DIGITAL SHELF SUMMER 14

SPONSORSHIP PROSPECTUS

APRIL 8-10, 2024 | NASHVILLE, TN



Message from Taye Mohler

VP, Partners and Alliances - Salsify

We can't wait to welcome our sponsoring partners to Digital Shelf Summit. We are coming together in a big way for the first time since 2019 to help every Salsify customer advance to the highest levels of operational efficiency and digital shelf performance.





Message from Joe Gaudreau

VP, Corporate Development & Technology Partnerships - Salsify

Technology partnerships and co-innovation are critical for our joint-customers to drive growth and efficiencies. Together at Summit we will launch new innovations that will be foundational to driving customer success.





About the Digital Shelf Summit

Over the course of three days, our community is uniting to explore how your people, processes, and tech stack must adapt to wring out maximum efficiency and profitable growth. **Our customers want to know:**

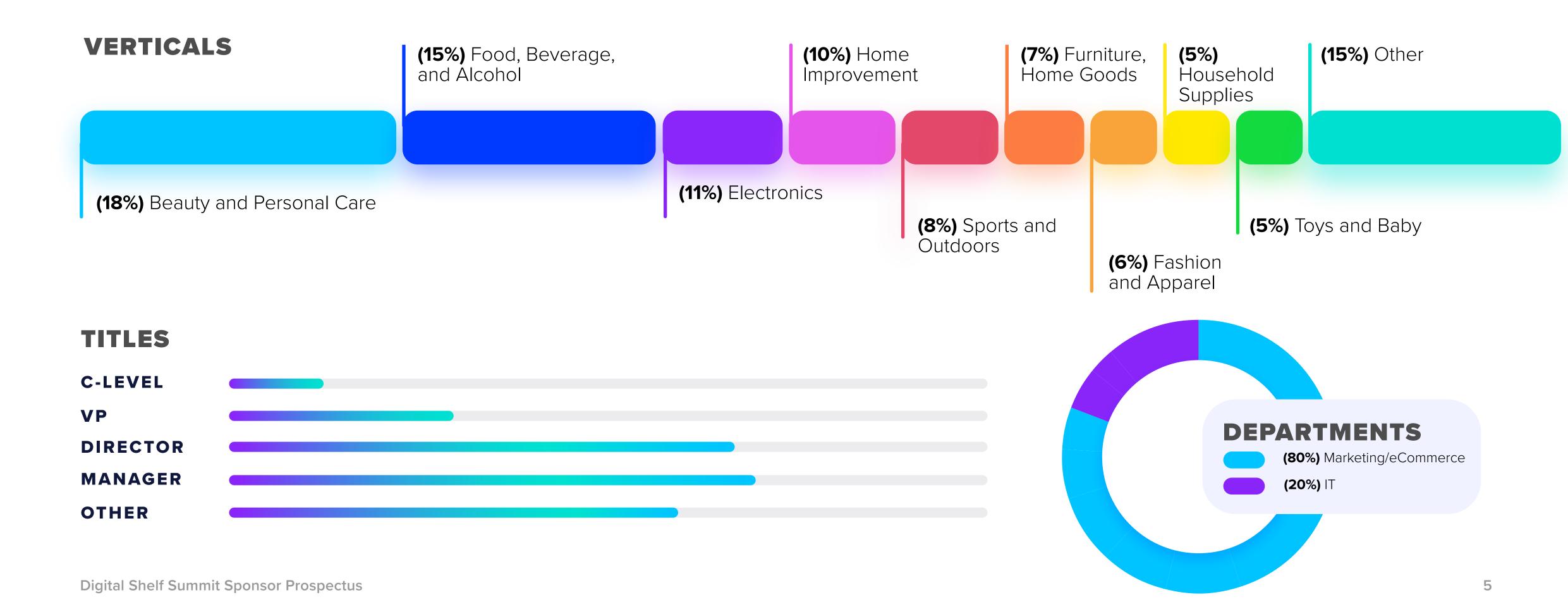
- How organizations must change to prioritize investments with the greatest ROI
- How every phase of the PXM journey will be infused with AI and automation
- How a leaner yet more powerful tech stack will drive the journey.



Join our Salsify customers in Nashville to learn, connect, and celebrate where they've been, and where they are headed. Plus, we've arranged for a worldwide solar eclipse on April 8th to mark the passage from the first decade of the digital shelf to the next. Get ready to help our customers advance to the next decade of the digital shelf!

Attendee Demographics

800+ CUSTOMERS



Why Invest in Digital Shelf Summit?

At Digital Shelf Summit, you'll be able to network with customers and prospects to uncover opportunities and mingle with Salsify teams to grow our business together

GENERATE A QUALIFIED LEAD LIST

BUILD ECOSYSTEM AWARENESS

SHOWCASE THOUGHT LEADERSHIP, PRODUCTS & SERVICES

DRIVE TARGETED ENGAGEMENT

High-level Agenda

MONDAY, APRIL 8TH

SALSIFY PARTNER SUCCESS DAY

10AM - 3PM
PARTNER SUMMIT

6PM - 9PM

OPENING NIGHT RECEPTION

7PM - 8PM

DIGITAL TRANSFORMERS - CUSTOMER AWARDS

TUESDAY, APRIL 9TH
SALSIFY CUSTOMER SUCCESS DAY

8AM - 9AM

BREAKFAST

8:30AM - 12PM

KEYNOTES & GENERAL SESSIONS

12PM - 1PM

LUNCH

1PM - 5PM

BREAKOUT SESSIONS

5PM - 6PM

EXECUTIVE-ONLY PRE-PARTY

6PM - 9PM

SALSIFY PARTY

WEDNESDAY, APRIL 10TH
DIGITAL SHELF INSTITUTE DAY

8AM - 9AM

BREAKFAST

8:30AM - 10:30AM

GENERAL SESSIONS

12PM - 1PM

LUNCH

1PM - 3PM

BREAKOUT SESSIONS

3PM - 4PM

CLOSING COCKTAIL HOUR

Sponsorship Packages

PLATINUM SOLD OUT

\$25,000

- Keynote Speaking Slot 20 min
- 4 all-access tickets + 4 exhibitonly passes
- 10x10 booth
- Commercial break
- 2 lead generation campaigns
- Dedicated, private meeting space
- Premium onsite branding
- Digital ad package
- Inclusion in Digital Shelf Summit marketing from Salsify
- Pre- and post-event attendee list*
- Include branded items in customer swag bag

GOLD SOLD OUT

\$15,000

- Breakout session speaking slot -20 min
- 3 all-access tickets + 3 exhibitonly passes
- 10x10 booth
- Commercial break
- 1 lead generation campaign
- Onsite branding
- Digital ad package
- Inclusion in Digital Shelf Summit marketing from Salsify
- Pre- and post-event attendee list*

SILVER 10 AVAILABLE

\$12,500

- 2 all-access tickets + 2 exhibitonly passes
- 10x10 booth
- Onsite branding
- Pre- and post-event attendee list*

EXHIBITOR 20 AVAILABLE

\$8,000

- 5x5 kiosk
- 1 all access ticket + 2 exhibit-only passes
- Onsite branding
- Pre- and post-event attendee list*

Don't see anything that fits your budget and or goals? We have bespoke opportunities available!

^{*} GDPR Compliant

Platinum - \$25K

SOLD OUT

Partner with Salsify at the highest level to engage with executives and customers and share your brand vision. Your sponsorship sets the bar at Salsify and drives powerful engagement and growth.

- Sponsored bar at the Opening Night Reception with a branded specialty cocktail named after your organization
- Keynote speaking slot 20 min on stage in front of the entire Digital Shelf Summit attendee audience to discuss a joint Salsify solution, story, case study, or content of your choosing with the support of Salsify
- 4 all-access tickets + 4 exhibitor passes.
 Additional all-access passes \$750 each.
- 10x10 booth right outside of General Session ballroom

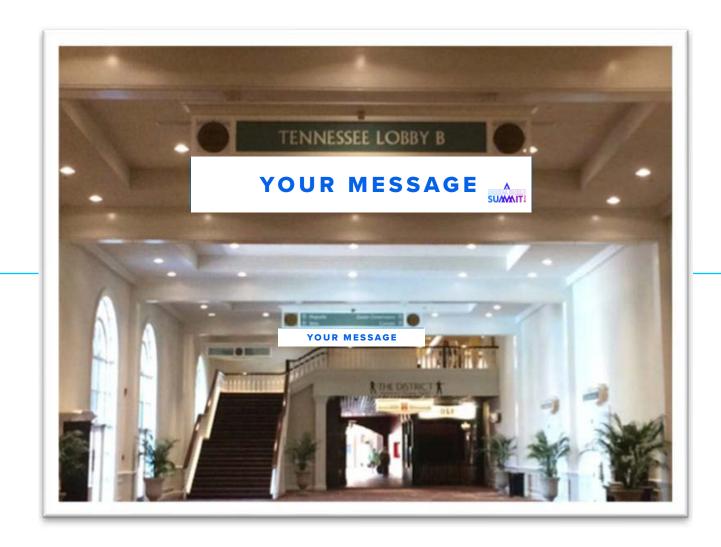
- Commercial break show a ~3 minute video during a general session
- 2 lead generation campaigns partner with the Salsify Demand Gen team to get in front of Salsify's customer base. Campaign can include content, webinars, and email campaigns designed to meet your lead-gen goals, and can be executed any time in 2024
- Dedicated, private meeting space for the entire conference, you'll have a private meeting room that can accommodate up to 12
- Premium onsite branding

- Digital ads in the conference mobile app
- Inclusion in Digital Shelf Summit marketing from Salsify including email promos, social promos, and Digital Shelf Summit website
- Pre- and post-event attendee list*
- Include branded items in customer swag bag



Platinum & Gold Branding Real Estate Options

TENNESSEE LOBBY BANNERS

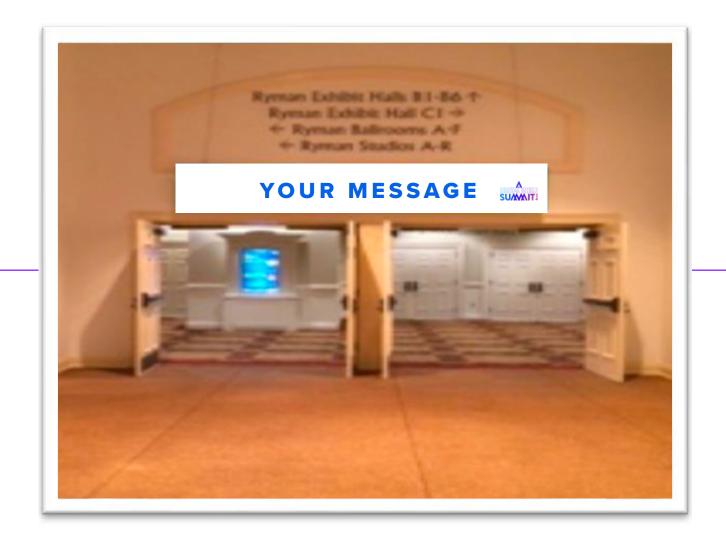






Platinum, Gold, & Silver Branding Real Estate Options

RYMAN HALL B FOYER





Gold - \$15K

SOLD OUT

Partner with Salsify to drive meaningful face-to-face conversations with customers. You will advance into new and innovative digital shelf opportunities.

- Breakout speaking slot (Tuesday, April 9) 20 min breakout to discuss a joint Salsify solution, story, case study, or content of your choosing with the support of Salsify
- 3 all-access tickets + 3 exhibitor passes. Additional all-access passes \$750 each.
- 10x10 booth right outside of General Session ballroom
- Commercial break show a ~3 minute video during a general session

- 1 lead generation campaign partner with the Salsify Demand Gen team to get in front of Salsify's customer base. Campaign can include content, webinars, and email campaigns designed to meet your lead-gen goals, and can be executed any time in 2024
- Dedicated, private meeting space for the entire conference, you'll have a private meeting room that can accommodate up to 12
- Premium onsite branding
- Digital ads in the conference mobile app

- Inclusion in Digital Shelf Summit marketing from Salsify including email promos, social promos, and Digital Shelf Summit website
- Pre- and post-event attendee list*
- Include branded items in customer swag bag



* GDPR Compliant

Silver - \$12,500

10 AVAILABLE

Access over 800 Salsify customers that you can't reach anywhere else. Boost your brand visibility and sales pipeline while creating new business opportunities by showcasing the breadth and depth of your one-of-a-kind solutions.

- 2 all-access tickets + 2 exhibitor passes. Additional all-access passes \$750 each.
- 10x10 booth right outside of General Session Ballroom
- Onsite branding

- Inclusion in Digital Shelf Summit marketing from Salsify including email promos, social promos, and Digital Shelf Summit website
- Pre- and post-event attendee list*



Exhibitor - \$8,000

20 AVAILABLE

Share your company's vision and solidify new relationships all while generating qualified leads and driving brand awareness at the premier digital shelf conference of the year.

- 1 all-access ticket + 2 exhibitor passes. Additional all-access passes \$750 each.
- 5x5 kiosk
- Onsite branding
- Inclusion in Digital Shelf Summit marketing from Salsify including email promos, social promos, and Digital Shelf Summit website
- Pre- and post-event attendee list*

* GDPR Compliant

Bespoke Sponsorship Package - \$5,000

BASE OPTION FOR CUSTOM PACKAGES INCLUDING UNIQUE BRANDING EXPERIENCES

Base Package Includes:

- 2 exhibitor passes
- Onsite branding
- Opportunities for customer, prospect, and partner networking
- Inclusion in Digital Shelf Summit marketing from Salsify including email promos, social promos, and Digital Shelf Summit website
- Pre- and post-event attendee list*

* GDPR Compliant

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Bespoke Options

CUSTOMIZE YOUR OWN SPONSORSHIP PACKAGE

MEALS / EVENT SPONSORSHIPS

- Monday: Welcome Reception \$18,500
- Tuesday: Women's Breakfast \$7,500
- Tuesday: Breakfast \$7,500
- Tuesday: Lunch **\$9,500**
- Tuesday: Executive Happy Hour **SOLD OUT**
- Wednesday: Breakfast \$6,000
- Wednesday: Delta Atrium Lunch \$7,600
- Wednesday: Digital Shelf Institute Closing Cocktail Hour - \$5,500

BOOTH ADD-ONS, ALL ASSUME 100 PEOPLE (\$2,500 EACH):

- Juice Bar
- Coffee/tea Bar
- Dessert Bar
- Mix Nuts Bar
- Candy Bar

TUESDAY: SALSIFY PARTY AT THE DISTRICT (PRICING COMING SOON)

- Restaurant take-over during Salsify Customer Party
 (3 available) \$25,000
- Bar take-over during Salsify Customer Party
 (3 available)- \$10,000
- Signature drink sponsorship \$2,000
- Nashville-themed Photo Booth \$2,000
- Whiskey tasting \$5,000
- Entertainment sponsor with opportunity to introduce your company and the band on stage! -\$3,000
- Cowboy boot fittings \$5,000

Bespoke Options

CUSTOMIZE YOUR OWN SPONSORSHIP PACKAGE

- Welcome reception river boat sponsorship
 (4 available) \$5,000
- Host a breakout session \$15,000
- Hotel key card branding \$5,000
- Guestrooms: HD designated channel for a promotional video/message - \$8,000
- Branded lanyards for attendee badges
 SOLD

- Welcome gifts / room drop price **TBD**
- Photo booth **\$5,000**
- Branded charging stations price **TBD**
- Branded water stations in general session room - \$3,500
- Relaxation station \$8,000
- Private meeting space \$500/hour or \$5,000 for the full day



We Drive Traffic to You



CALL OUTS

Visual prompts and host call-outs

GAMIFICATION

Passports, incentives and rewards

PROMOTION

 Pre-event 'hype' announcements, including emails and blog posts, that will feature sponsoring partners and offer sneak-peeks to engage registrants



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SALSIFY