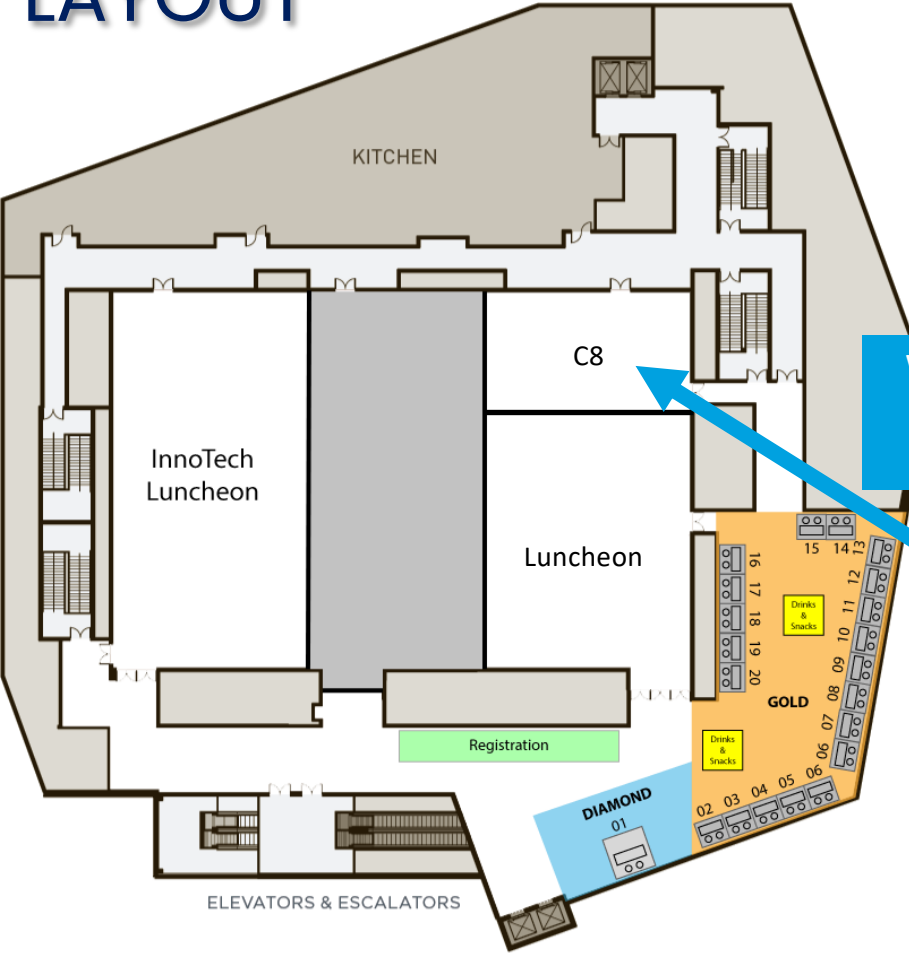
**SILVER**

Booth selection  
Media placement  
Lead collection  
Booth giveaways

**20**



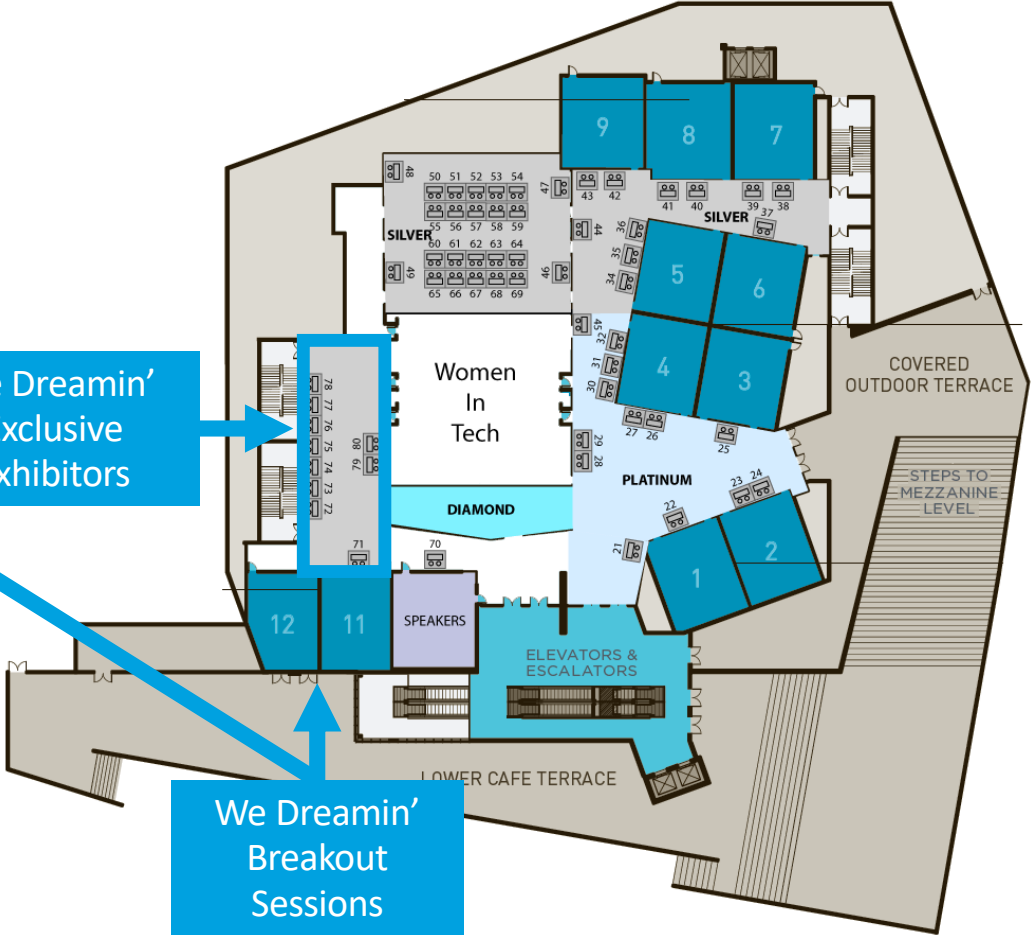
# LAYOUT



Fourth Floor

We Dreamin' Exclusive Exhibitors

We Dreamin' Breakout Sessions



Third Floor



# MARKETING OPPORTUNITIES

Description	Qty	Cost
Web site & program advertisement	50	\$500
Coffee break branding	3	\$2,000
Snack break branding	3	\$2,500
Speaker appreciation sponsorship	1	\$5,000
Attendee party sponsorship	1	\$10,000
Attendee gift bags & swag	1	\$2,500
Breakout room sponsorship	7	\$3,000
Workshop sponsorship	6	\$3,000
Workshop Lunch Sponsorship	1	\$5,000
Daily Attendee Grand Prize	2	\$500
Webcast/Podcast Sponsorship	1	\$1,000

## KEY DATES

- 4/9/24**      Registration  
                 Workshops  
                 Exhibitor Load-In  
                 Speaker Appreciation
- 4/10/24**     Registration  
                 Breakouts  
                 Attendee Party  
                 Giveaways
- 4/11/24**     Breakouts  
                 Giveaways  
                 Exhibitor Load-Out





# CONTACT INFORMATION

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