



CACTUSFORCE

A community conference for Salesforce developers & architects

2024 Sponsorship Prospectus



cactusforce.com





CACTUSFORCE
2024

Sponsorship Prospectus

WHAT IS CACTUSFORCE? WHO IS IT FOR?

- Cactusforce is a Salesforce community-led event organized for experienced Salesforce technical professionals
- For and by Salesforce developers and architects, and advanced administrators
- For those experienced in tackling complex problems with clicks and code
- About designing solutions and overcoming challenges, then sharing what we've learned along the way
- For one-on-one interactions with Salesforce experts and technology professionals





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SAGUARO

\$7,500

- Total slots - 2 (two)
- Company logo and name is the most prominently displayed and at the highest level/Gold on all materials (official event site, presentations, signage, programs, and ads)
- Full Session Talk or Workshop
- Premium Expo location(s) and largest expo presence
- 8 premium/in-person passes included
- Blog post(s) - Unlimited posts/words
- Included in the social media campaign
- Lead scanning
- Virtual Expo booth with video option





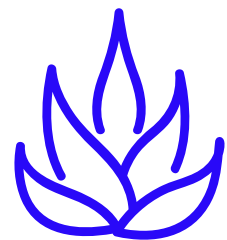
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AGAVE

\$5,000

- Total slots - 5 (five)
- Company logo and name displayed at the 2nd level/Silver on all materials (official event site, presentations, signage, programs, and ads)
- 602 Lightning Talk or Demo Jam
- 1 (one) expo table
- 4 premium/in-person passes included
- Blog post(s) - 4 posts
- Included in the social media campaign
- Lead scanning
- Virtual Expo booth with video option





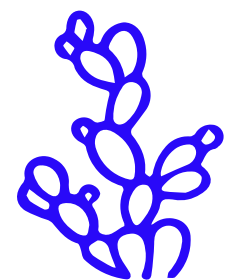
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Sponsorship Prospectus

PRICKLY PEAR

\$2,000

- Total slots - unlimited
- Company logo and name displayed at the 3rd level/Bronze on all materials (official event site, presentations, signage, programs, and ads)
- Pre-recorded video
- Small expo table
- 2 premium/in-person passes included
- Blog post(s) - 2 posts
- Included in the social media campaign





Sponsorship Prospectus

À LA CARTE & ADD-ON OPTIONS

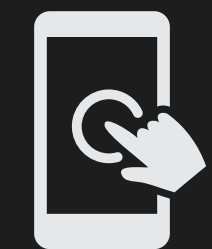
- Whova Sponsored Banners, Whova Lead Scanning
- Coffee, beverage, and snack service
- Networking & Dinner Reception
- A/V & live broadcast for a hybrid event
- 602 Talk, Demo Jam, 6-person workshops
- Swag bag
- Shipping & Packaging
- Water Bottle
- Photography & Video
- Breakfast & Lunch



Build brand awareness at the dinner reception, lunch, or coffee service



Share off your expertise and your product with a 602 Talk



Get noticed with custom sponsor banners in the Whova app

WHAT OUR ATTENDEES SAID

"Speakers really knew their stuff. Solid experts"

"It was friggin awesome"

"Learned a lot!"



Why

CACTUSFORCE

It is a gathering of Trailblazers passionate about solving business challenges using the Salesforce Platform. Sessions are presented by seasoned experts in the Salesforce ecosystem. It is a 1-day event presenting in-depth content in the form of talks, workshops, and case studies.

- 2019 attendance was 180, 55% over the targeted 100 attendees.
- 2020 attendee-only count was 258
- 2021 attendance was 554 out of 840 registrations from over 52 countries
- 2022 1,000 registrations! Hybrid event hosted a virtual attendance of 469 people, and 100 on-site in Phoenix
- Recorded session content has over 1,200 unique post-event views and (YTD) lifetime views of 5.5k



Why

SCOTTSDALE - PHOENIX

- Trailblazers are everywhere!
- This is the Silicon Desert and host to some of the largest corporations in the country.
- The Phoenix Metro is home to three major universities and countless institutions of higher education.
- Central Arizona has Salesforce customers across many industries, the private and public sectors.
- Phoenix has lovely warm weather in January!

CACTUSFORCE
2024





Cactusforce

JANUARY 26TH

#Cactusforce2024

Cactusforce is community-led event focused on advanced Salesforce content for Developers, architects, and configurators. One-on-one interactions with Salesforce technical professionals are encouraged. Attendees gain a deep understanding of the Platform while elevating their Platform skills.

	PRICKLY PEAR	AGAVE	SAGUARO
	\$2,000	\$5,000	\$7,500
	SMALL	MEDIUM	LARGE
Company logo and name displayed on all materials at level size <small>Size of in-person vendor booth, company logo, presentations, signage, programs, social media,</small>			✓
Session Talk			✓
602 Talk	\$	+	✓
Demo Jam	\$	+	✓
In-person tickets included	2	4	8
Blog Post	2	4	UNLIMITED
Opt-in Attendee List	✓	✓	✓
Whova "Exhibitor" Features <small>Whova Mobile App, customized profile, company logo on virtual booth, upload handouts, videos, live showcase, add Promos, booth staff, chat & capture booth visitors online & in-person, gamification</small>	✓	✓	✓

\$ Features may be purchased as a bundle or add-on
+ Agave sponsors may choose a 602 Talk or Demo Jam



CACTUSFORCE
2023

JOIN US!

For our 6th Annual Cactusforce

Visit our sponsor store or book a meeting to learn more!



cactusforce.com



<https://bit.ly/sponsor-cf24>