



**SNOWFLAKE
SUMMIT 25**

EVENT PROSPECTUS

Join us in the Era of Enterprise AI

MOSCONE CENTER | SAN FRANCISCO
June 2-5, 2025





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

Denise Persson
CMO, Snowflake

Hello AI Data Cloud Partners,

We are excited to announce that Snowflake Summit 2025 will return to Moscone Center in San Francisco from June 2-5, 2025!

Network, learn and grow with Snowflake engineers, product managers, customers, partners and industry peers during our can't-miss, four-day event for AI, apps and data. Experience the latest and greatest in AI, gen AI, application development and more through hundreds of educational and collaboration opportunities with 20,000 attendees. Tap into the power of the Data Cloud community to discover innovative ways to strengthen your data and AI strategy and new opportunities for growth.

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

We look forward to seeing you in June 2025!

WHY SHOULD YOU ATTEND?

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

KEYNOTES AND BREAKOUT SESSIONS

Live keynotes from Snowflake executives, including:

CEO Sridhar Ramaswamy

Co-Founder Benoit Dageville

SVP of Product Christian Kleinerman

Technical deep dives on the latest advancements to the AI Data Cloud

Panel discussions from industry experts

EDUCATION AND INSIGHTS

Technical deep dives to keep up with the latest in Snowflake product innovations

Hands-on lab sessions direct with Snowflake product managers

Data Cloud Now news updates

NETWORK WITH THE AI DATA CLOUD ECOSYSTEM

Meet with Snowflake leaders

Engage with thousands of Snowflake Customers

Learn from the best Snowflake product experts

WHY SHOULD YOU INVEST IN SNOWFLAKE SUMMIT?

20K*

Projected number of attendees across 4 days

~500

Sessions across 12 tracks

40%

Decision-maker audience (Director-level or above)

190+

Unique organizations speaking

25+

Hands-on labs from Snowflake experts

75+

AI-specific sessions including Dev Day Luminary Talks

170+

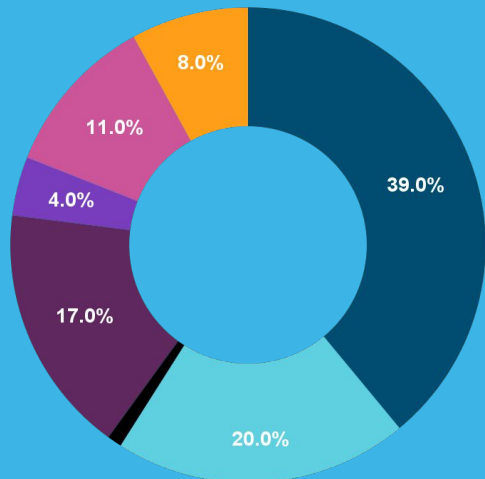
Partner sessions

ATTENDEE PROFILE

Based on 2023 Snowflake Summit data

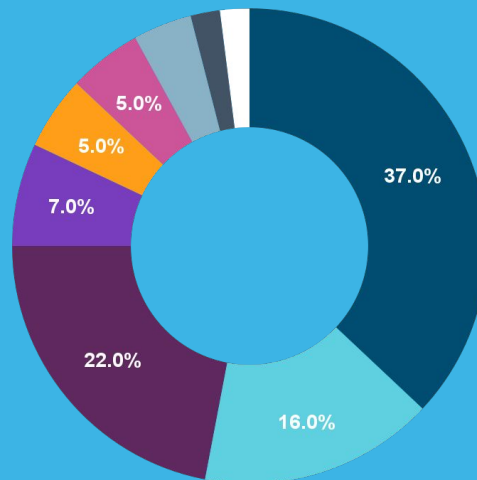
JOB TITLES

- Executive (Business + Technical)
- Data Engineer
- Data Scientist / BI / Analyst
- IT / DBA
- App Developer
- Investor
- Other & NAs



INDUSTRIES

- Technology
- Financial Services
- Other & NAs
- Healthcare and Life Sciences
- Manufacturing
- Advertising, Media and Entertainment
- Retail and CPG
- Telecommunications
- Public Sector



REGIONS

86% AMERICAS

8% EMEA

6% APJ

TESTIMONIALS

“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, Dataiku

“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**

“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, 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.”

– **Blaine Dunham**
Director of Strategic Alliances, phData

“Snowflake Summit provided an unparalleled platform to showcase our data integration capabilities alongside Snowflake's powerful data cloud to industry leaders, data professionals and enthusiasts. 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**
CMO, Matillion

THANK YOU TO OUR SNOWFLAKE SUMMIT 24 PARTNERS

HELI-SKI



DOUBLE BLACK DIAMOND



BLACK DIAMOND



BLUE SQUARE



GREEN CIRCLE



PARTNERSHIP OPPORTUNITIES



CHOOSE YOUR SNOWFLAKE SUMMIT ADVENTURE



Turnkey Booth

OR



Basecamp Space

OR










Executive Meeting Space








Customize and create your onsite presence at the Snowflake Summit. Maximize your Summit impact and achieve your business goals with an onsite presence that suits you.

Limited to Heli-Ski, Double Black Diamond, Black Diamond Partner Packages only





COMPARISON VIEW

	 HELI-SKI	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW	 LODGE
PACKAGES							
Spots available	1	8	16	25	50	100	25
Space Only (bring your own booth)	\$650,000	\$575,000	\$450,000	N/A	N/A	N/A	N/A
Turnkey Booth	\$850,000	\$750,000	\$550,000	\$285,000	\$145,000	\$55,000	\$20,000
Executive Meeting Space	\$800,000	\$700,000	\$500,000	N/A	N/A	N/A	N/A
Presence Onsite	Custom (Turnkey Booth, or Space or Executive Meeting Room)	Custom (Turnkey Booth, or Space, or Executive Meeting Room)	Custom (Turnkey Booth, or Space, or Executive Meeting Room)	Turnkey only	Turnkey only	Turnkey only	Turnkey only
Eligibility	Invite Only	Elite partners	Elite partners	All partners	All partners	All partners	Only members of Powered by Snowflake Startup Program companies & Snowflake Ventures Portfolio companies are eligible to apply








COMPARISON VIEW CONT.

	 HELI-SKI	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW	 LODGE
SPEAKING OPPORTUNITIES							
45-minute Breakout Session	2	2	1	1			
20-minute Theater Session	1		1	1	1		
20-minute Industry Pavilion Theater Session	1	2	1				
Data Cloud Now: News Desk Interview	1	1					
Data Cloud Now: Man on the Street Interview at booth			1				
Hands-On Lab (run twice)	1						
Total number of speaking opportunities	6	5	4	2	1		








COMPARISON VIEW CONT.

	 HELI-SKI	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW	 LODGE
CONFERENCE ACCESS							
Full conference passes and hotel room blocks	24	24	18				
Full conference passes	20			14	8	4	2
Full conference passes for customer speaker(s)	6	6	4	2			
Booth staff passes (Expo hall access only)	10	10	8	6	4	2	2
Executive program access* <i>Not a full pass but upgraded access to partner pass</i>	4	4	3				
Reserved premium seats at day all Summit keynote	24	24	18				








COMPARISON VIEW CONT.

	 HELI-SKI	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW	 LODGE
CONFERENCE ACCESS CONT.							
Option to purchase additional conference passes for partner employees at the discounted rate of \$1,395	✓	✓	✓	✓	✓	✓	✓
Option to purchase additional booth staff passes for \$995	Limit of 10	Limit of 10	Limit of 8	Limit of 6	Limit of 4	Limit of 2	Limit of 1
Total number of conference passes	60	40	30	22	12	6	4








COMPARISON VIEW CONT.

	 HELI-SKI	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW	 LODGE
SPACE ONSITE							
Expo hall space footprint (For space or turnkey booth options only)	30'x30'	30'x30'	20'x20'	10'x20'	10'x10'	5'x10'	5'x5'
CHOICE OF: Space Only Bring your own booth	✓	✓	✓				
CHOICE OF: Turnkey Booth	✓	✓	✓				
CHOICE OF: Executive Meeting Room	✓ Exec Meeting Room	✓ Exec Meeting Room	✓ Exec Meeting Room				
Turnkey Booth (No customization)				✓	✓	✓	✓
Lead retrieval devices	6	6	5	4	3	2	1
Space to create your own activation outside the Expo hall (Basecamp)	20x20						








COMPARISON VIEW CONT.

	 HELI-SKI	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW	 LODGE
SPACE ONSITE CONT.							
Dedicated private meeting room in Expo hall	✓	✓	✓	✓			
Dedicated private meeting room in venue	✓	✓					
Access to partner staff lounge Expo hall (Basecamp)	✓	✓	✓	✓	✓	✓	✓
15-minute visit of Snowflake's Polar Bear to your booth on a selected day during Summit	✓	✓	✓				








COMPARISON VIEW CONT.

	 HELI-SKI	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW	 LODGE
BRANDING							
Industry Pavilion: Partner Solution Slides in the Industry Booth	1	1	1	1			
Logo placement in main keynote "Thank You" slide	✓	✓	✓	✓	✓		
Logo placement in Snowflake keynote "Thank You" slide	✓	✓	✓	✓	✓		
Digital ad display on main LED at event entrance (30-second ad without sound)	✓	✓					
Logo placement on screensaver slides for all Summit sessions	✓	✓	✓				
Logo placed on one aggregate partner logo Summit out-of-home advertisement	✓	✓					








COMPARISON VIEW CONT.

	 HELI-SKI	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW	 LODGE
BRANDING CONT.							
Keynote walk-in video (30-second commercial w/sound) Played 15 minutes prior to show open	✓	✓					
Clickable logo on the Summit event partner catalog	✓	✓	✓	✓	✓	✓	✓
One mobile app push notification to all Summit attendees within one hour of session start time	✓	✓					
Logo placement in mobile app in Summit partner catalog	✓	✓	✓	✓	✓	✓	✓
Event app promotion of your chosen Summit activation during week of Summit	✓	✓	✓				

COMPARISON VIEW CONT.

	 HELI-SKI	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW	 LODGE
COMMUNICATIONS							
Logo placement in one pre-event email to all registrants	✓	✓	✓				
Promotion of one session in one pre-event email to all registrants	✓	✓					
Logo placement in one "day of" email to all registrants	✓	✓					
SOCIAL MEDIA							
Inclusion in standalone social media post	1	1					
Inclusion in one aggregate social media post [by partner package tier]	✓	✓	✓	✓	✓		
Social media promotional kit	✓	✓	✓	✓	✓	✓	✓

COMPARISON VIEW CONT.

	 HELI-SKI	 DOUBLE BLACK DIAMOND	 BLACK DIAMOND	 BLUE SQUARE	 GREEN CIRCLE	 SNOW ROW	 LODGE
PRESS RELEASE							
Option to issue a press release with a quote provided by Snowflake*	✓	✓	✓	✓	✓	✓	✓
REPORTING AND ANALYTICS							
List of all accounts (company name only) registered for Summit one month prior to the event	✓	✓	✓	✓	✓	✓	✓
Breakdown of the role categories of registrants one month prior to the event	✓	✓	✓	✓			
Breakdown of the role categories of registrants one week prior to the event	✓	✓	✓	✓			
List of all accounts (company name only) registered for Summit one week prior to the event	✓	✓	✓				



HELI-SKI PACKAGE

1 SPOT AVAILABLE *Invite Only*

YOUR ONSITE PRESENCE:

Turnkey Booth: \$868,180

SPEAKING OPPORTUNITIES

- 2 45-minute breakout sessions with a customer¹
- 1 Data Cloud Now: News Desk interview²
- 1 Hands-On Lab, 2 sessions during event
- 1 20 min Industry Pavilion Theater Session
- 1 20 minute Theater Session

INDUSTRY PAVILLION

1 partner solution slide in the Snowflake Industry Pavilion

EXECUTIVE PROGRAM

4 Executive program access passes³

PRESENCE ONSITE

Choice of:

- 30' x 30' Turnkey demo booth (with electrical drops, monitors, hanging sign, hard-wired internet), or
- 6 lead retrieval devices
- Access to partner staff lounge in Basecamp (Expo hall)
- 15-minute visit from Snowflake's Polar Bear to a designated spot on the Expo floor on a selected day during Summit

MEETING SPACE ONSITE

- Dedicated 10'x10' private meeting room in Basecamp (Expo hall) — 4 people
- Dedicated 10' x 20' private meeting room at Moscone — 6 people

COMMUNICATIONS

- Logo placement in 1 pre-event email to all registrants
- Promotion of 1 session in 1 pre-event email to all registrants
- Logo placement in 1 "Day of" email to all registrants
- 1 mobile app push notification to all Summit attendees within 1 hour of session start time
- 1 event app promotion of your chosen Summit activation during week of Summit

BRANDING

- Logo placement on 1 Summit out-of-home advertisement
- Logo placement on Summit website homepage
- Clickable logo on the Summit Exhibiting Partner catalog
- Logo placement in mobile app in Summit partners catalog
- Logo placement in Snowflake Summit keynotes "Thank You" slide
- Keynote walk-in video (30-second ad with sound), played 15 minutes prior to keynote open⁴
- Digital ad display on main LED at event entrance (30-second ad without sound)
- Logo placement on screensaver slides for all Summit sessions

CONFERENCE ACCESS

- 24 full conference passes and hotel room blocks
- 12 additional full conference passes

CONFERENCE ACCESS CONT.

- 20 full conference passes for customer speakers
- 60 booth staff passes⁵ (Expo hall access only)
- 24 reserved premium seats at Summit keynotes for full conference pass holders
- Option to purchase additional full conference passes at the discounted rate of \$1,395 for partner employees only
- Option to purchase additional booth passes for \$995 (up to 25)

PRESS RELEASE

- Option to issue a press release with a quote issued by Snowflake⁶

SOCIAL MEDIA

- Inclusion in 2 standalone social media posts
- Social media promotional kit

REPORTING & ANALYTICS

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

EVENT SUPPORT

- Dedicated Summit logistics manager

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 Snowflake to determine which of the main keynotes video will play.

⁵ Booth staffing limited to 15 people/passess per shift, including pre and post event (set up and take down).

⁶ Snowflake will not provide a press release quote for partners announcing their sessions or their attendance at Summit.



DOUBLE BLACK DIAMOND

8 SPOTS AVAILABLE Available to Elite Partners Only

CUSTOMIZE YOUR ONSITE PRESENCE:

Space only: \$575,000

Turnkey Booth: \$750,000

Executive meeting space: \$700,000

SPEAKING OPPORTUNITIES

- 2 45-minute breakout sessions with a customer*
- 1 Data Cloud Now: News Desk interview**

INDUSTRY PAVILLION

- 2 20-minute theater sessions in Industry Theater
- 1 partner solution slide in the Snowflake Industry Pavilion

EXECUTIVE PROGRAM

- 4 Executive program access passes***

PRESENCE ONSITE

Choice of:

- 30' x 30' Booth space only, or
- 30' x 30' Turnkey booth (with electrical drops, monitors, hanging sign, hard-wired internet), or
- Executive meeting space onsite (boardroom-style set up, monitor and electrical included with seating capacity for up to 20 people)
- 6 lead retrieval devices
- Access to partner staff lounge in Basecamp (Expo hall)
- 15-minute visit of Snowflake's Polar Bear to your booth on a selected day during Summit

MEETING SPACE ONSITE

- Dedicated 10' x 10' private meeting room in Basecamp (Expo hall) — 4 people
- Dedicated 10' x 20' private meeting room at Moscone — 6 people

COMMUNICATIONS

- Logo placement in 1 pre-event email to all registrants
- Promotion of 1 session in 1 pre-event email to all registrants
- Logo placement in one "Day of" email to all registrants
- 1 mobile app push notification to all Summit attendees within one hour of session start time
- 1 event app promotion of your chosen Summit activation during week of Summit

BRANDING

- Logo placement on 1 aggregate Summit out-of-home advertisement
- Logo placement in Snowflake Summit keynotes "Thank You" slide
- Digital ad display on main LED at event entrance (30-second ad without sound)
- Logo placement on screensaver slides for all Summit sessions
- Keynote walk-in video (30-second ad with sound), played 15 minutes prior to keynote open *****
- Logo placement on Summit website homepage
- Clickable logo on the Summit Exhibiting Partner catalog
- Logo placement in mobile app in Summit partners catalog

CONFERENCE ACCESS

- 24 full conference passes and hotel room blocks
- 6 full conference passes for session speakers*
- 10 booth staff passes (Expo hall access only)

CONFERENCE ACCESS CONT.

- 24 reserved premium seats at Summit keynote for full conference pass holders
- Option to purchase additional full conference passes at the discounted rate of \$1,395 for partner employees only
- Option to purchase additional booth staff passes for \$995

PRESS RELEASE

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

SOCIAL MEDIA

- Inclusion in 1 standalone social media post
- Inclusion in 1 aggregate social media post [by partner package tier]
- Social media promotional kit

REPORTING & ANALYTICS

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

EVENT SUPPORT

- Dedicated Summit logistics manager

*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.

***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.

****Snowflake will not provide a press release quote for partners announcing their sessions or their attendance at Summit

***** Snowflake to determine which of the main keynotes video will play



BLACK DIAMOND

16 SPOTS AVAILABLE Available to Elite Partners Only

CUSTOMIZE YOUR ONSITE PRESENCE:

Space only: \$450,000

Turnkey Booth: \$550,000

Executive meeting space: \$500,000

SPEAKING OPPORTUNITIES

- 1 45-minute breakout session with a customer*
- 1 20-minute theater session**
- 1 Data Cloud Now: Man on the Street Interview at booth**

INDUSTRY PAVILLION

- 1 20-minute theater session in Industry Theater
- 1 partner solution slide in the Snowflake Industry Pavilion

EXECUTIVE PROGRAM

- 3 Executive program access passes***

PRESENCE ONSITE

Choice of:

- 20' x 20' Booth space only, or
- 20' x 20' Turnkey booth (with electrical drops, monitors, hanging sign, hard-wired internet), or
- Executive meeting space onsite (boardroom-style set up, monitor and electrical included with seating capacity for up to 16 people)
- 5 lead retrieval devices
- Access to partner staff lounge in Basecamp (Expo hall)
- 15-minute visit of Snowflake's Polar Bear to your booth on a selected day during Summit

MEETING SPACE ONSITE

- Dedicated 10' x 10' private meeting room in Basecamp (Expo hall) — 4 people

COMMUNICATIONS

- Logo placement in 1 pre-event email to all registrants
- 1 event app promotion of your chosen Summit activation during week of Summit

BRANDING

- Logo placement in Summit keynotes "Thank You" slide
- Logo placement on screensaver slides for all Summit sessions
- Clickable logo on the Summit Exhibiting Partner catalog
- Logo placement in mobile app in Summit partners catalog

CONFERENCE ACCESS

- 18 full conference passes and hotel room blocks
- 4 full conference passes for session speakers*
- 8 booth staff passes (expo hall access only)
- 18 reserved premium seats at Summit keynotes for full conference pass holders
- Option to purchase additional full conference passes at the discounted rate of \$1,395 for partner employees only
- Option to purchase additional booth staff passes for \$995

PRESS RELEASE

- Opportunity to issue a press release with a quote provided by Snowflake****

SOCIAL MEDIA

- Inclusion in 1 aggregate social media post [by partner package tier]
- Social media promotional kit

REPORTING & ANALYTICS

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

EVENT SUPPORT

- Dedicated Summit logistics manager

**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.*

****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.*

*****Snowflake will not provide a press release quote for partners announcing their sessions or their attendance at Summit.*



BLUE SQUARE

25 SPOTS AVAILABLE Available to All Partners

YOUR ONSITE PRESENCE:

Turnkey Booth: \$285,000

SPEAKING OPPORTUNITIES

- 1 45-minute breakout session with a customer*
- 1 20-minute theater session*

INDUSTRY PAVILLION

- 1 partner solution slide in the Snowflake Industry Pavilion

PRESENCE ONSITE

- Turnkey booth only
- 10' x 20' Turnkey booth space with electrical drops, monitors (2), hard-wired internet
- 4 lead retrieval devices
- Access to partner staff lounge in Basecamp (Expo hall)

MEETING SPACE ONSITE

- Dedicated 10' x 10' private meeting room in Basecamp (Expo hall) – 4 people

BRANDING

- Logo placement in Summit keynotes "Thank You" slide
- Clickable logo on the Summit Exhibiting Partner catalog
- Logo placement in mobile app in Summit partners catalog

CONFERENCE ACCESS

- 14 full conference passes
- 2 full conference passes for session speakers*
- 6 booth staff passes (Expo hall access only)
- Option to purchase additional full conference passes at the discounted rate of **\$1,395** for partner employees only
- Option to purchase additional booth staff passes for **\$995**

PRESS RELEASE

- Opportunity to issue a press release with a quote provided by Snowflake**

SOCIAL MEDIA

- Inclusion in 1 aggregate social media post [by partner package tier]
- Social media promotional kit

REPORTING & ANALYTICS

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

EVENT SUPPORT

- Dedicated Summit logistics manager

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

***Snowflake will not provide a press release quote for partners announcing their sessions or their attendance at Summit.*



GREEN CIRCLE

50 SPOTS AVAILABLE Available to All Partners

YOUR ONSITE PRESENCE:

Turnkey Booth: \$145,000

SPEAKING OPPORTUNITIES

- 1 20-minute theater session*

PRESENCE ONSITE

- Turnkey booth only
- 10' x 10' Turnkey booth space with electrical drops, monitor (1), hard-wired internet
- 3 lead retrieval devices
- Access to partner staff lounge in Basecamp (Expo hall)

BRANDING

- Logo placement in Summit keynotes "Thank You" slide
- Clickable logo on the Summit Exhibiting Partner catalog
- Logo placement in mobile app in Summit partners catalog

CONFERENCE ACCESS

- 8 full conference passes and room blocks
- 4 booth staff passes (Expo hall access only)
- Option to purchase additional full conference passes at the discounted rate of **\$1,395** for partner employees only
- Option to purchase additional booth staff passes for **\$995**

PRESS RELEASE

- Opportunity to issue a press release with a quote provided by Snowflake**

SOCIAL MEDIA

- Inclusion in 1 aggregate social media post [by partner package tier]
- Social media promotional kit

REPORTING & ANALYTICS

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

EVENT SUPPORT

- Dedicated Summit logistics manager

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

***Snowflake will not provide a press release quote for partners announcing their sessions or their attendance at Summit.*



SNOW ROW

100 SPOTS AVAILABLE Available to all partners

YOUR ONSITE PRESENCE: Turnkey Booth \$55,000

PRESENCE ONSITE

- Turnkey booth only
- 5' x 10' Turnkey booth space with electrical drops, monitor (1), hard-wired internet
- 2 lead retrieval devices
- Access to partner staff lounge in Basecamp (Expo hall)

BRANDING

- Clickable logo on the Summit Exhibiting Partner catalog
- Logo placement in mobile app in Summit partners catalog

CONFERENCE ACCESS

- 4 full conference passes
- 2 booth staff passes (Expo hall access only)
- Option to purchase additional full conference passes at the discounted rate of **\$1,395** for partner employees only
- Option to purchase additional booth staff passes for **\$995**

PRESS RELEASE

- Opportunity to issue a press release with a quote provided by Snowflake*

SOCIAL MEDIA

- Social media promotional kit

REPORTING & ANALYTICS

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

EVENT SUPPORT

- Dedicated Summit logistics manager



THE LODGE

25 SPOTS AVAILABLE Only members of the Powered by Snowflake Startup Program companies and Snowflake Ventures Portfolio companies are eligible to apply

YOUR ONSITE PRESENCE: Turnkey Pavilion Kiosk \$20,000

PRESENCE ONSITE

- Turnkey kiosk only
- 5' x 5' Turnkey kiosk space with electrical drops and monitor (1)
- 1 lead retrieval device
- Access to partner staff lounge in Basecamp (Expo hall)

BRANDING

- Clickable logo on the Summit Exhibiting Partner catalog
- Logo placement in mobile app in Summit partners catalog

CONFERENCE ACCESS

- 2 full conference passes
- 2 booth staff passes (Expo hall access only)
- Option to purchase additional full conference passes at the discounted rate of **\$1,395** for partner employees only
- Option to purchase additional booth staff pass for **\$995**

PRESS RELEASE

- Opportunity to issue a press release with a quote provided by Snowflake*

SOCIAL MEDIA

- Social media promotional kit

REPORTING & ANALYTICS

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

EVENT SUPPORT

- Dedicated Summit logistics manager

**Snowflake will not provide a press release quote for partners announcing their sessions or their attendance at Summit.*

NEXT STEPS

1

REVIEW PARTNERSHIP OPPORTUNITIES

All opportunities have an eligibility component and will be reviewed by the Partner Marketing Team.

2

APPLY TO PARTICIPATE

Complete the [application form](#) to secure an 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 after the [application form](#) is received and the eligibility and placement has been confirmed. Docusign envelopes expire after 30 days.

4

RECEIVE INVOICE AND EXECUTE

Invoices will be sent shortly after contract execution and will be due starting January 2025.* Full payment must be completed prior to June 2, 2025. Partners will receive access to the event partner portal to manage tasks and deliverables.

TERMS AND CONDITIONS

Thank you for your interest in partnering with us at 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 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.

OUTSIDE MARKETING ACTIVITIES

During the event dates, any partner branding (e.g., branding of items, vehicles, billboards, and the like) or utilization of external paid advertising services that are placed in or adjacent to, or within one mile of, the event location, if not provided as part of the Event Partner’s package and/or approved by Snowflake in advance of the event, will be deemed to be a violation of the obligations outlined in the Conduct of Event Partner as stated in the Event Partner Terms and Conditions.

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.

MARKETING PROMOTIONAL OPPORTUNITIES

Coming early 2025





SNOWFLAKE
SUMMIT 25

THANK YOU