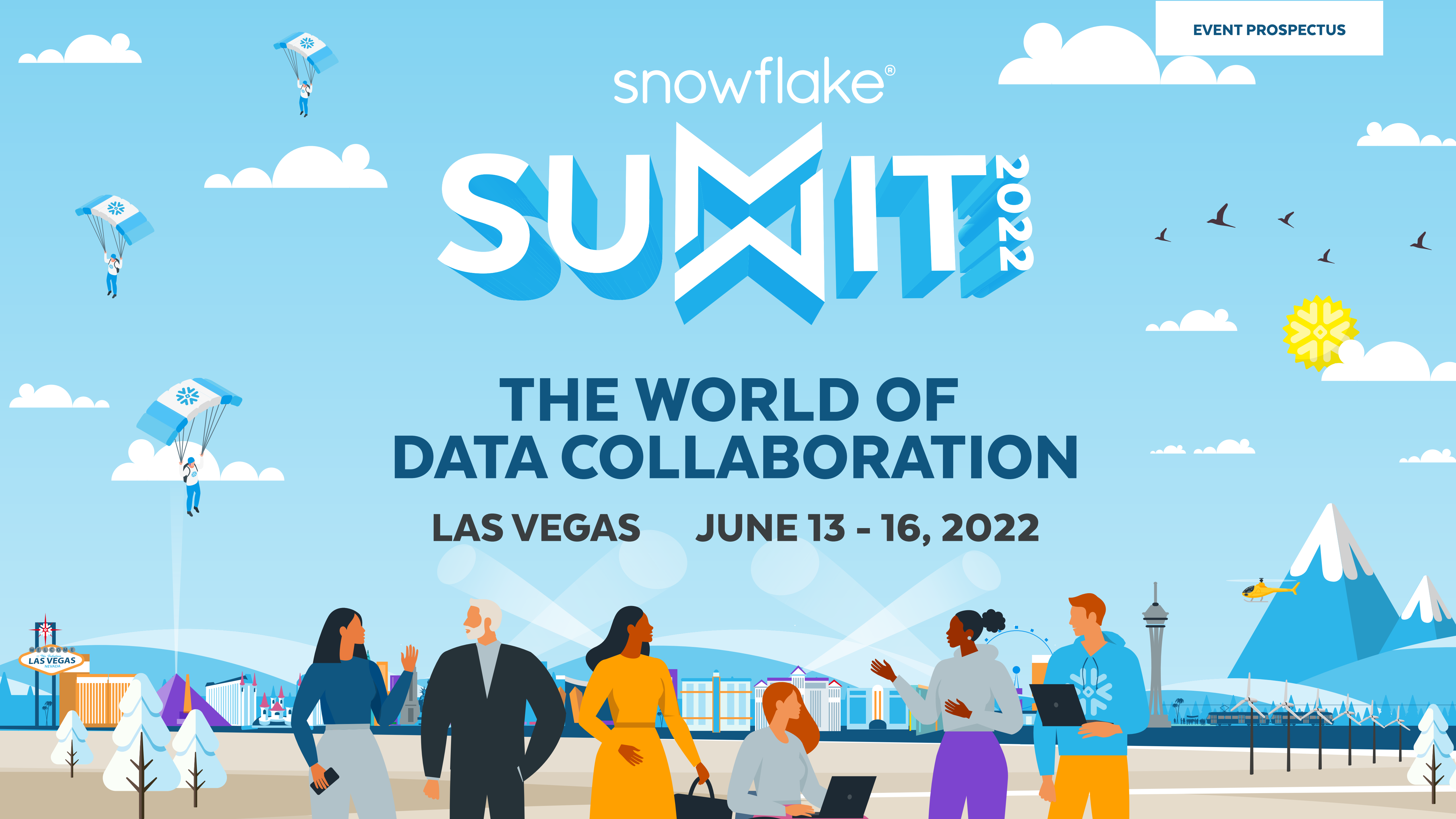


snowflake®

# SUMMIT 2022

## THE WORLD OF DATA COLLABORATION

LAS VEGAS JUNE 13 - 16, 2022





A stylized, handwritten signature in black ink, appearing to read 'Denise Persson'.

Denise Persson  
CMO, Snowflake

Hello Data Cloud Partners,

Snowflake Summit exists for the same reason as everything else we do: putting customers first. It is Snowflake's most impactful customer event each year. Much of Summit's success, and Snowflake's success overall, comes from the relentless pursuit of our Data Cloud partners to serve our joint customers.

As a trusted Snowflake partner, you are a critical part of this community. Your support and involvement with our customers has made our combined success possible. That's why I invite you to join us June 13-16, 2022, at our fourth annual Snowflake Summit, The World of Data Collaboration.

This four-day event will take place at the Caesars Forum Conference Center, where more than 12,000 Snowflake customers, partners, and industry peers will gather to collaborate around data, with the goal of developing new data products and apps that will help drive business forward. This makes Summit the best opportunity for you to promote your products, services, and data solutions, as it will be the biggest Snowflake event of the year.

I am proud to say that Snowflake Summit 2022 will be a sustainable event. The waste footprint from typical corporate trade shows is significant, and most of it is sent to landfills. Faced with this challenge, Snowflake has been working with vendors that produce eco-friendly products. We will extend this sustainability opportunity to you, so those attending Summit can be part of our mission to minimize our impact on the environment.

It's an incredible time to be a Data Cloud partner, and we value working with you.


See you at the Snowflake Summit in June!

# EVENT OVERVIEW



**12,000+**  
ATTENDEES\*

**4-DAY**  
EVENT



**5+**  
KEYNOTES

**250+**  
SESSIONS

**200+**  
PARTNERS\*



**ENDLESS**  
NETWORKING OPPORTUNITIES

*\*Estimates and final numbers may vary*

# EXPECTED AUDIENCE BREAKDOWN

## REGIONS\*

85%  
AMERICAS

10%  
EMEA

5%  
APJ

*\*Estimates and final numbers may vary*

## TOP FIVE INDUSTRIES

- 1 TECHNOLOGY
- 2 FINANCIAL SERVICES
- 3 HEALTHCARE AND LIFE SCIENCES
- 4 MEDIA, ENTERTAINMENT AND TELECOM
- 5 RETAIL AND CPG

## TOP FIVE FUNCTIONS

- 1 DATA SCIENCE/ ANALYTICS
- 2 ENGINEERING
- 3 SERVICES/CONSULTANCY
- 4 IT
- 5 PRODUCT MANAGEMENT

## PERSONAS

- **EXECUTIVES:** CIO, CDO, CTO, CFO, CMO
- **TECHNICAL LEADERS:** Enterprise Data Architect, VP Data Platform, VP Analytics, VP Engineering, and others
- **PRACTITIONERS:** DBA, Data Engineer, ETL Developer, Data Analyst, Data Scientist, Software Developer, and others



# WHY INVEST



## DRIVE BRAND AWARENESS AT THE BIGGEST SNOWFLAKE EVENT OF THE YEAR

Evangelize your joint Snowflake customer success stories, inform prospects about the value you bring to help develop the data-driven enterprise, and show how your solutions and services augment the difference the Data Cloud makes to any organization.

## INCREASE PIPELINE AND CLOSE DEALS

Engage any of the 12,000 estimated Summit attendees that represent Snowflake's 5,400 customers. Work with Snowflake's partner and sales representatives to generate new sales leads and close current customer opportunities.

## MEET SNOWFLAKE LEADERS

Showcase your solutions and products to Snowflake's sales, business and technical professionals. Gain easy access to Snowflake product experts and solution architects. Network with your industry peers in the Data Cloud ecosystem.

## EDUCATE AND CERTIFY

Get you and your team certified on Snowflake. Get hands-on with the new products and solutions being launched in the Data Cloud. Learn about community programs such as user groups, forums, discussion groups, and our Data Superheroes.

# DELIVERING A SUSTAINABLE WORLD-CLASS EXPERIENCE



## ENVIRONMENTALLY FRIENDLY VENDORS

From the registration process to booth materials, Snowflake will work with eco-friendly vendors to minimize harm to the environment.

## TURNKEY BOOTHS TO DELIVER POTENTIALLY HIGHER ROI AND MINIMIZE WASTE

All booth properties are turnkey and will be ready upon arrival on the show floor in Las Vegas. Snowflake will create, set up, and dismantle your booth—all of which will be included in the cost of your paid partnership opportunity.

## SUSTAINABILITY EDUCATION FOR PARTNERS

All participating partners will have access to webinars that will reveal how to minimize their environmental impact at Summit.

# TESTIMONIALS

Summit is an amazing conference for partners. Snowflake has built a tremendous ecosystem and cares deeply about the partner experience. We're already looking forward to next year!

Scott Holden, CMO at **ThoughtSpot**

Partnering for Snowflake Summit enabled us to connect with key stakeholders at prospect accounts. Throughout the planning process, the Snowflake marketing team enabled us to bring our story to market and share the value of Heap + Snowflake.

Zac Fuld - Director Strategic Partnerships at **Heap**

Snowflake Summit was the #1 driver for delivering our business outcomes with Snowflake in 2021. We're looking forward to seeing what we can build on top to do even better in 2022.

Leandro Doeyo, Senior Director of Global Partner Marketing at **Tableau**

Snowflake Summit has been an event with a great ROI for us. We look forward to the 2022 Snowflake Summit and to continue deepening our relationship with the data professionals

Radina Mihaleva, SVP Global Business and Corporate Development at **Lacework**



A stylized blue landscape with various elements including clouds, birds, and mountains. The background is a solid blue color. There are several clouds of different shapes and sizes, some with a dotted pattern. A flock of birds is flying in the upper right. In the foreground, there are rolling hills and two snow-capped mountains. The overall style is clean and modern.

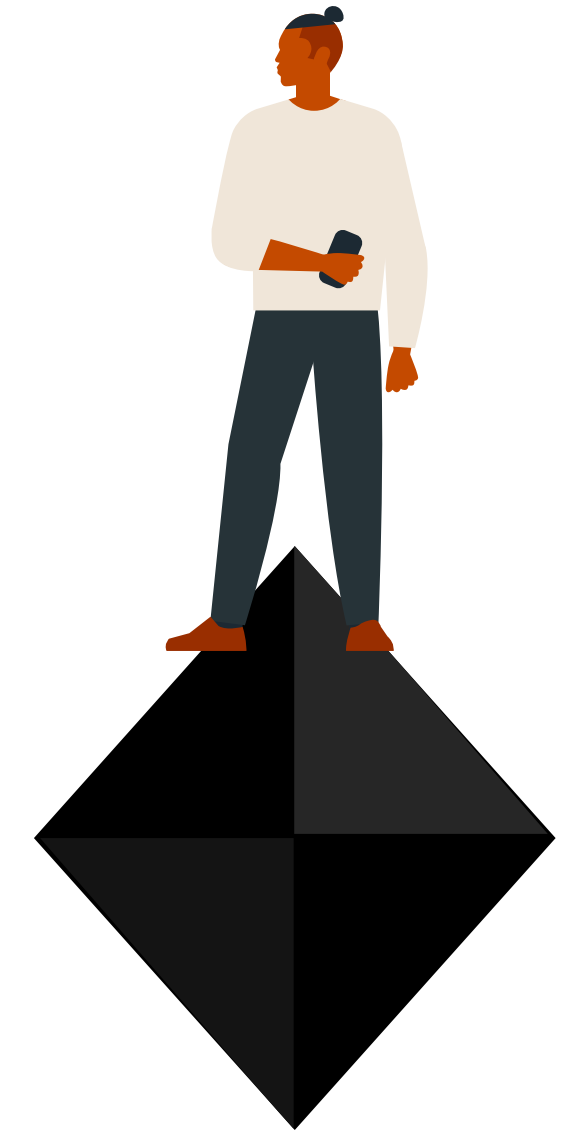
# PARTNERSHIP OPPORTUNITIES



OVERVIEW	DOUBLE BLACK DIAMOND	BLACK DIAMOND	BLUE SQUARE	GREEN CIRCLE	SNOW ROW	MAGIC CARPET
Price		\$350,000	\$225,000	\$150,000	\$35,000	\$5,000
Spots Available		Five	20	50	75	50
Eligibility	Invite Only	Elite and Powered By Snowflake Partners Only	Elite, Premier and Powered By Snowflake Partners	Elite, Premier, Select and Powered By Snowflake Partners	All Partners	Priority to Startups and International Partners
High Level Benefits	Custom Built Offering					
Branding		✓	✓	✓	✓	✓
Social Media and Press Release		✓	✓	✓	✓	✓
Conference Access		✓	✓	✓	✓	✓
Turnkey Booth		✓	✓	✓	✓	
Event Support		✓	✓	✓	✓	
Speaking Opportunity		✓	✓	✓		
Executive Engagement		✓	✓	✓		
Listings		✓	✓	✓		
Communications		✓	✓			
Onsite Meeting Room		✓	✓			

# BLACK DIAMOND

FIVE SPOTS AVAILABLE TO ELITE AND POWERED BY SNOWFLAKE PARTNERS ONLY - \$350,000



## SPEAKING OPPORTUNITY

- One (1) 45-minute breakout session with a customer\*
- One (1) 20-minute theater session
- One (1) theCUBE interview produced with an industry expert host\*\*

## EXECUTIVE ENGAGEMENT

- One (1) executive lounge pass\*\*\*
- Rotating digital ad display (select areas)

## EVENT SUPPORT

- End-to-End Concierge

*\*Partner is responsible for all airfare & hotel accommodations for customer speaker. Snowflake to approve speaker.*

*\*\*8- to 12-minute video, unlimited usage rights, and logo displayed on the lower third of the screen*

*\*\*\*Executive Engagement access is by invite only to C-suite or VP level leadership submitted*

*\*\*\*\*Partner is responsible for all airfare & hotel accommodations for customer speaker. Snowflake to approve speaker.*

*\*\*\*\*\*2 social media posts: Inclusion in 1 aggregate post with other double black diamonds. And 1 standalone*

## BRANDING

- Logo placement on Summit homepage
- Logo and company description (100 words) on the Summit partner page
- Logo placement in mobile app in Summit partners section
- Logo placement in keynote “Thank You” slide
- Logo placement in Snowflake Partner Network (SPN) Summit “Thank You” slide
- Rotating digital ad display (main traffic areas)
- Logo placement on screensaver for session walk-in

## TURNKEY BOOTH

- 20’ X 20’ booth space with tables, chairs, electrical drops, monitors, hard-wired internet connections, and carpet
- Hanging sign
- Five lead retrieval devices
- Access to partner lounge
- 15 min visit of Snowflake’s Polar Bear on a selected day during Summit

## COMMUNICATIONS

- Logo placement in one pre-event email to all registrants
- Promotion of session in one pre-event email to non-registrants
- One push notification to all Summit attendees one hour before session starting time

## CONFERENCE ACCESS

- 16 conference passes and hotel room block
- Two conference passes for customer speaker(s)\*\*\*\*
- Eight reserved premium seats at the keynote
- Eight reserved premium seats at Snowflake Partner Network (SPN) Summit
- Dedicated space for speed dating meetings with Snowflake sellers after SPN Summit
- Option to purchase additional conference passes at the discounted rate of \$1095

## MEETING ROOM

- Onsite dedicated private meeting room

## LISTINGS

- List of all accounts (company name only) registered for Summit one week prior to the event
- Breakdown of the role categories of registrants one week prior to the event

## SOCIAL MEDIA AND PRESS RELEASE

- Two Snowflake issued social media posts\*\*\*\*\*
- Social media promotional kit with individualized banner
- Option to issue a press release with a quote provided by Snowflake

# BLUE SQUARE

20 SPOTS AVAILABLE TO ELITE, PREMIER AND POWERED BY SNOWFLAKE PARTNERS ONLY - \$225,000

## SPEAKING OPPORTUNITY

- One (1) 45-min breakout session with a customer\*

## EXECUTIVE ENGAGEMENT

- Rotating digital ad display (select areas)

## EVENT SUPPORT

- On-site Concierge

## BRANDING

- Logo and company description (75 words) on the Summit partner page
- Logo placement in mobile app in Summit partner section
- Rotating digital ad display (main traffic areas)

## TURNKEY BOOTH

- 10' X 20' booth space with electrical drops, monitors, hard-wired internet connections, and carpet
- Three lead retrieval devices
- Access to partner lounge

## COMMUNICATIONS

- Logo placement in one pre-event email to non-registrants

## MEETING ROOM

- Onsite dedicated private meeting room

## CONFERENCE ACCESS

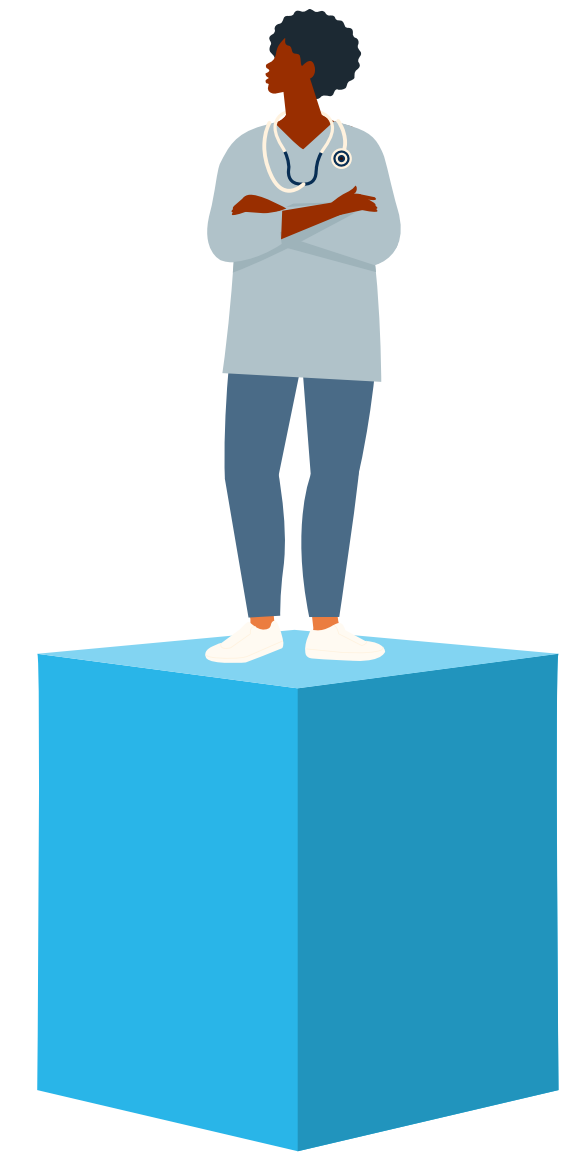
- 12 conference passes and hotel room blocks
- Two conference passes for customer speaker(s)\*\*
- Six reserved premium seats at the keynote
- Six reserved premium seats at Snowflake Partner Network Summit
- Option to purchase additional conference passes at the discounted rate of \$1095

## LISTINGS

- Breakdown of the role categories of registrants one week prior to the event

## SOCIAL MEDIA AND PRESS RELEASE

- Partner logo included in one Snowflake issued social media posts
- Social media promotional kit with individualized banner
- Option to issue a press release with a quote provided by Snowflake



\*\*Partner is responsible for all airfare & hotel accommodations for customer speaker. Snowflake to approve speaker.

# GREEN CIRCLE

50 SPOTS AVAILABLE TO ELITE, PREMIER, SELECT AND POWERED BY SNOWFLAKE PARTNERS ONLY - \$150,000

## SPEAKING OPPORTUNITY

- One (1) 20-minute theater session

## EVENT SUPPORT

- On-site Concierge

## BRANDING

- Logo and company description (50 words) on the Summit partner page
- Logo placement in mobile app in Summit partners section
- Rotating digital ad display (main traffic areas)

## TURNKEY BOOTH

- 10' X 10' booth space with electrical drops, monitors, hard-wired internet connections, and carpet
- Two lead retrieval devices
- Access to partner lounge

## CONFERENCE ACCESS

- Six conference passes
- Option to purchase additional conference passes at the discounted rate of \$1095

## LISTINGS

- Breakdown of the role categories of registrants one week prior to the event

## SOCIAL MEDIA AND PRESS RELEASE

- Partner logo included in one Snowflake issued social media posts
- Social media promotional kit with individualized banner
- Option to issue a press release with a quote provided by Snowflake



# SNOW ROW

75 SPOTS AVAILABLE TO ALL PARTNERS - \$35,000

## EVENT SUPPORT

- On-site Concierge

## BRANDING

- Logo on the Summit partner page
- Logo placement in mobile app in Summit partner section

## TURNKEY BOOTH

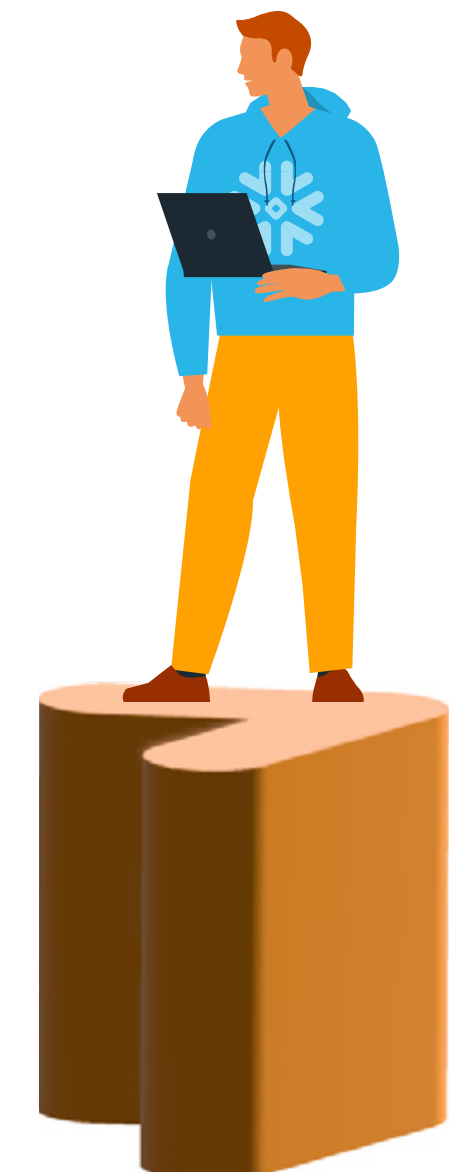
- 5 X 10' kiosk space with electrical drops, monitor, hard-wired internet connections, and carpet
- One lead retrieval device
- Access to partner lounge

## CONFERENCE ACCESS

- Two conference passes
- Option to purchase additional conference passes at the discounted rate of \$1095

## SOCIAL MEDIA AND PRESS RELEASE

- Partner logo included in one Snowflake issued social media post
- Social media promotional kit with individualized banner
- Option to issue a press release with a quote provided by Snowflake





# MAGIC CARPET

The magic carpet partnership opportunity is an exclusive offer tailored to start-ups and international partners to attend Snowflake Summit and present their offerings digitally during the event. This is an entry-level opportunity to participate and join the data cloud momentum.



# MAGIC CARPET

50 SPOTS AVAILABLE AVAILABLE TO STARTUPS AND INTERNATIONAL PARTNERS - \$5,000

## BRANDING

- Logo on the Summit partner page
- Logo placement in mobile app in Summit partner section
- Rotating digital ad display at one magic carpet kiosk on the show floor.

## CONFERENCE ACCESS

- One (1) conference pass

## SOCIAL MEDIA AND PRESS RELEASE

- Partner logo included in one Snowflake issued social media post
- Social media promotional kit with individualized banner
- Option to issue a press release with a quote provided by Snowflake



# MARKETING PROMOTIONAL OPPORTUNITIES (MPOs)

Snowflake is excited to offer additional opportunities to showcase your brand prominently at Snowflake Summit, so you can connect with customers throughout the event in unique and fun ways. These MPOs can increase brand recognition, generate leads, and establish your company as a leader in the data cloud.

# EMAIL PROMOTION SPOTLIGHT

FIVE SPOTS AVAILABLE \$10,000 EACH



Gain visibility for your organization at Snowflake Summit by adding your company logo and a short description to our Partner Spotlight module in our Snowflake Summit email communications. To generate excitement, Snowflake will send all registered attendees one email the day of the event.

- Includes the partner logo and short company description within the Partner Spotlight module of our event emails
- One call to action
- Available to Blue Square, Green Circle, Snow Row only

# MOBILE APP PUSH NOTIFICATION

TWO SPOTS AVAILABLE \$10,000 EACH



Snowflake Summit 2022 attendees will check the Summit mobile app throughout the conference to see the latest notifications and keep track of sessions. Call attention to your brand presence at the conference with a push notification that attendees will see while they're perusing our mobile app.

- Includes one push notification to all opt-in attendees to promote your session, your booth, or purchased MPO
- Available to Blue Square, Green Circle, Snow Row only
- Snowflake reserves final approval on content and timing of the notification
- Subject to character limitations

# 20-MIN THEATER SESSION



FIVE SPOTS AVAILABLE \$20,000 EACH

Grab the attention of conference-goers with this 20-minute theater session as a great way to increase your exposure and amplify your message to a targeted audience.

- Includes one 20-minute theater session on the show floor
- Topic and speaker are subject to Snowflake approval
- Available to all partners
- Date and time is subject to availability and will be scheduled by Snowflake
- Either a partner or a customer may present. Customer's conference pass, travel, and entertainment expenses are the responsibility of the partner

# ONSITE PRIVATE MEETING ROOM



12 SPOTS AVAILABLE \$18,000 EACH

Partners can host customer meetings onsite during Snowflake Summit 2022 in the Caesars Forum Conference Center. Meeting rooms will be branded and available exclusively to your company during conference hours beginning Monday at 3:00 p.m. and concluding Thursday at 1:00 p.m.

- Includes a private meeting room with locking door, company branding in front of the meeting room, power strip with multiple outlets, and access to WiFi
- All catering needs will go through Caesars Forum Conference Center exclusively. No outside food and/or beverage are allowed
- Partners will be responsible for all food and beverage costs
- Available to Blue Square, Green Circle, Snow Row only
- Partner's graphic files need to be submitted six weeks prior to Summit.



# LED WALL DISPLAY ADVERTISING

TWO SPOTS AVAILABLE \$20,000 EACH



Bring your brand to life! Conference attendees won't be able to miss our massive LED walls, strategically located in high-traffic areas. Give your brand the attention it deserves by featuring a 30-second full-screen video (no audio) on the wall, which will be played during peak transition times. Partner is responsible for supplying the video content.

- Includes LED display located in a high traffic area and partner logo looped during conference hours
- Available to all partners

# SIGNATURE COCKTAIL (MON/TUE)

10 SPOTS AVAILABLE PER DAY \$4,000 EACH



Wind down with your peers on the show floor! Snowflake will provide a signature drink for you to hand out to attendees by bartenders who will wear your branded shirts.

- Each partner will be given one type of signature cocktail to distribute. Snowflake reserves the right to create and assign cocktails. Partners may submit a request for their preferred cocktail
- During welcome reception on Monday night and Evening on Tuesday
- Includes a bartender wearing the partner-provided branded shirt, a booth property that supports a bar setup, and drink supplies
- Partners will be responsible for all beverage costs
- Available to Double Black Diamonds, Black Diamond, Blue Square, and Green Circle partners only
- Partner's graphic files need to be submitted six weeks prior to Summit

# BREW PUB



THREE SPOTS AVAILABLE - (ONE PER DAY - ONE ON TUESDAY, ONE ON WEDNESDAY AND ONE ON THURSDAY) \$50,000 EACH

The Snowflake Summit Brew Pub is the perfect place for attendees to connect at the event. The Pub will be the place to be—open all week, serving coffee and tea in the morning and local craft beers in the afternoon. This co-branded opportunity extends your presence at Snowflake Summit beyond your booth.

- Included: promotion, co-branded signage, cups, and server attire
- Available to Double Black Diamond, Black Diamond, Blue Square partners only
- Partners will be responsible for all food and beverage costs
- Partner's graphic files need to be submitted six weeks prior to Summit

# MORE MPOS AVAILABLE IN **FEBRUARY 2022**

# NEXT STEPS



## REVIEW PARTNERSHIP OPPORTUNITIES

All opportunities have an eligibility component prioritizing SPN and Data Marketplace Elite, Premier, Select, and Powered By Snowflake partners. Participation is subject to Snowflake approval.



## ALIGN INTENTION TO PARTICIPATE

Send an email to [summit\\_partners@snowflake.com](mailto:summit_partners@snowflake.com) to secure eligible spot.

Connect with your dedicated partner account manager and partner marketing manager to confirm eligibility and provide choices of partnership opportunity\*.



## SIGN CONTRACT AND RECEIVE INVOICE

Partnership contract will be routed via DocuSign to your signatory starting on the first week of January. DocuSign envelopes expire on 2/13/22. Payment is net-30 after the invoice is issued. Full payment is due 30 days before the event.



## INITIATE EXECUTION

After the contract is fully executed, partners will receive access to the event partner portal to manage tasks and deliverables.

*\*Partners without a designated partner account manager and/or partner marketing manager should contact [summit\\_partners@snowflake.com](mailto:summit_partners@snowflake.com) to secure eligible spot.*



# TERMS AND CONDITIONS

THANK YOU FOR YOUR INTEREST TO PARTNER WITH US IN A SNOWFLAKE EVENT (“EVENT”)

## PARTNER OPPORTUNITIES

Snowflake may make changes to the Event at any time prior to the commencement. Snowflake will notify Partner of material changes.

## DEADLINES

Partner agrees to adhere to reasonable deadlines set by Snowflake for the Event, including deadlines for submission of Partner information for use in promotion and production. Snowflake reserves the right to reduce Partner’s benefits if Partner is unable to meet deadlines.

## COVID-19 SAFETY; ASSUMPTION OF RISK

Participating in in-person interactions at the Event are voluntary, and individuals will be asked to participate only if they are vaccinated and may be required to provide proof of such vaccination or meet other health and safety requirements to attend. Partner (including on behalf of its participants) acknowledges and agrees that: (i) there are inherent risks with attending in-person and that Snowflake cannot guarantee that participants will not be infected with COVID-19; and (ii) participation includes possible exposure to and illness from infectious diseases, including but not limited to, COVID-19. Partner has notified its participants of the risks associated with the Event.

## PAYMENT

The Event Partner Application Form will specify the fees and expenses associated with your chosen level of sponsorship for the Event. Snowflake reserves the right to revoke or prevent Event participation in the event of non-payment.

Please refer to the Event Partner Terms and Conditions for details. In case of conflict, the Event Partner Terms and Conditions control.

THANK YOU

