



SUMMIT 2024

EVENT PROSPECTUS

THE WORLD'S LARGEST DATA, APPS, AND AI CONFERENCE

MOSCONE CENTER | SAN FRANCISCO

June 3-6, 2024





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

Denise Persson
Chief Marketing Officer

Hello Data Cloud Partners,

We are excited to announce Snowflake Summit 2024 will be returning to San Francisco! Join us at the Moscone Center from June 3-6, 2024, for the largest educational Data, Apps, and AI conference in the world.

Collaborate, learn, and grow with our Snowflake engineers, product managers, customers, partners, and industry peers during our four day event. Experience the latest and greatest the Data, applications and AI space has to offer through hundreds of educational and collaboration opportunities. Leverage the momentum of Summit to amplify your latest product innovations, services offerings and transformational ideas to over 20,000 attendees.

Our ecosystem of Snowflake partners is crucial to our success. Thank you for your continued partnership.

We look forward to seeing you in June 2024!

WHY SHOULD YOU ATTEND?

Snowflake Summit will deliver keynotes, sessions, hands-on labs, and real-world industry case studies, so thousands of customers and prospects can get the most out of the Data Cloud including advancements in generative AI and LLMs, Apache Iceberg, flexible programmability, application development, and much more!



KEYNOTES & BREAKOUT SESSIONS

Live keynotes from Snowflake executives, including CEO Frank Slootman, co-founder Benoit Dageville, and SVP of Product Christian Kleinerman

Technical deep dives about the latest advancements to the Data Cloud

Panel discussions from industry experts



EDUCATION & INSIGHTS

Live product demos and presentations delivered at the Snowflake booth

Nearly 200 partners delivering customer case studies and exhibiting booths

Hands-on lab sessions with Snowflake product managers

Expo Theater: interactive sessions jointly led by partners and Snowflake

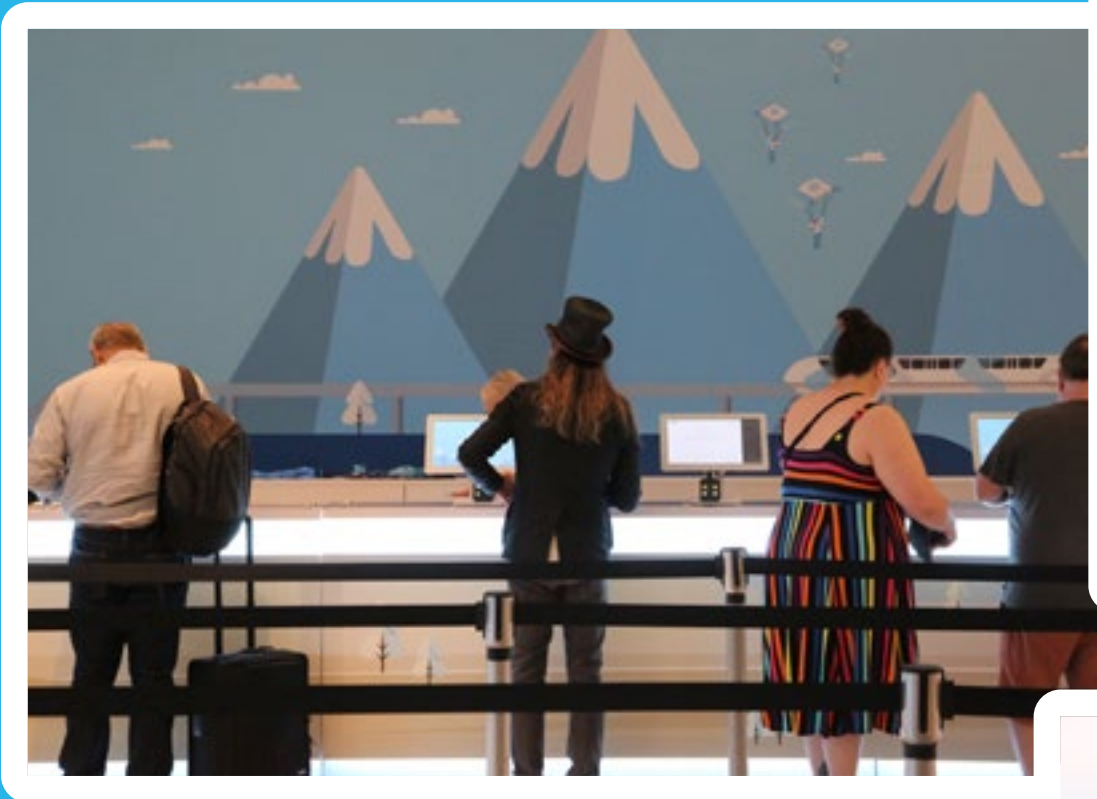
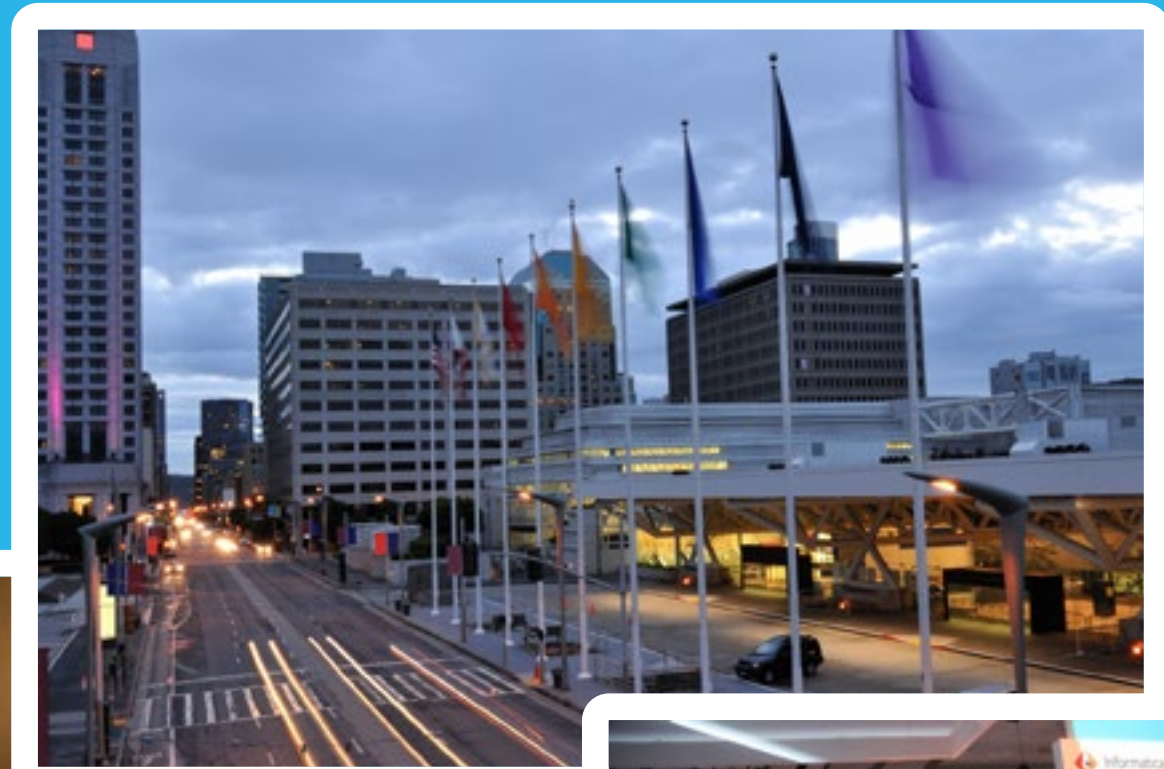
Data Cloud news updates



NETWORK WITH YOUR PEERS

Interact with Snowflake Data Heroes
Converse with Snowflake product leaders

Attend the welcome reception and expo happy hour



A group of people in business attire are networking. They are standing and talking in a crowded area. The background shows other people and event structures.



WHY SHOULD YOU INVEST IN SNOWFLAKE SUMMIT?

REACH TRUE DATA AUDIENCE TO DRIVE PIPELINE

UP TO 20K
Attendees*

ENGAGE WITH DECISION MAKERS

40%
Director + Attendees

SHOWCASE YOUR PRODUCTS & SERVICES

170+
Sessions

LEARN FROM SNOWFLAKE EXPERTS TO ADVANCE

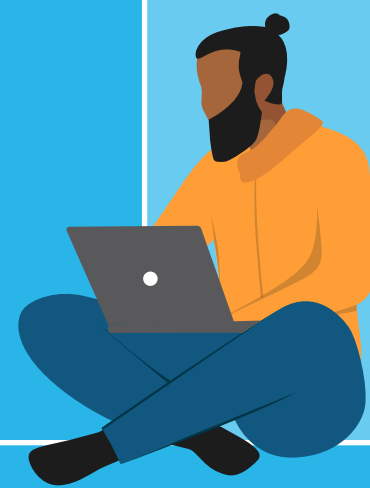
140+
Deep Dive Sessions

* There is no guarantee of any specific number of in-person conference attendees.

SUMMIT - 20,000* STRONG



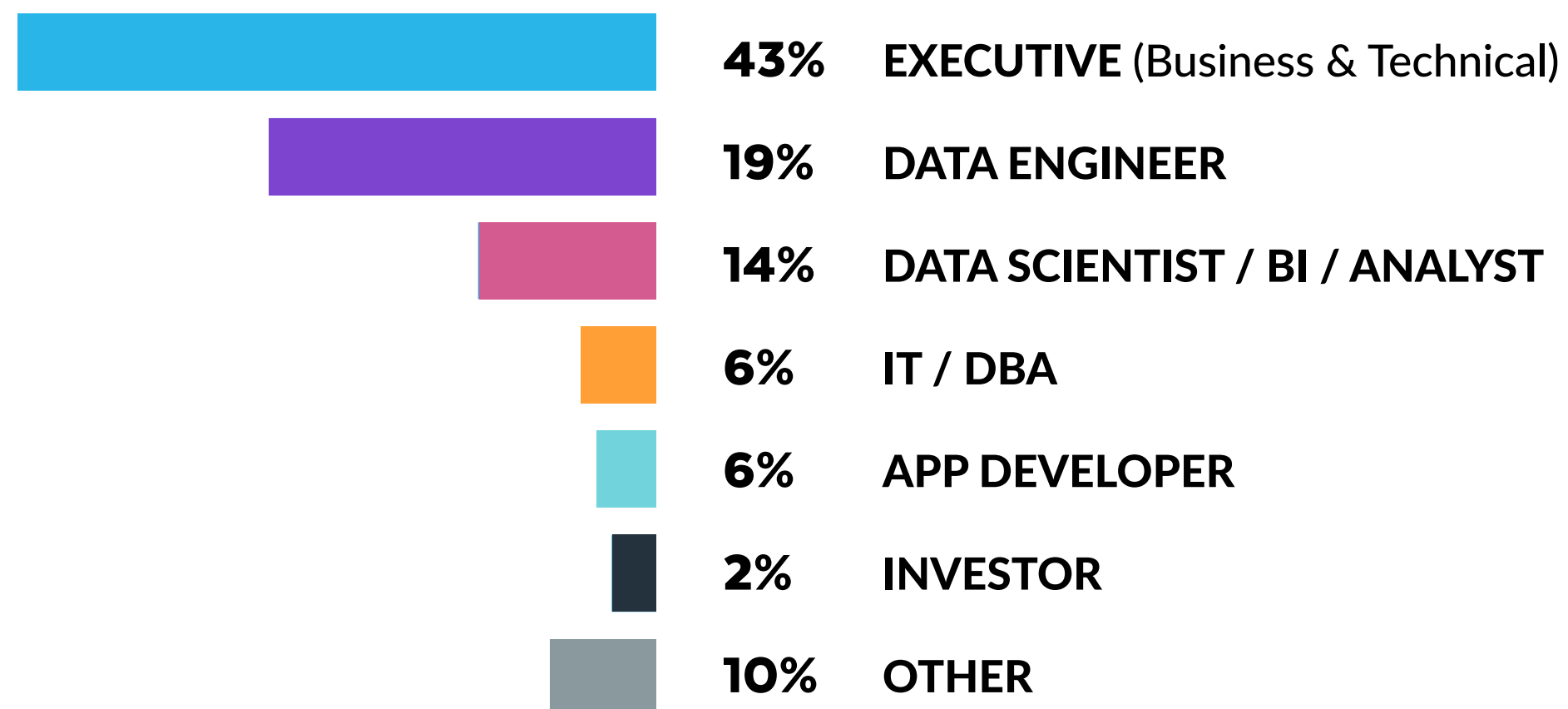
	<p>THE CORE SUMMIT EXPERIENCE</p> <p>ENTERPRISE CUSTOMERS</p> <p>15,000*</p>	<p>COMPLEMENTARY IN-PERSON PROGRAMMING BEYOND ENTERPRISE</p> <p>BUILD AT SUMMIT</p> <p>5,000*</p>
AUDIENCE	<p>SNOWFLAKE CUSTOMERS AND LATE-STAGE PROSPECTS</p> <p>Business and Technical Executives Data Engineers / Data Scientists / Application Developers BI Analyst / IT / DBA / Investors</p>	<p>FOCUSED ON ENGAGING BUILDERS IN THE DATA AND AI INDUSTRY</p> <p>Data Engineers / Data Scientists Application Developers</p>
PROGRAMMING	<p>MONDAY - THURSDAY</p> <p>Product Keynotes / Executive Panels Fireside Chats / Partner Keynote and Awards Hundreds of Breakout Sessions, Theater Sessions, and HOLs Certifications & Training / After Hours Events</p>	<p>THURSDAY</p> <p>Hackathon Snowflake Community Experiences / Open Source Talks Access to the Expo</p>



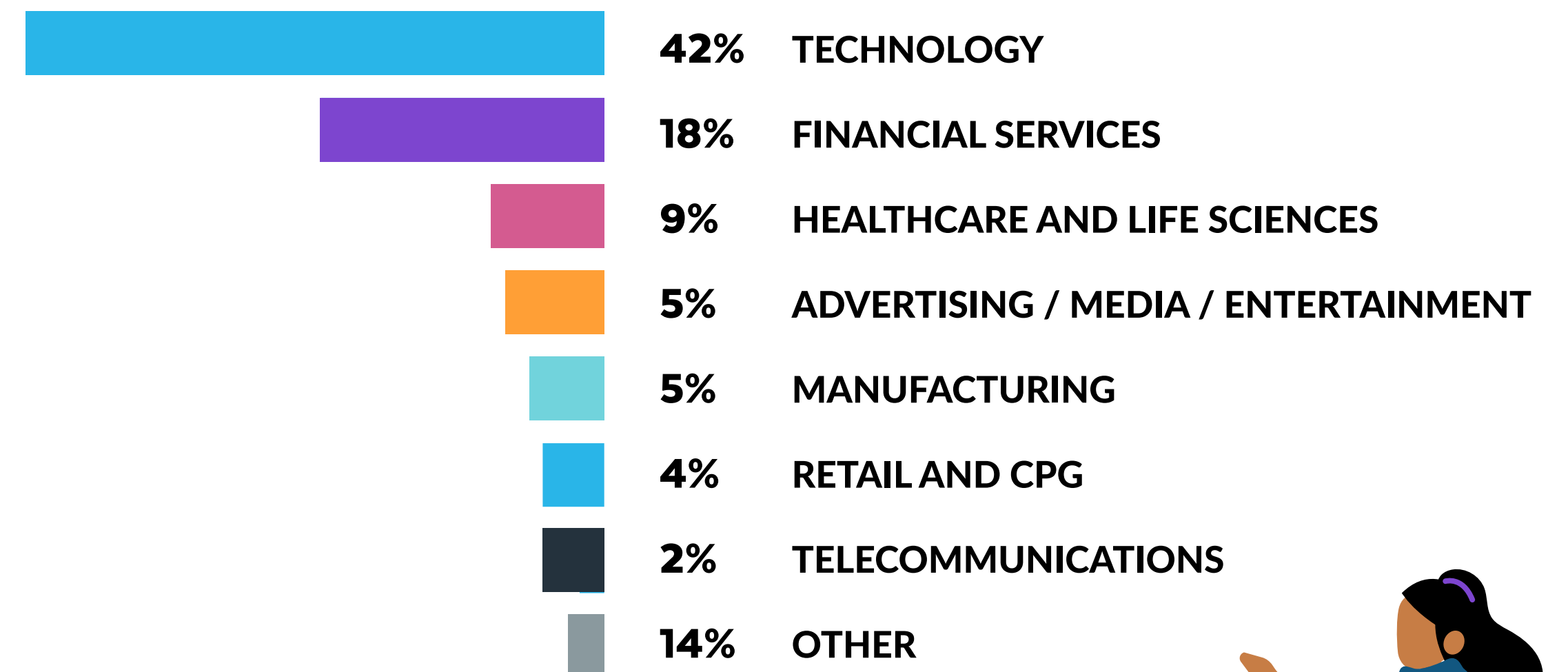
* There is no guarantee of any specific number of in-person conference attendees.

SUMMIT '23 AUDIENCE BREAKDOWN*

JOB TITLE



INDUSTRY



REGION



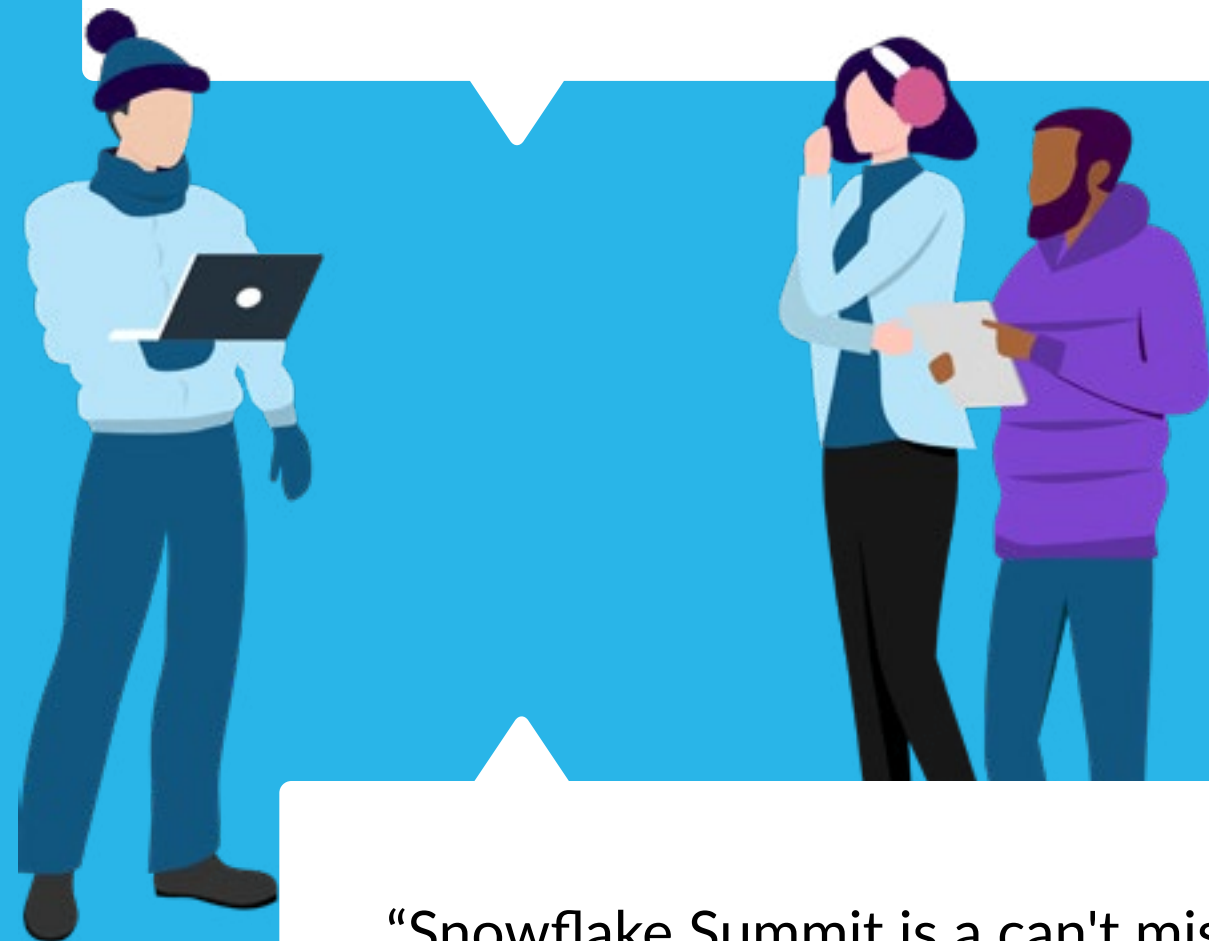
* Snowflake Summit 2023 data



TESTIMONIALS

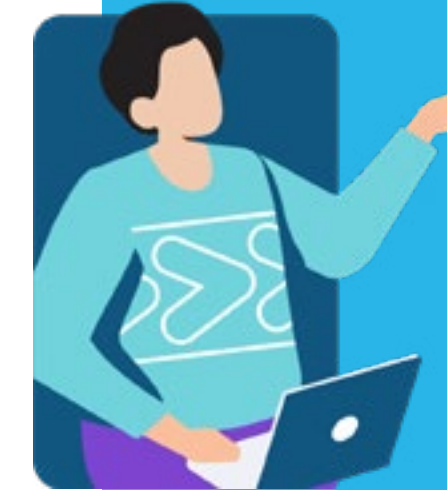
“Snowflake Summit was a big part of our Capital One Software and Slingshot launch this year! From the conversations our leadership team had with Snowflake leaders and customers, to showing practitioners our product demos, Snowflake Summit was a success!”

[The Capital One Software Team - Capital One](#)



“Snowflake Summit is a must-do event to learn, share, and network with the largest group of thought leaders in today's data ecosystem, while uncovering many opportunities to support clients in their data modernization and AI journeys.”

[David Tharp, SVP of Ecosystems and Alliances at Dataiku](#)



“Snowflake Summit 2022 provided an unparalleled platform to showcase our data integration capabilities alongside Snowflake's powerful data cloud to industry leaders, data professionals and enthusiasts. The Summit has become a premier gathering for data-driven organizations, offering a unique opportunity to stay at the forefront of the evolving data landscape. We look forward to unveiling our latest innovations this year - including the Matillion Data Productivity Cloud - engaging in thought-provoking discussions, and forging new partnerships.”

[Mark Johnston, Matillion CMO](#)

“Snowflake Summit is a can't miss opportunity for us to get face-to-face with clients that are unlocking the power of their data with Snowflake. Sponsoring Snowflake Summit allows us to showcase our Snowflake expertise, learn about what's new in the Data Cloud, and make valuable connections with data leaders from around the world.”

[Jeff Rummel, Global Alliance Director at Slalom](#)

“Another fantastic Snowflake Summit! Bringing together our partners, customers, and colleagues is invaluable. We appreciated the opportunity to have conversations with industry experts and collaborate with one another.”

[Samantha Mehlhaff \(she/her/hers\) VP of Marketing at phData](#)

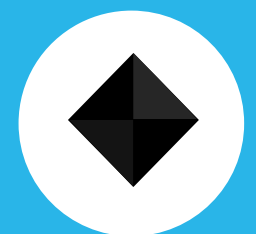


2023 PARTICIPATING PARTNERS

A complete list of partners can be found on the [website](#)



DOUBLE BLACK DIAMOND PARTNERS



BLACK DIAMOND PARTNERS



BLUE SQUARE PARTNERS



GREEN CIRCLE PARTNERS



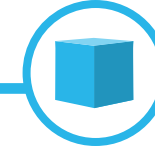

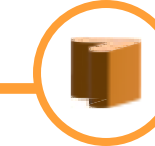




SUMMIT 2024



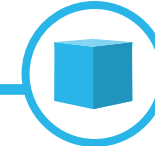


PARTNERSHIP OPPORTUNITIES

COMPARISON VIEW

	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW
Price	\$575,000	\$450,000	\$285,000	\$145,000	\$55,000
Spots Available	8	16	25	50	100
Eligibility	Elite Partners or Partners with Powered by Snowflake Applications	Elite Partners or Partners with Powered by Snowflake Applications	All Partners	All Partners	All Partners
Speaking Opportunities					
45-minute breakout session	2	1	1		
20-minute theater session		1	1	1	
Industry Pavilion - 20 minute theater session	2	1			
Data Cloud Now - News Desk Interview	1				
Data Cloud Now - Man on the Street Interview at Booth		1			
Total Number of Speaking Opportunities	5	4	2	1	0



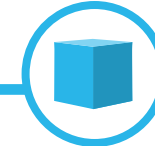


COMPARISON VIEW

(CONTINUED)

	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW
Conference Access					
Full conference passes and hotel room blocks	24	18			
Full conference passes			14	8	4
Conference passes for customer speaker(s)	6	4	2		
Booth staff passes (expo hall access only)	10	8	6	4	2
Executive Program Access	4	3			
Reserved premium seats at day 1 keynote	24	18			
Reserved premium seats at Snowflake Partner Summit	12	8			
Option to purchase additional conference passes for partner employees at the discounted rate of \$1395	✓	✓	✓	✓	✓
Option to purchase additional booth staff passes for \$995	Limit of 10	Limit of 8	Limit of 6	Limit of 4	Limit of 2
Total Number of Conference Passes	40	30	22	12	6
Space Onsite					
Booth space	30x30	20x20	10x20	10x10	5x10
Bring your own booth	✓	✓			
Turnkey Booth			✓	✓	✓



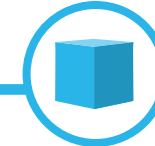


COMPARISON VIEW

(CONTINUED)

	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW
Space Onsite (continued)					
Lead retrieval devices	6	5	4	3	2
Space to create your own activation outside the expo hall (Basecamp)	20x20				
Dedicated private meeting room in expo hall (Basecamp)	✓	✓	✓		
Dedicated private meeting room in venue	✓				
Access to partner staff lounge expo hall (Basecamp)	✓	✓	✓	✓	✓
15-minute visit of Snowflake's polar bear on a selected day during Summit	✓	✓			
Branding					
Industry Pavilion - Partner solution slide in the industry booth	1	1	1		
Logo placement in keynote "Thank You" slide	✓	✓	✓	✓	
Logo placement in Snowflake Partner Summit "Thank You" slide	✓	✓	✓	✓	
Digital ad display on main LED at entrance of the expo hall (Basecamp)	✓				
Digital ad display on high traffic areas within conference locations	✓	✓	✓	✓	
Logo placement on screensaver slides for all Summit sessions	✓	✓			
Logo placed on one (1) aggregate DBD Summit out of home advertisement	✓				



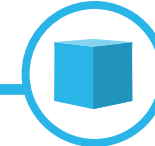


COMPARISON VIEW

(CONTINUED)

	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW
Branding (continued)					
Keynote walk in video (30 second commercial w/sound) Played 15-minutes prior to show open	✓				
Logo placement on Summit homepage	✓				
Clickable logo on the Summit event partner page	✓	✓	✓	✓	✓
One (1) mobile app push notification to all Summit attendees one (1) hour before session starting time	✓				
Logo placement in mobile app in Summit partners section	✓	✓	✓	✓	✓
Event App promo of your chosen Summit activation during week of Summit	✓	✓			
Communications					
Logo placement in one (1) pre-event email to all registrants	✓	✓			
Promotion of one (1) session in one (1) pre-event email to all registrants	✓	✓			
Logo placement in one (1) "Day of Email" to all registrants	✓				

COMPARISON VIEW

(CONTINUED)

	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW
Social Media					
Inclusion in standalone social media post	1	1			
Inclusion in one (1) aggregate social media post [by package tier]	✓	✓	✓	✓	✓
Social media promotional kit	✓	✓	✓	✓	✓
Press Release					
Option to issue a press release with a quote provided by Snowflake	✓	✓	✓	✓	✓
Reporting & Analytics					
List of all accounts (company name only) registered for Summit one (1) month prior to the event	✓	✓	✓	✓	✓
Breakdown of the role categories of registrants one (1) week prior to the event	✓	✓	✓		
Breakdown of the role categories of registrants one (1) month prior to the event	✓	✓	✓		

DOUBLE BLACK DIAMOND

8 SPOTS AVAILABLE, ELITE PARTNERS OR PARTNERS WITH POWERED BY SNOWFLAKE APPLICATIONS ONLY - \$575,000



SPEAKING OPPORTUNITIES

- Two (2) 45-minute breakout sessions with a customer¹
- One (1) Data Cloud Now - News Desk interview²

EXECUTIVE PROGRAM

- Executive Program Access (4)³

INDUSTRY PAVILION

- Two (2) 20-minute theater sessions
- Partner solution slides in the industry booth

PRESS RELEASE

- Option to issue a press release with a quote provided by Snowflake

EVENT SUPPORT

- Dedicated Summit logistics manager

BRANDING

- Logo placement on Summit homepage
- Clickable logo on the Summit event partner page
- Logo placement in mobile app in Summit partners section
- Logo placement in keynote's "Thank You" slide
- Logo placement in Snowflake Partner Summit "Thank You"
- Keynote walk in video (30 second commercial w/sound) played 15 minutes prior to show open
- Digital ad display on main LED at entrance of the expo hall (Basecamp)
- Digital ad display on high traffic areas within conference locations
- Logo placed on one (1) aggregate DBD Summit out of home advertisement
- Logo placement on screensaver slides for all Summit sessions

BOOTH

- 30' X 30' booth space, bring your own booth and materials
- Six (6) lead retrieval devices
- 20' X 20' Space to create your own activation outside the exhibit area
- Access to partner staff lounge in expo hall (Basecamp)
- 15-minute visit of Snowflake's Polar Bear to your booth on a selected day during Summit

MEETING SPACE ONSITE

- Dedicated private meeting room in expo hall (Basecamp)
- Dedicated private meeting room at Moscone

COMMUNICATIONS

- Logo placement in one pre-event email to all registrants
- Promotion of one (1) session in one pre-event email to all registrants
- Logo placement in one "Day of Email" to all registrants
- Logo placement in one "Day of Email" to all registrants
- One (1) mobile app push notification to all Summit attendees one hour before session starting time
- Event App promo of your chosen Summit activation during week of Summit

CONFERENCE ACCESS

- 24 full conference passes and room blocks
- Six (6) full conference pass for customer speakers³
- 10 booth staff passes (expo hall access only)
- 24 reserved premium seats at day 1 keynote for full conference pass holders
- 12 reserved premium seats at Snowflake Partner Summit
- Option to purchase additional full conference passes at the discounted rate of **\$1395** for partner employees only
- Option to purchase additional booth staff passes for **\$995**

SOCIAL MEDIA

- Inclusion in standalone social media post
- Inclusion in one (1) aggregate social media post [by partner package tier]
- Social Media Promotional Kit

FUTURE CO-MARKETING OPPORTUNITIES

- Partners signing up at this level will get early access to Data Cloud World Tour partner opportunities up to 10 working days before these opportunities open up to all SPN partners. While access to these opportunities will be available early, signing up will remain on a first come first serve basis while opportunities are available, and require that the Partner and Snowflake have a jointly referenceable customer in the relevant territory.

REPORTING & ANALYTICS

- List of all accounts (company name only) registered for Summit one (1) month and one (1) week prior to the event
- Breakdown of the role categories of registrants one (1) month and one (1) week prior to the event

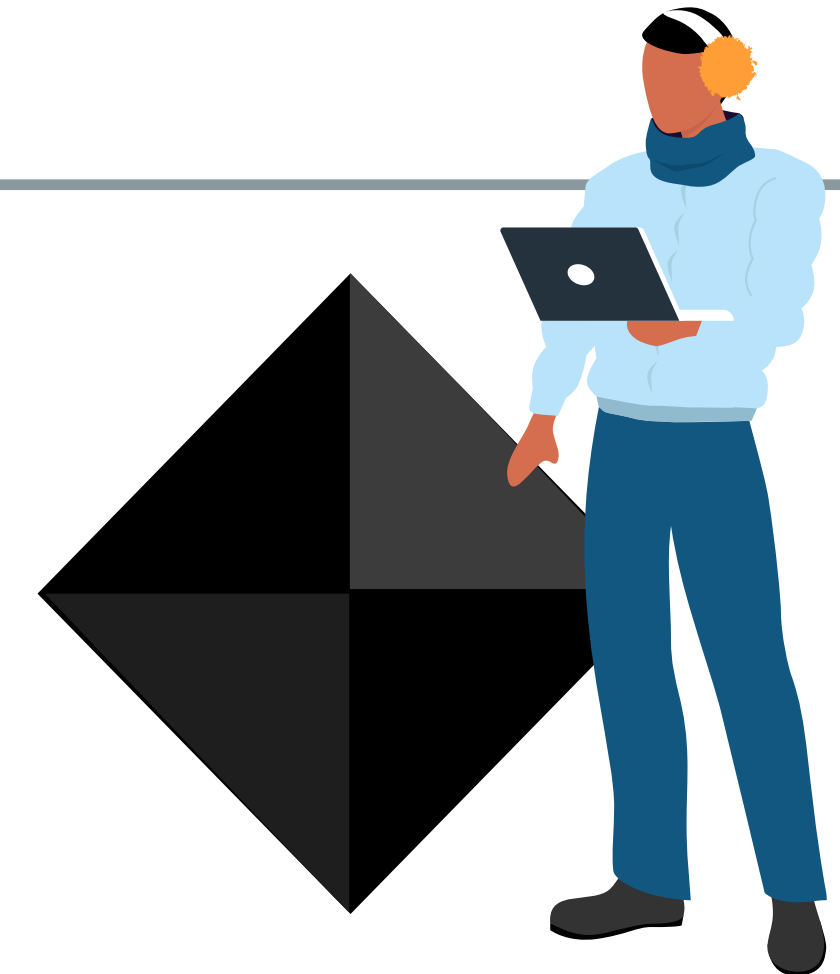
¹ Partner is responsible for all airfare & hotel accommodations for customer speaker. Snowflake to approve speaker.

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

³ Please note these are not additional full conference passes, but upgraded access to existing registered attendee passes. Exec Program is by invite only to C-suite or VP level leadership. 4-5 speakers per panel.

BLACK DIAMOND

16 SPOTS AVAILABLE, ELITE PARTNERS OR PARTNERS WITH POWERED BY SNOWFLAKE APPLICATIONS ONLY - \$450,000



SPEAKING OPPORTUNITIES

- One (1) 45-minute breakout session with a customer¹
- One (1) 20-minute theater session²
- One (1) Data Cloud Now Man on the Street interview²

EXECUTIVE PROGRAM

- Executive Program Access (3)³

INDUSTRY PAVILION

- One (1) 20-minute theater session
- Partner solution slides in the industry booth

PRESS RELEASE

- Option to issue a press release with a quote provided by Snowflake

EVENT SUPPORT

- Dedicated Summit logistics manager

BRANDING

- Logo placement in keynote “Thank You” slide
- Logo placement in Snowflake Partner Summit “Thank You” slide
- Digital ad display on high traffic areas within conference locations
- Logo placement on screensaver slides for all Summit sessions
- Clickable logo on the Summit Event Partner Page
- Logo placement in mobile app in Summit partners section

BOOTH

- 20' X 20' booth space, bring your own booth and materials
- Five (5) lead retrieval devices
- Access to partner staff lounge in expo hall (Basecamp)
- 15-minute visit of Snowflake’s Polar Bear to your booth on a selected day during Summit

MEETING SPACE ONSITE

- Dedicated private meeting room in expo hall (Basecamp)

COMMUNICATIONS

- Logo placement in one pre-event email to all registrants
- Promotion of one (1) session in one pre-event email to all registrants
- Event App promo of your chosen Summit activation during week of Summit

CONFERENCE ACCESS

- 18 full conference passes and room blocks
- Four (4) full conference pass for customer speakers³
- Eight (8) booth staff passes (expo hall access only)
- 18 reserved premium seats at day 1 keynote for full conference pass holders
- Eight (8) reserved premium seats at Snowflake Partner Summit
- Option to purchase additional full conference passes at the discounted rate of \$1395 for partner employees only
- Option to purchase additional booth staff passes for \$995

SOCIAL MEDIA

- Inclusion in one (1) aggregate social media post [by partner package tier]
- Social Media Promotional Kit
- Inclusion in standalone social media post

REPORTING & ANALYTICS

- List of all accounts (company name only) registered for Summit one (1) month and one (1) week prior to the event
- Breakdown of the role categories of registrants one (1) month and one (1) week prior to the event

¹ Partner is responsible for all airfare & hotel accommodations for customer speaker. Snowflake to approve speaker.

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

³ Please note these are not additional full conference passes, but upgraded access to existing registered attendee passes. Exec Program is by invite only to C-suite or VP level leadership.

BLUE SQUARE

25 SPOTS AVAILABLE TO ALL PARTNERS - \$285,000

SPEAKING OPPORTUNITIES

- One (1) 45-minute breakout session with a customer¹
- One (1) 20-minute theater session²

INDUSTRY PAVILION

- Partner solution slides in the industry booth

EVENT SUPPORT

- Dedicated Summit logistics manager

BRANDING

- Logo placement in keynote “Thank You” slide
- Logo placement in Snowflake Partner Summit “Thank You” slide
- Digital ad display on high traffic areas within conference locations
- Clickable logo on the Summit Event Partner Page
- Logo placement in mobile app in Summit partners section

TURNKEY BOOTH

- 10' X 20' turnkey booth space with tables, chairs, electrical drops, monitors, hard-wired internet connections, carpet
- Four (4) lead retrieval devices
- Access to partner staff lounge in expo hall (Basecamp)

MEETING SPACE ONSITE

- Dedicated private meeting room in expo hall (Basecamp)

CONFERENCE ACCESS

- 14 full conference passes
- Two (2) conference passes for customer speaker(s)²
- Six (6) booth staff passes (expo hall access only)
- Option to purchase additional full conference passes at the discounted rate of **\$1395** for partner employees only
- Option to purchase additional booth staff passes for **\$995**

SOCIAL MEDIA & PRESS RELEASE

- Inclusion in one (1) aggregate social media post [by partner package tier]
- Social Media Promotional Kit
- Option to issue a press release with a quote provided by Snowflake

REPORTING & ANALYTICS

- List of all accounts (company name only) registered for Summit one (1) month prior to the event
- Breakdown of the role categories of registrants one (1) month and one (1) week prior to the event



¹ Partner is responsible for all airfare & hotel accommodations for customer speaker. Snowflake to approve speaker.

² Please note these are not additional full conference passes, but upgraded access to existing registered attendee passes. Exec Program is by invite only to C-suite or VP level leadership

GREEN CIRCLE

50 SPOTS AVAILABLE TO ALL PARTNERS - \$145,000

SPEAKING OPPORTUNITY

- One (1) 20-minute theater session¹

EVENT SUPPORT

- Dedicated Summit logistics manager

BRANDING

- Logo placement in keynote “Thank You” slide
- Logo placement in Snowflake Partner Summit “Thank You” slide
- Digital ad display on high traffic areas within conference locations
- Clickable logo on the Summit Event Partner Page
- Logo placement in mobile app in Summit partners section

TURNKEY BOOTH

- 10' X 10' turnkey booth space with electrical drops, monitors, hard-wired internet connections, and carpet
- Three (3) lead retrieval devices
- Access to partner staff lounge in expo hall (Basecamp)

SOCIAL MEDIA & PRESS RELEASE

- Inclusion in one (1) aggregate social media post [by partner package tier]
- Social Media Promotional Kit
- Option to issue a press release with a quote provided by Snowflake

CONFERENCE ACCESS

- Eight (8) full conference passes
- Four (4) booth staff passes (expo hall access only)
- Option to purchase additional full conference passes at the discounted rate of **\$1395** for partner employees only
- Option to purchase additional booth staff passes for **\$995**

REPORTING & ANALYTICS

- List of all accounts (company name only) registered for Summit one (1) month prior to the event



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

SNOW ROW

100 SPOTS AVAILABLE TO ALL PARTNERS - \$55,000

EVENT SUPPORT

- Dedicated Summit logistics manager

BRANDING

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

TURNKEY BOOTH

- 5' X 10' turnkey booth space with electrical drops, monitor, hard-wired internet connections, and carpet
- Two (2) lead retrieval device
- Access to partner staff lounge in expo hall (Basecamp)

SOCIAL MEDIA & PRESS RELEASE

- Partner logo included in one (1) Snowflake issued social media posts
- Social Media Promotional Kit
- Option to issue a press release with a quote provided by Snowflake

CONFERENCE ACCESS

- Four (4) full conference passes
- Two (2) booth staff passes (expo hall access only)
- Option to purchase additional full conference passes at the discounted rate of **\$1395** for partner employees only
- Option to purchase additional booth staff passes for **\$995**

REPORTING & ANALYTICS

- List of all accounts (company name only) registered for Summit one (1) month prior to the event





SUMMIT 2024

MARKETING PROMOTIONAL OPPORTUNITIES

Coming Early 2024

NEXT STEPS

1



REVIEW PARTNERSHIP OPPORTUNITIES

SPN and Marketplace Elite, Premier, Select and Powered by Snowflake partners will be prioritized for partnership opportunities.

2



APPLY TO PARTICIPATE

Complete the [application form](#) to secure eligible spot. Participation is subject to Snowflake's approval.

3



SIGN CONTRACT

Snowflake's event partnership contract will be routed via DocuSign to your signatory 2-3 business days after the complete [application form](#) is received and the eligibility and placement have been confirmed. DocuSign envelopes expire after 30 days.

4



RECEIVE INVOICE & EXECUTE

Invoices will be sent starting January 2024. Payment is net-30 after the invoice is issued. Full payment is due 30 days before the event.

Partners will receive access to the event partner portal to manage tasks and deliverables.

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.

HEALTH AND SAFETY; ASSUMPTION OF RISK

Participating in-person events is voluntary, and participants will be required to meet any government-mandated health and safety requirements (including vaccination requirements), or any health and safety requirements imposed by the host or venue, to attend. Partner (including on behalf of its participants) acknowledges and agrees that: (i) there may be inherent risks with attending in-person events and (ii) in-person event participation includes possible exposure to and illness from infectious diseases. Partner has notified its participants of the risks associated with attending 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 for failure to pay all amounts due prior to the start of the event.

ATTENDEES

Snowflake does not guarantee any specific level of in-person attendees at the Summit event. In past years, the number of attendees have included both in-person and virtual registrants.

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



SUMMIT 2024

THANK YOU

For more information or inquiries, please contact
summit_partners@snowflake.com

